

PRODUCT INFORMATION BULLETIN



PIB Number: 01.1025a

Date: October 25, 2001

Series Impact: E30-40HSD

Subject: Product Release

Attn: All Dealer Principals, Sales Managers and Branch Managers

Hyster Company is pleased to announce the release of the E30-40HSD range of trucks. Please welcome the latest Hyster Standdrive™ forklift series. Designed by our own engineers, these models will be manufactured in our production facilities.

To ensure that you have the marketing tools for the release of this new series, please find the following information attached.

1. A complete set of standard price pages for this range of product. In the near future we will be providing the formal distribution of these pages under our normal protocol. These will be effective tomorrow. ***Please remember to refresh HERO by selecting the "completely reload tables" option in the download area of the price book thereby activating this series.***
2. A complete set of SPED price pages. These are being provided in a printed format in advance of their availability on-line. ***SPED price pages will be available via www.hysterusa.com once our security module is complete in early November.***
3. An electronic version of the Technical Guide tables. The sales literature coordinator for your location will be receiving the complete Brochure / Technical Guide shortly. It is being released in conjunction with this announcement. Although this piece is a preliminary version, it will include the tables as well as corresponding charts and photographs for this product. Our more traditional feature brochure will be in production in 2002.

As you will note, the 4500-5000 pound range of units is no longer a price-list item. We recognize the need to meet the full-line demands of critical customers. In many cases, our application engineers may confirm that our new series will meet the necessary requirements. When this is not an option, we have made arrangements to obtain this product on an "as needed" basis. Please contact Product Supply for further information.

If initial inquiries on this product are any indication, we can expect great things from this welcome addition to our line. Please take a moment to reference the key summary points below.

Ergonomics. The floor of the operator compartment is suspended on polymer arches and covered with a reinforced floor mat. Initial tests reflect a 25% reduction in shocks encountered while traveling over dock boards. The foam pads positioned at the knee, hip, elbow and back positions round out the operator compartment. Although this unit favors side-stance operation, it allows an angled stance that is also comfortable when stacking with “forks first”. Optional offerings in masts, hydraulic controls, instrumentation and electrical systems allow you to create a tailored fit for any customer application.

Productivity. This series benefits from joining its Hyster lineage by acquiring the hydrostatic steering system. We have incorporated the Ultima II™ multi-function handle in this generation of Standrive™ units. Actuation of the multi-function handle will control direction and hoist functions. Use of the tilt, sideshift and auxiliary hydraulic functions are controlled through buttons on the handle.

Reliability. The E30-40HSD series incorporates components common to other Hyster series. From the transmission and steer axle to the instrument clusters and carriages, proven systems have been leveraged. The cover is made from impact-resistant polymer. The Separately Excited Traction motor, or SEM system, provides improved acceleration and speed control while limiting the required contactors and improving reliability.

As always, we appreciate the support of our distribution network and its sales organization as we continue to “stand on the shoulders of giants”. For further detail or assistance in the training of this second-to-none product, please contact your Warehouse Product Manager, Regional Sales Manager or the Marketing Department.

Sincere Regards,

A handwritten signature in black ink, appearing to read "Scott A. Alexander", with a stylized, cursive script.

Scott A. Alexander
Director of Marketing – Hyster Company