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The Safe Choice



M A R K E T I N G O V E R V I E W



The Safe Choice

WWW.HYSTERAMERICAS.COM

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INTRODUCTION

Welcome to the new Hyster marketing program. With a coordinated effort across many types of media, we will be promoting to end-users that we have industry-leading products, service, parts programs and dealer network that make Hyster “The Safe Choice” in lift trucks.

The customer-centric focus that has driven the success of the company for more than three quarters of a century has positioned Hyster with an unmatched ability to meet our end-users’ needs. We are letting them know this via a new advertising campaign, a new informational website for lift truck buyers, our new “The Safe Choice” positioning and an extensive PR campaign.

Read on to see how our marketing efforts will bring Hyster to the forefront of the lift truck industry.





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ADVERTISING

The new advertising campaign is being launched in publications this month (August 2007) with ads featuring the new Reach truck. Positioning the Reach truck as serious competition, with industry-leading features, readers are asked to “think outside the box”, and the main competition, to see what Hyster Reach trucks have to offer. The black and yellow colors of the ad speak directly to the Hyster brand and were used to create an eye-catching ad that jumps out at the reader as they flip through the pages. These ads have been tested in front of our customers and dealers to ensure maximum message impact.

New ads will follow and are currently planned to feature the Fortis line, the industry-leading dealer network and Jumbo truck line.

WHEN IT COMES TO
LIFT TRUCK
CAPABILITY
HYSTER PUTS THE COMPETITION IN THE SHADOWS.

WANT MORE FACTS? VISIT
TRUCKTRUTH.COM

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marks of Hyster Company
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WHEN IT COMES TO
REACH TRUCK
SELECTION
HYSTER GIVES MORE REASONS TO THINK OUTSIDE THE BOX.

Model shown:
N35276

- ✓ **FACT:** Total AC technology (traction, lift and steering) = more cycles per battery shift, more operator control
- ✓ **FACT:** Fork camera or laser fork level line options = faster, easier load placement and retrieval, less product damage
- ✓ **FACT:** Powered lowering = faster work cycles and power regeneration for lower cost of operation
- ✓ **FACT:** Strong dealer support with parts availability guarantee = total ownership peace of mind

WANT MORE FACTS? VISIT
TRUCKTRUTH.COM

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MEDIA SUMMARY

A combined interactive/web and print media plan has been developed, placing the new Hyster ads and positioning in front of the customer in multiple exposures. Full-page, four-color print ads are supplemented by a variety of banner ads, e-newsletter sponsorships and Internet directories to speak to the wide range of Hyster customers and prospects.

Print Media	August	September	October	November	December
Modern Materials Handling	•	•		•	•
Logistics Management		•	•		•
Materials Handling Management	•	•	•	•	•
Materials Management & Distribution		•	•	•	•
DC Velocity	•	•	•	•	•
New Equipment Digest	•			•	•
Logistics Magazine (Canada)	•				

Interactive Media	August	September	October	November	December
Logistics Management eNewsletter				•	
MHM Website Online Whitepaper	•	•	•	•	•
MHM Product eNewsletter Sponsorship	•	•	•	•	•
DC Velocity Web Direct Ad	•	•	•	•	•
DC Velocity eNewsletter Banner Ad		•			
NED Industry Insider Hot Releases		•	•	•	•
NED Internet Directory Insertions		•			•



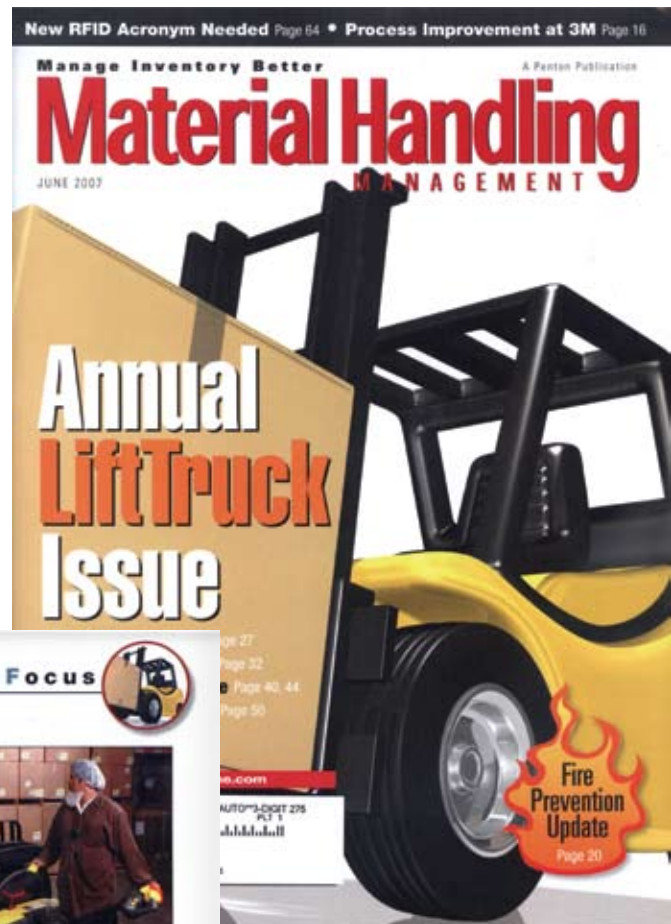
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PR SUMMARY

Public relations are an invaluable tool in any marketing effort and Hyster is staging an all-out effort to take advantage of this “free advertising”. PR can provide incredible exposure for a company, highlighting its products, services and contract wins as well as through participation in feature articles, placements of full case studies, and expert interviews. This effort will further establish Hyster as the “Safe Choice”.

With the wide array of markets, industries and customers where Hyster plays, many opportunities have already begun to present themselves—such as the MHM articles with photos shown below—and Hyster is positioned to take a leadership role in the industry through an active PR program.





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trucktruth.com

www.trucktruth.com is a Hyster Company-sponsored forum for news and information about lift trucks. It contains general lift truck information, research, data and comparisons that are useful to people who are researching a lift truck purchase. The initial version of the site features a guide to help in selection of a reach truck as well as an article about the advantages of completely AC-powered trucks. It also includes background on the buying motives for lift trucks: Serviceability, Dependability, Cost of Operation, Productivity and Ergonomics.

Short training videos, general information on different features and types of trucks as well as safety and test footage will be available in a multimedia section. There is also a section for Hot Topics, such as the environmental issues involved with lift truck fleets.

Customers and users as well as other manufacturers are invited to register for updates and send comments and suggestions for content in order to make the site a dynamic and up-to-date source for information and discussion of lift truck topics of all types.





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THE SAFE CHOICE

HYSTER DELIVERS:

- A complete line of lift trucks for all applications
- Unmatched support, sales and maintenance through the largest network of exclusive dealers
- Locations across North America, and throughout the world
- The widest array of financing options available through Hyster Capital
- Comprehensive fleet services through Hyster Fleet for maximum uptime, and productivity with easy budgeting and unparalleled return on investment
- The security provided by the UNISOURCE program

Hyster embodies "The Safe Choice" in lift trucks, and we're going to let our customers, our prospects and our competition know.



The Safe Choice