

Welcome to:
Dependability...Day in, Day Out!



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Fortis™ Series Launch Meeting

Fall 2004

Let's Get Started

- Facilitator introductions
- Review ground rules
- Explain the "Bucket List"



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Objectives

- Introduce the Fortis™ Truck Dependability Story
- Learn how to qualify a customer on Dependability
- Review key changes in the new Fortis™ truck to enhance Dependability
- Learn how to present the “Dependability Story” using the new Multimedia Sales Tool



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Session Agenda

Dependability Breakout Session	
30 min.	The Fortis™ Series "Dependability Story"
10 min.	Qualifying Customers for Dependability Concerns
50 min.	Improvements to Ensure World-Class Dependability
25 min.	Presenting the "Dependability Story" using the new Multimedia Sales Tool
5 min.	Dependability Content in the New Sales Brochure

Definitions

- **Dependability**

- Reliability + Durability = Dependability
 - Reliable means a product works every time
 - Durable means a product lasts a long time
- The truck starts every morning and lasts for more than 10,000 hours of operation



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Four Cornerstones of Quality to Increase Dependability

- 1) Changed design process
- 2) Upgraded the testing approach
- 3) Implemented Supplier Quality Engineering (SQE)
- 4) Totally revamped manufacturing process



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Four Cornerstones of Quality to Increase Dependability

1) Changed design process

- Designed the truck for easy manufacturing / assembly
 - Used “Mistake-Proofing” to ensure the truck is built the same way every time
- Implemented a “series” design strategy to reduce the number of unique parts in the product line



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Four Cornerstones of Quality to Increase Dependability

2) Upgraded the Testing Approach

- Established a new engineering group dedicated to Dependability
- New testing program is the most-comprehensive in the industry
- More than 1,000,000 man-hours invested to ensure Dependability



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Four Cornerstones of Quality to Increase Dependability

3) Implemented Supplier Quality Engineering (SQE)

- Hired a team of people to monitor the quality of all out-sourced components
- Dramatically increased quality standards for every parts supplier



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Four Steps to Increase Dependability

4) Totally revamped manufacturing process

- Automated Guided Vehicles
 - Real-time monitoring of assembly process
 - Communication via RF tools and fixtures
- Robotic welding
 - Superior vs. human welding
 - Maximizes quality and consistency
- Online testing
 - Components tested by supplier and tested again upon installation
 - Ensures correct operation before further assembly takes place
- Powder-coat painting
 - Superior coverage, consistency, durability and corrosion-resistance vs. liquid paints
 - Mast, Carriage and OHG



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Video Segment #1 – Designed for Dependability

Lee Tracy
Director of Product Strategy
NMHG



- Dependability goals for the new Fortis™ truck
- Strategy used to achieve Dependability goals
- Major changes to improve overall Dependability

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways – Designed for Dependability

- **Goal – Deliver world-class Dependability**
- **Focused on four critical systems for improvements**
 - Electrical
 - Hydraulics
 - Cooling
 - Transmission
- **Implemented design for manufacture / assembly and “mistake-proofing”**
 - Ensures easy and consistent assembly
 - Poka-Yoke means “mistake-proof” – only assemble each part one way
 - Example: Main wire harness

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways – Designed for Dependability

- **Instituted Supplier Quality Engineering (SQE)**
 - Team dedicated to monitoring the quality of all out-sourced components
 - More-rigorous quality standards for all suppliers
 - Suppliers must prove they meet our standards
- **The end result...**
 - Improved overall Dependability by at least 30%
 - A world-class truck that will beat the competition

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Video Segment #2 – Reliability Growth Engineering

Bud Johnson
Chief Reliability Engineer
NMHG



- What is Reliability Growth Engineering?
- Four stages of testing and improvement
- Testing at the Counterbalanced Development Center (CBDC) and in customer applications

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways – Reliability Growth Engineering

- **Completed four unique stages of testing before building production trucks**
- **Tested day and night at the Counterbalanced Development Center (CBDC)**
 - Rigorous work-cycle tests
 - Accelerated stress tests
 - Harsh environmental tests
- **Tested in tough customer applications**
 - Cotton mill – Aluminum foundry
 - Printing plant – Battery manufacturer
 - Engine factory – Lumber mill
- **Re-tested and improved design until achieved world-class Dependability**

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Video Segment #3 – Superior Manufacturing

Greg Dawe
VP Manufacturing
NMHG



- Most-advanced lift truck manufacturing facilities
- Cutting-edge technology to improve consistency
- Commitment to deliver world-class quality

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways – Superior Manufacturing

- **Revamped entire manufacturing operation**
 - Best process, best parts and best tooling
 - Incorporated worldwide “Best Practices”
 - Collaborated with engineering
 - Implemented proactive solutions to past challenges
- **Certified manufacturing process**
 - Detailed and disciplined plan
 - Tested and refined every manufacturing step

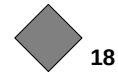
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways – Superior Manufacturing

- **Demand Flow Technology**
 - Maximizes quality and minimizes time
 - Radio-frequency tools and Automated Guided Vehicles
 - Entire process managed by central computer
- **Online testing**
 - Functional testing during assembly process
 - Enhanced fit and finish standards
 - Electrical, brakes, hydraulics
 - Maximize total appearance of the truck
- **Most-advanced manufacturing process in industry**
- **The end result...World-class quality in every truck**



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Professional Selling Process

▪ 5-Step Fact-Based Selling Process

- What does it mean?
 - Using test results, product data and facts to demonstrate superior value
- Most-effective with a consultative selling approach
- Five basic steps
 - Prospecting
 - Qualifying
 - Presenting total value
 - Handling objections
 - Closing



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What are the key messages on this topic?

How can you use this information to improve your sales results?

Identifying Customer's Concerns

- **Imagine you're in front of a customer**
 - First, you need to determine his concerns
 - Then, customize your presentation to address them
 - Ask open-ended questions
 - Begin with – Who, what, when, where, why and how
 - Can't be answered with "Yes" or "No"
 - Effective qualifying helps you:
 - Identify key messages to present
 - Advance the sales process

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What are the key messages on this topic?

How can you use this information to improve your sales results?

Identifying Customer's Concerns

- **Group Discussion**

- *What qualifying questions would you ask to determine if a customer is concerned about Dependability?*

- **Examples**

- How much downtime do you have with your current truck(s)?
 - As you assess your existing fleet, how would you rate the overall Dependability of your trucks?
 - When you look at your service records, how comfortable are you with the number of repairs you've needed to make?
 - For your current trucks, what are the most common unscheduled repairs you've had over the past 12 months?

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

Identifying Customer's Concerns

- **Group Discussion**

- *What responses would indicate you should focus on Dependability in your sales presentation?*

- **Examples:**

- We're spending way too much money on unscheduled maintenance.
- My trucks are in the shop far too often.
- Recently, we've had too many hydraulic problems.
- We seem to be constantly burning up transmissions.

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What are the key messages on this topic?

How can you use this information to improve your sales results?

Identifying Customer's Concerns

- **Group Discussion**
 - *How do you know you're talking to the real decision maker?*
- **Examples:**
 - Decision makers will be able to answer your tough questions
 - Decision makers will be able to talk about budget issues

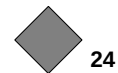
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What are the key messages on this topic?

How can you use this information to improve your sales results?

Key Takeaways

- **Successful salespeople customize their presentations to the customer's needs and buying motives**
- **Five common buying motives**
 - Dependability
 - Cost of Operation
 - Productivity
 - Ergonomics
 - Serviceability
- **At this launch meeting, you'll learn:**
 - How to determine a customer's buying motives
 - Key fact-based messages to present, based on those buying motives



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What are the key messages on this topic?

How can you use this information to improve your sales results?

Dependability Improvements

- **Remember our definition of Dependability**
 - The truck starts every morning and lasts for more than 10,000 hours of operation
- **Three basic configurations of new truck**
 1. Fortis™ Truck – 2.0L Mazda / Basic Electronic Transmission
 2. Fortis™ Advance Truck – 2.2L Mazda / DuraMatch™ Transmission
 3. Fortis™ Advance+ Truck – 2.4L GM / DuraMatch™, DuraMatch™ Plus or DuraMatch™ Plus2 Transmissions
- **Improvements focused on four systems**
 - Electrical
 - Hydraulics
 - Cooling
 - Transmission

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements



- **Video Clip – Lee Tracy**
 - New Pacesetter VSM™

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Pacesetter VSM™**

- VSM is the computer “brain” of the truck
- Manages truck operation like the computer in your car
- Benefit – maximizes Dependability of electrical system
 - Example: Superior control of transmission



VSM

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Hall-effect sensors and switches**

- Solid-state components
- Magnetically operated
- No mechanical connections
- 100% sealed from the environment
- Benefit – Lasts the life of the truck



Examples:

Key switch
FWD / REV direction lever
Throttle sensor on GM

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Improved sealed connectors**
 - All electrical connections
 - Rated for 2,000 psi pressure washing
 - Eliminates contamination caused by water, dust, debris
 - Pressure wash the entire truck
 - Benefit – maximizes reliability of electrical system
 - Examples:
 - Chassis wiring harness
 - Main wiring harnesses



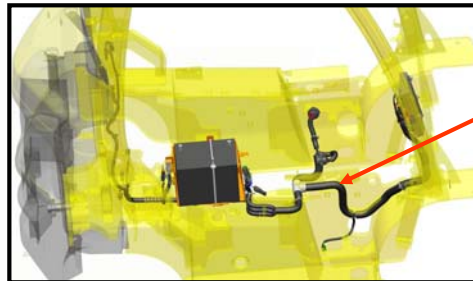
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Superior routing of wire harnesses**
 - Only one path for all wiring
 - Keeps wiring away from heat sources
 - Ensures consistent, high-quality assembly
 - CANbus design reduces wiring complexity



Main Wire
Harness

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Sealed dash display**
 - Total protection from debris and moisture
 - Fully tested – water, corrosives, heat, cold
 - Pressure wash the entire truck
 - Benefit – maximizes Dependability



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Long-life LED lights**

- Extremely bright
- Designed to last the life of the truck
- Benefit – Increases long-term Dependability
- Examples:
 - Brake lights
 - Back-up lights
 - Indicator lights on Dash display



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Improved drive lights**
 - Optimized positioning for best visibility
 - Moved inboard for better protection
 - New long-life halogen bulbs
 - Benefit – long-term Dependability



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **New electronic horn**
 - Long-lasting
 - Designed for lift truck applications
 - Solid-state hardware
 - No moving parts
 - Benefit – superior reliability vs. previous automotive horns



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Electrical System – Improvements

- **Group Discussion**

- *What improvements to the Electrical System do you feel are most important to share with your customer?*



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

Hydraulic System – Improvements

- **O-ring fittings**

- Eliminate pipe fittings and thread sealants
- Used on all high-pressure hydraulic lines
- Benefit – ensures hassle-free hydraulics
- Examples:
 - Mast cylinders
 - Control valve
 - Hydraulic pump



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Hydraulic System – Improvements

- **Superior filtration system**

- 10-micron high-performance in-tank filter vs. previous in-line filter
 - Filters all oil before entering tank
- Very high efficient filtration (99.5%)
- Increased cleanliness standards for manufacturing
- Benefit – increases lifespan of hydraulic components



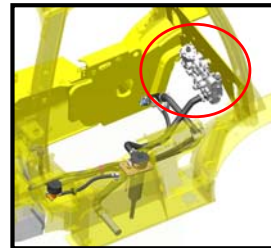
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Hydraulic System – Improvements

- **Control valve relocated to cowl**
 - Moved out of engine compartment
 - Significantly reduces temperature of valve and other hydraulic components
 - Benefits
 - Longer life for this critical component
 - Improves serviceability of control valve
 - Improves access to engine compartment
 - Reduces hydraulic failures



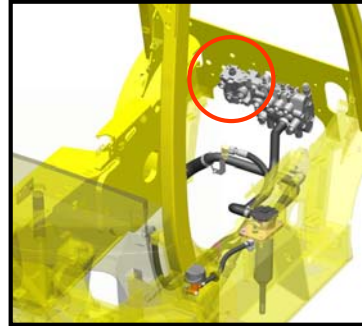
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Hydraulic System – Improvements

- **Relocated Steer Control Unit**
 - Mounted directly to control valve
 - Eliminates additional hydraulic routing
 - Built-in priority flow divider:
 - Provides on demand steering
 - Sends excess flow to control valve



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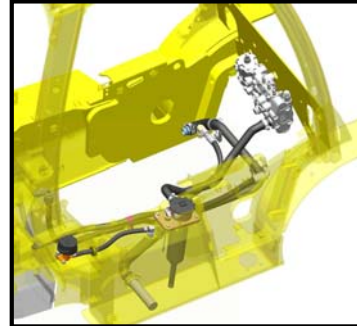
What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Hydraulic System – Improvements

- **Group Discussion**

- *What key improvements would you share regarding the hydraulic system?*



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

Cooling System – Improvements



- **Video Clip – Lee Tracy**

- Fortis™ Package – Serpentine Radiator
Option – Anti-clog Square Wave
- Fortis™ Advance – Heavy-duty Anti-clog Square Wave
Option – Combi-Cooler
- Fortis™ Advance+ – Combi-Cooler

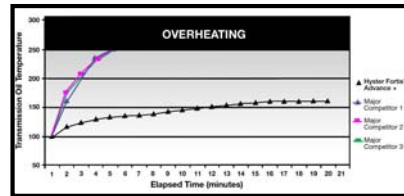
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Cooling System – Improvements

- **Enhanced cooling system improves:**
 - Day-to-day operations
 - Long-term durability
- **Dramatically lower operating temperatures**
 - Minimally 15% additional cooling capacity
 - Significantly improved airflow
 - Optimized ducting and high-volume tunnels
 - Increases component life
 - Minimizes overheating in heavy-duty applications
- **Benefit – significantly increases uptime**



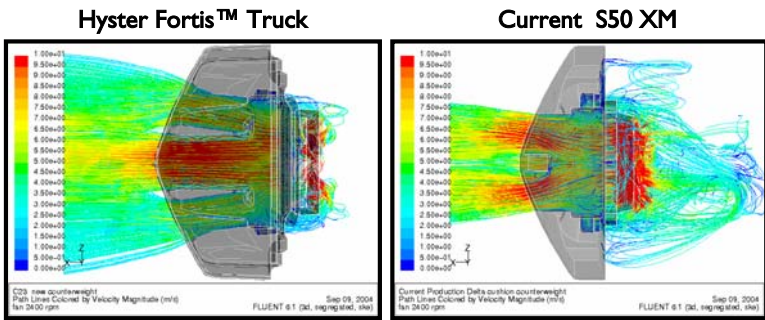
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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Improved Air Flow

- Counterweight designed to:
 - Maximize cooling
 - Increase airflow through the tunnel
 - Notice the difference in air velocity



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Cooling System – Improvements

- **Improved Basic Radiator (standard on Fortis™ truck)**
 - Serpentine aluminum core
 - Superior construction and 100% shock mounted
 - Automotive technology polymer coolant tank eliminates stress and corrosion problems
 - Low-coolant sensor (premium monitor option)
 - Removable lint screen (option)
 - Benefit – maximizes durability
- **Anti-clog square wave radiator (option on Fortis™ truck)**
 - Same features as basic radiator except core
 - Maximizes air flow in applications with airborne contaminants



What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Cooling System – Improvements



- Heavy-duty Anti-clog Square Wave radiator (standard on Fortis™ Advance truck)
 - Superior construction and 100% shock mounted
 - Heavy-duty core
 - Automotive technology polymer coolant tank eliminates stress and corrosion problems
 - Low-coolant sensor (Premium Monitor Option)
 - Removable lint screen (option)
 - Benefit – maximizes Air flow

What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Cooling System – Improvements

- **New heavy-duty Combi-Cooler radiator**
(standard on Fortis™ Advance+ Truck,
optional on Fortis™ Advance Truck)
 - Integrated “air-to-oil” transmission oil cooler
 - Additional cooling capacity for heavy-duty applications
 - Anti-clog square wave aluminum core
 - Superior construction and 100% shock mounted
 - Low coolant sensor (premium monitor option)
 - Removable lint screen (option)
 - Benefit – minimizes overheating in severe applications



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Cooling System – Improvements

- **Group discussion**
 - *Who can summarize the most-important improvements to the cooling system?*

Radiator Comparison	
Basic Radiator (Fortis™ Truck only) • 15% Additional Cooling Capacity (vs. previous model) • Transmission oil cooler in water core	Heavy-duty Anti-clog Square Wave Radiator (Standard on Fortis™ Advance Truck) • Maximizes air flow
Anti-clog Square Wave Radiator (Fortis™ Truck option) • Less susceptible to clogging	Combi-Cooler Radiator (Standard on Fortis™ Advance+ Truck option on Fortis™ Advance Truck) • External transmission oil cooler • Never overheated in heavy-duty test (vs. competition)

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What key messages on this topic do you want to share with others?

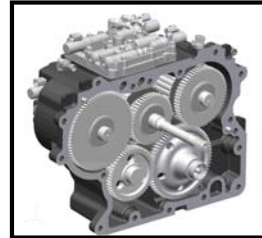
How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

New Transmission

- **Designing and manufacturing our own transmissions enables Hyster to deliver performance and features that support our objectives of:**

- Superior reliability
- Reduced cost of operation
- Maximum productivity



- **Four transmissions with patented features**

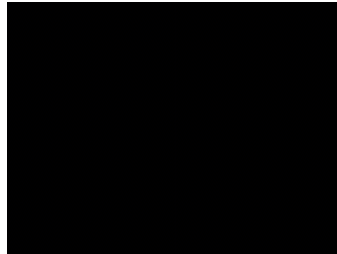
- Basic Electronic Transmission
- DuraMatch™ (1-speed)
- DuraMatch™ Plus (1-speed)
- DuraMatch™ Plus2 (2-speed)

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission



- **Video Clip – Lee Tracy**
 - The New Transmission

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **Basic Electronic Transmission (1-speed)**

- Only available with the Fortis™ truck
- Superior control vs. mechanically controlled transmissions
- Lower operating temperatures vs. current transmission
- State-of-the-art clutch packs provide 3x the life
 - New friction materials
 - 22% thicker
 - Greater surface area improves cooling and lowers temperature
- Electronic inching
 - Provides superior control
 - Automatically compensates for brake wear
- Creep speed of approx. 1.5 mph
- Benefits of Basic Transmission
 - Superior Dependability
 - Increases operator control



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **DuraMatch™ (1- speed)**
 - Available with Fortis™ Advance / Advance+ Trucks
 - All features of Basic Transmission
 - Electronically controlled, lower temperatures, new clutch packs, electronic inching
 - Auto-Deceleration System (ADS)
 - Automatically slows the truck when driver takes foot off throttle pedal
 - Applies clutch packs to slow transmission
 - Reduces brake pedal usage
 - Increases brake life by up to 60%

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission



- **Video Clip – Lee Tracy**
 - Controlled Power Reversal

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **DuraMatch™**
 - Controlled Power Reversal
 - Pacesetter VSM™ manages direction change
 - Reduces throttle to slow engine
 - Initiates auto-deceleration to stop truck
 - Changes transmission direction automatically
 - Increases throttle to accelerate truck
 - Smooth direction shifts eliminate shock loads
 - Maximizes long-term durability of the transmission and entire truck
 - Reduces tire spin
 - Increases tire life by up to 50%
 - Improves fuel economy

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **DuraMatch™**
 - Controlled rollback on ramps
 - Roll on grades limited to 3 inches per sec.
 - Increases control of truck
 - Easier to position loads on ramps
 - Zero creep at idle
 - Summary of benefits – DuraMatch™
 - Increases brake life by up to 60%
 - Increases tire life by up to 50%
 - Maximizes Dependability
 - Increases operator control
 - Reduces fuel consumption



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **DuraMatch™ Plus (1-Speed)**
 - Available only with Fortis™ Advance+ Truck
 - All features of DuraMatch™
 - Controlled Power Reversal, Auto-Deceleration System, Controlled Rollback
 - Auto-speed Hydraulics with Automatic Inching Control
 - Automatically increases engine speed to lift loads without depressing throttle
 - Superior hydraulic performance at low speeds
 - Speed remains constant while operating hydraulics
 - No operator inching required



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission



- **DuraMatch™ Plus (1-speed)**
 - Throttle Response Management
 - Travel speed controlled by throttle pedal position
 - Maintains speed regardless of load or grade
 - Summary of benefits – DuraMatch™ Plus
 - Increases Productivity
 - Improved Dependability
 - Simplifies truck operation
 - Improved Ergonomics

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **DuraMatch™ Plus2 (2-speed)**
 - Available only on Fortis™ Advance+
 - All features of DuraMatch™ Plus
 - Extended Drawbar Pull
 - Maximum drawbar pull up to 3 mph
 - Superior cooling enables maximum drawbar pull for extended periods of time
 - Advantages of 2-speed transmission
 - Lower 1st gear increases drawbar pull and gradability
 - Higher 2nd gear for greater efficiency on long runs
 - Summary of benefits – DuraMatch™ Plus2
 - Extended Drawbar Pull
 - Increased Productivity on long runs



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Transmission

- **Group Discussion**

- *What features of the new transmission do you feel will best help you increase sales of the new Fortis™ truck?*



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Which prospects / existing accounts will be most interested in this information?

New Transmissions

	Basic Electronic	DuraMatch™	DuraMatch™ Plus	DuraMatch™ Plus2
Electronically Controlled	X	X	X	X
Electronic Inching	X	X	X	X
Controlled Power Reversal		X	X	X
Auto Deceleration System		X	X	X
Auto Speed Hydraulics			X	X
Automatic Inching Control			X	X
Throttle Resp. Management			X	X
2-speed				X

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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

New Improved Warranty

- **We are 100% confident in the new truck**
 - New warranty backs up Dependability claims
 - Improved standard warranty
 - Full Truck = 1 yr. / 2,000 hrs.
 - Powertrain = 2 yrs. / 4,000 hrs.
 - Optional extended warranties
 - Up to 5 years / 10,000 hrs.



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What key messages on this topic do you want to share with others?

How can you use these messages in your selling activities?

Key Takeaways

- **Substantially improved four critical systems to ensure world-class Dependability**
 - Electrical
 - Hydraulics
 - Cooling
 - Transmission
- **Backed up with a New Improved Warranty**
- **To succeed with fact-based selling:**
 - First, qualify your customer's needs
 - Second, customize your presentation to your customer's concerns
 - Continue qualifying throughout the sales process



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What are the key messages on this topic?

How can you use this information to improve your sales results?

New Multimedia Sales Tool

- You now understand the improvements to ensure world-class Dependability
- A new Multimedia Sales Tool to help you:
 - Introduce the new truck
 - Present fact-based selling messages
- Designed to use with:
 - New customers
 - Existing accounts
- Conduct a virtual demo using motion, sound and graphics



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What are the key messages on this topic?

How can you use this information to improve your sales results?



**Strong Partners.
Tough Trucks.**



**Selecting The
Right Truck**



**We Build A
Better Truck**



**Total
Partnership**



**Next
Steps**



STRONG PARTNERS. TOUGH TRUCKS.™

[BACK](#)
[MENU](#)
[NEXT](#)
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What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



STRONG PARTNERS. TOUGH TRUCKS.™

Hyster Offers You Choices (Class 4 – 4,000 to 7,000 lb.)

			
Truck:	Fortis™	Fortis™ Advance	Fortis™ Advance+
Design Objective:	Economical Purchase Price	Minimize Cost per Hour	Maximize Loads Moved per Hour
Truck Usage:	Less than 8 hrs / day	Up to 16 hrs / day	12 to 24 hrs / day
Environment:	Clean / Dry	Variable	Variable
Ramp Usage:	Minimal	Average	Frequent / Steep
Extended Drawbar Pull:	None	Moderate	Frequent
Hydraulic Attachments:	Sideshift / Fork Positioner Only	Moderate	High Attachment Usage

Productivity **Cost of Operation** **Ergonomics** **Dependability** **Serviceability**

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What are the key messages you want to share with customers?

How can you use this content to advance the sales process?



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Advantages

Value
Comparison

Interactive
Demo

Options

Hyster Fortis™ Delivers World-Class Dependability

Over 70% of Downtime Caused by Four Truck Systems

■ Powertrain

■ Electrical

■ Cooling

■ Hydraulics

Hyster Fortis™ Delivers Significant Improvements to Reduce Downtime

■ Rugged Powertrain

■ Reliable Electronics

■ Superior Cooling

■ Longer-Life Hydraulics

■ Downtime is Costly

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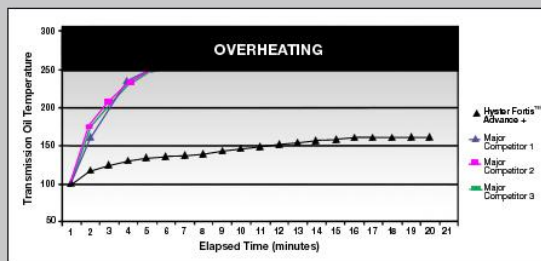
Interactive
Demo

Options

Hyster Fortis™ Delivers World-Class Dependability

World-Class Dependability Features: Cooling System

- **Cooling system operates at lower temperatures**
 - Significant improvement to cooling airflow reduces excessive heat
 - Lower temperature increases component life – engine, transmission, hoses, water pump, etc.
 - Minimizes overheating in heavy-duty applications
- **Improved Basic Radiator**
 - Superior construction and mounting to increase durability and reduce overheating
 - Low-coolant sensor notifies operator when to add more coolant
 - Aluminum core is more durable vs. old copper core
- **New heavy-duty “Combi Cooler” Radiator (option)**
 - Includes all improvements of Basic Radiator
 - 3-row aluminum core radiator and a 3-row externally mounted heavy-duty transmission-oil cooler.
 - Compact design obtains maximum performance and resists vibration
 - Designed for intensive applications that require additional cooling



✚ Hear from Our Design Center

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Downtime is Costly



Costs per Downtime Event

Repair Costs (parts & labor)	\$300
Idle Operator Costs	+ \$ 60
Truck Rental Costs	+ \$ 80
Administrative Costs	+ \$ 50

Total Cost (per Downtime Event) \$490

Additional Costs:

Lost Productivity and Sales ???

Assumptions:

1. Operator Cost = \$15.00 / hr.
2. Average Length of Downtime Event = 4 hrs.



Hyster Fortis™ Designed to Reduce Downtime by 30%

Benefits you receive

- Save thousands of dollars per year
- Gain peace of mind

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What are the key messages you want to share with customers?

How can you use this content to advance the sales process?

New Sales Brochure

- **Using the New Brochure**

- Turn to the new sales brochure in your workbook
 - Behind "Additional Resources" tab
- Open to the section discussing Dependability
- Let's review the content together

- **Brochure vs. Multimedia Sales Tool**

- Multimedia Tool always more powerful because it uses sight, sound and motion
 - But not appropriate in all situations
- New sales brochure:
 - Presents the same fact-based selling messages
 - Uses test results to demonstrate that the Hyster Fortis™ delivers superior value
- The brochure is a great leave-behind



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What are the key messages on this topic?

How can you use this information to improve your sales results?

Key Takeaways

- **You don't have to memorize all the changes**
 - Use the new Multimedia Sales Tool
 - It puts everything at your fingertips
 - Advantages
 - Cost comparisons
 - Video clips
- **The new brochure is a great leave-behind**



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What are the key messages on this topic?

How can you use this information to improve your sales results?
