

Welcome to:

# Superior Ergonomics



**STRONG PARTNERS. TOUGH TRUCKS.™**

## Hyster Fortis™ Series Launch Meeting

Fall 2004

## Let's Get Started

- Facilitator introductions
- Review ground rules
- Explain the “Bucket List”



2

---

---

---

---

---

## Objectives

- Key changes to enhance the Ergonomics in the new Fortis™ truck
- New truck's advantages vs. competition
  - Toyota, CAT, Nissan
- How to present the “Ergonomics Story” using the new Multimedia Sales Tool
- How to overcome objections regarding Ergonomics
- Understand New Sales Brochure



3

---

---

---

---

---

# Session Agenda

| Ergonomics Breakout Session |                                                                    |
|-----------------------------|--------------------------------------------------------------------|
| 10 min.                     | Redesigning the Ergonomics of the New Fortis™ Truck                |
| 30 min.                     | Review Ergonomics test results using the new Multimedia Sales Tool |
| 25 min.                     | Improvements to Deliver Superior Ergonomics                        |
| 20 min.                     | Overcoming Objections                                              |
| 5 min.                      | Ergonomics Content in the New Sales Brochure                       |

---

---

---

---

---

## Identifying Customer's Concerns

- **Qualifying is critical**
  - First, understand your customer's concerns and identify his buying motives
  - Second, focus your presentation on his concerns
  - Continue qualifying throughout the sales process



5

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 Ergonomics?*

- **Examples of Qualifying Questions**

- If you could improve anything about the Ergonomics or operator compartment of the trucks in your existing fleet, what would it be?
- How important is it to you to reduce fatigue and discomfort for your lift truck drivers?
- If we could cut your driver turnover in half, how much would that increase your Productivity?
- What role does the operator have in the buying decision?

6

### More Qualifying Questions

- What comments do you hear from operators about the Ergonomics of your current fleet?
- How does operator fatigue impact your overall Productivity?
- What do you feel is the impact of Ergonomics on your bottom line?

---

---

---

---

---

## Ergonomics Design Process



- **Video Clip – Lee Tracy**
  - Superior Ergonomic Design

7

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ergonomics Design Process

- **Group Discussion**

- *What were some key takeaways from the Ergonomic Design Process that Lee Tracy spoke about?*

- **Key Takeaways – Lee Tracy Video**

- First, identified goals for driver comfort and ease of operation
- Then, engineers created virtual layout
- Next, ergonomics consultants tested and improved the design
- Gathered input from Dealers and drivers
- The Ergonomics of the Fortis™ Trucks are superior vs. competition



8

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## **New Multimedia Sales Tool**

- **You now understand how we redesigned the new truck's Ergonomics**
- **Let's look at the Ergonomics test results**
- **The Multimedia Tool is the best way to present these test results**
- **Remember:**
  - Designed to be used with customers
  - You've already seen parts of the tool
  - Tool contained on CD-ROM in workbook
  - Load on your computer when you get home

9

What are the key messages on this topic?

---

---

---

---

---

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

---

---

---

---

---



STRONG PARTNERS. TOUGH TRUCKS.™

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

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

Productivity
Cost of Operation
Ergonomics
Dependability
Serviceability

Submenu ■ We Build A Better Truck

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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

---



---



---



---

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

---



---



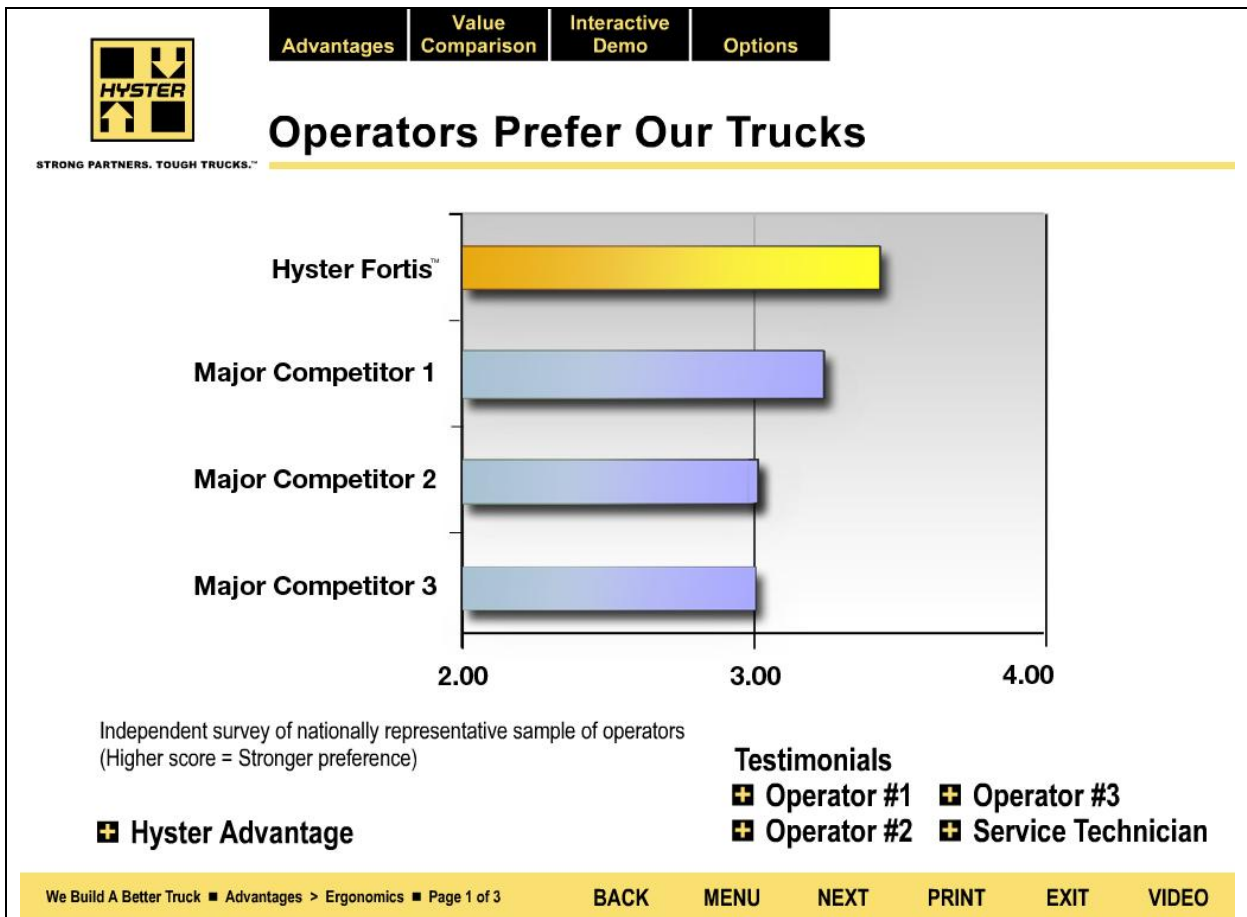
---



---



---



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.™

Advantages

Value Comparison

Interactive Demo

Options

## Operators Prefer Our Trucks

Driver Testimonial



⏮

⏪

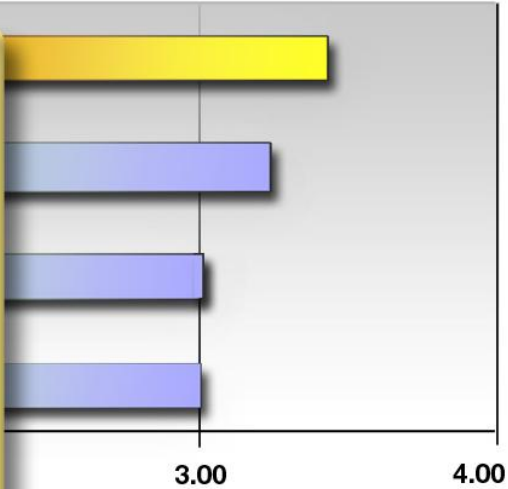
⏩

⏭

Time : 2.5" / 42.1"

Mike Sage  
Driver

Hyster Advantage



3.00 4.00

of operators

Testimonials

Operator #1

Operator #2

Operator #3

Service Technician

We Build A Better Truck ■ Advantages > Ergonomics ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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.™

Advantages

Value  
Comparison

Interactive  
Demo

Options

## Operators Prefer Our Trucks

### Hyster Advantage

#### Easy Entry and Exit

- **Optimized Step Height and Design**
  - Large open step
  - Step height of 13.5"  
(Major Competitor average 16.3")
  - Positioned for maximum comfort
  - Minimizes muscle and joint strain
- **Increased Shoulder Clearance**
  - Redesigned overhead guard
  - More room for larger operators
- **Easy Right-Side Access**
  - With Manual Cowl or E-Hydraulic controls



- ➡ + Easy Entry and Exit
- + Superior Driver Comfort
- + Ease of Operation
- + Ergonomic Breakthroughs

We Build A Better Truck ■ Advantages > Ergonomics ■ Page 1 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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.™

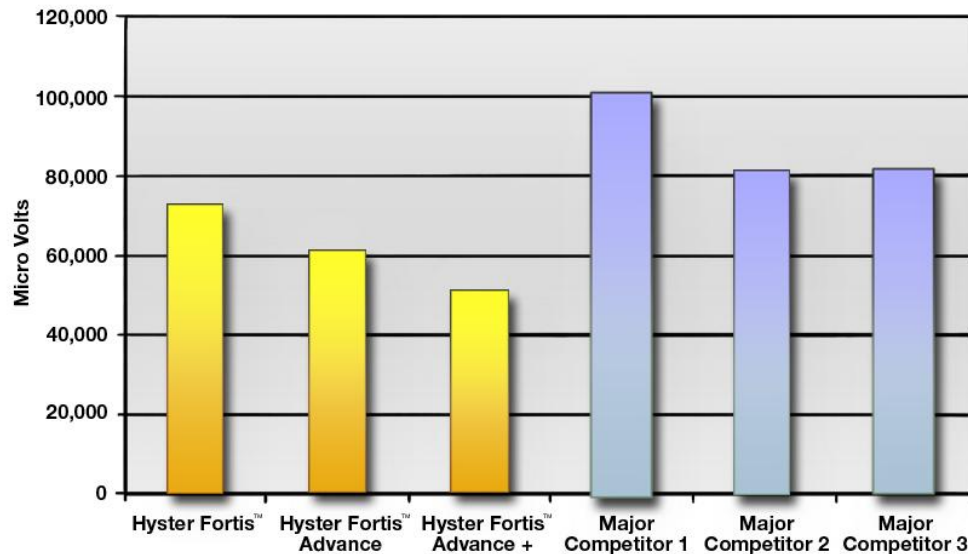
Advantages

Value  
Comparison

Interactive  
Demo

Options

## Lowest Operator Fatigue



Third-party ergonomic specialists evaluated muscle effort over entire shift (EMG-Electromyogram)

⊕ Operator  
Testimonial

⊕ Hyster Advantage

⊕ Hyster Line-Up

⊕ Noise & Vibration  
Comparison

We Build A Better Truck ■ Advantages > Ergonomics ■ Page 2 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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.™

Advantages

Value  
Comparison

Interactive  
Demo

Options

## Lowest Operator Fatigue

### Lowest Noise and Vibration

#### Benefits You Receive

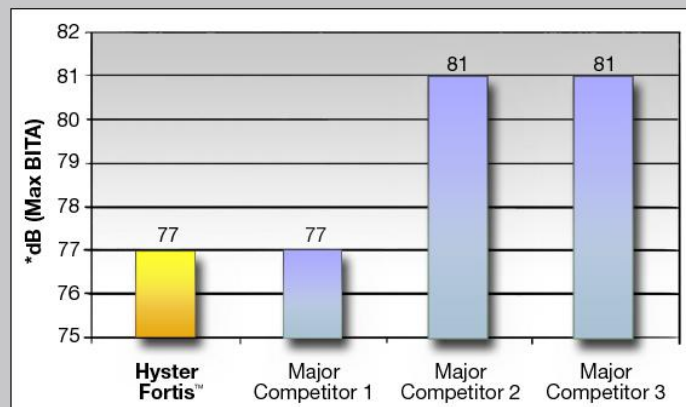
- Less driver fatigue
- Greater driver comfort
- Improved driver satisfaction
- Increased productivity

\*\*BITA (British Industrial Truck Association) noise test\* is the industry standard test for comparing the noise levels of lift trucks.

The BITA standards specify measurements both at the operator's ear and exterior to the truck.

- ➡ **Lowest Noise Level**
- ➡ **Lowest Body Vibration**

#### Lowest Noise Level at Operator Ear



We Build A Better Truck ■ Advantages > Ergonomics ■ Page 2 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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.™

Advantages

Value  
Comparison

Interactive  
Demo

Options

## Lowest Operator Fatigue

120,000

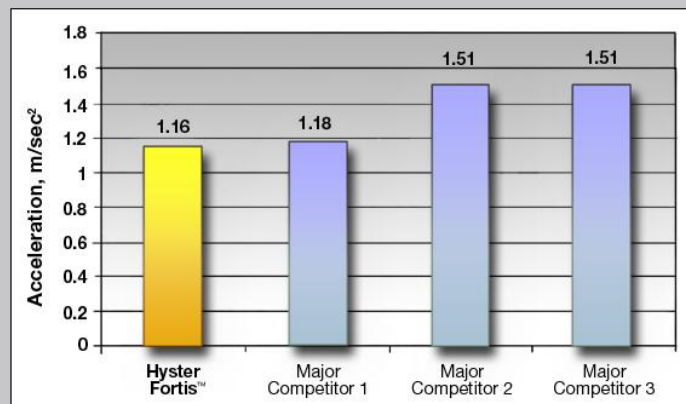
### Lowest Noise and Vibration

#### Benefits You Receive

- Less driver fatigue
- Greater driver comfort
- Improved driver satisfaction
- Increased productivity

- ➕ Lowest Noise Level
- ➡ ➕ Lowest Body Vibration

#### Lowest Body Vibration



We Build A Better Truck ■ Advantages > Ergonomics ■ Page 2 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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.™

- Advantages
- Value Comparison
- Interactive Demo
- Options

## Hyster Saves You Money by Minimizing Fatigue

### Poor Ergonomics Cost Billions

- Employers spend \$15 - \$18B each year in workers compensation alone<sup>1</sup>
- Muscular Skeletal Disorders cost the economy \$50B annually<sup>2</sup>

### Benefits of Ergonomic Improvements

- Absenteeism dropped from 4% to 1% with workplace improvements<sup>3</sup>
- Redesigning tractor trailer cab:
  - Reduced equipment damage by \$2,000 per year per truck<sup>4</sup>
  - Saved \$826 per year per truck through increased productivity<sup>5</sup>
- Comprehensive ergonomics program reduced workers' compensation claims by 10%<sup>6</sup>

### Estimated Annual Lift Truck Operator Costs

| Costs Related to Fatigue                  | Avg Annual Cost per Lift Truck Operator    |
|-------------------------------------------|--------------------------------------------|
| Absenteeism <sup>7</sup>                  | \$925                                      |
| Turnover <sup>8</sup>                     | \$900                                      |
| Forklift and Property Damage <sup>9</sup> | \$1,000                                    |
| Workers Compensation <sup>10</sup>        | \$4,037                                    |
| Productivity/Lost Sales                   | ?                                          |
| <b>Total Costs</b>                        | <b>\$6,862</b>                             |
| Potential Savings Level                   | Avg Annual Savings per Lift Truck Operator |
| <b>Savings at 10% - 20%</b>               | <b>\$686 - \$1,372</b>                     |

### ✚ Sources

### ✚ Operator Testimonial

We Build A Better Truck ■ Advantages > Ergonomics ■ Page 3 of 3

BACK

MENU

NEXT

PRINT

EXIT

VIDEO

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

---



---



---



---

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

---



---



---



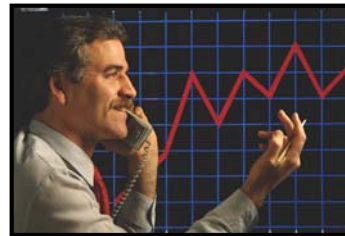
---



---

## Ergonomics Improvements

- You've now seen the Ergonomics test results in the new Multimedia Sales Tool
- Now, let's talk about changes to improve Ergonomics of the new Fortis™ truck
- Three design goals:
  - Superior driver comfort
  - Effortless operation
  - Easy entry and exit



10

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Entry and Exit – Improvements

- **Optimized First-Step Height and Design**

- 3 Point Entry
- Step height lowered to 13.8 inches
  - Major competition averages over 16 inches
- Positioned for maximum comfort
- Benefit – Minimizes muscle / joint strain

- **Increased Shoulder Clearance**

- Redesigned overhead guard
- More room for larger drivers

- **Easy Right-Side Access**

- Manual-cowl or E-Hydraulic controls
  - TouchPoint™ Mini-Levers
  - TouchControl™ Joystick
- E-Hydraulic armrest slides back to maximize access



11

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

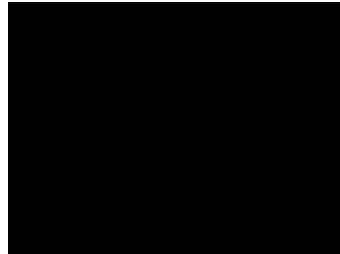
---

---

---

---

## Driver Comfort – Improvements



- **Video Clip – Lee Tracy**
  - New Isolated Drivetrain

12

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements

- **Less Heat, Noise and Vibration**

- New isolated drivetrain
  - Less noise / vibration vs. previous models
  - Superior to isolated operator compartment
    - No road shock resonance through compartment isolators
    - Drivetrain vibration contained in three axis vs. one
- Other changes
  - Low-noise hydraulic pump
  - Steering unit below floor plate
  - Better-insulated, non-metallic hood
  - Ergonomically textured floor pad that also absorbs noise and vibration

13

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements

- **Cowl Mounted Hydraulic Levers**

- Simple and easy to use
- Superior positioning

- **New E-Hydraulic Controls**

- TouchPoint™ Mini-levers or TouchControl™ Joystick
- Excellent ergonomic design
  - Shorter reach and throw
  - Low effort to operate levers
- Fully adjustable armrest
  - Controls move with seat
  - Contoured for maximum comfort
  - Easily adjusted with one hand
- Benefits
  - Maximizes comfort and flexibility
  - Minimizes muscle / joint strain



14

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements

- **More Room in Operator Compartment**

- Foot space increased by 20%
- Benefit – More comfortable for larger drivers

- **Fully Adjustable Steer Column**

- Infinite tilt adjustment (within range)
- Adjust for maximum driver comfort
- Benefit – Minimizes muscle / joint strain



15

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements

- **Seat Options**

- Non-suspension, vinyl (cowl hydraulic controls only)
- Semi-suspension, vinyl or cloth
- Full-suspension, vinyl or cloth
- Swivel full-suspension, vinyl or cloth (option)

- **Standard features on all seats**

- Ergonomically shaped for comfort
- Hip restraints / arm rests
- Seatbelt stays on the inside of hip restraints
- 6" fore / aft adjustment



16

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements



- **Benefits of Improved Driver Comfort**
  - Reduces driver fatigue
  - Maximizes Productivity over entire shift
  - Increases employee satisfaction
  - Improves employee retention

17

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Driver Comfort – Improvements

- **Group Discussion**

- *Which Ergonomic improvements do you feel will be most valuable to drivers in your market?*



18

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?

---

---

---

## Ease of Operation – Improvements

- Driver fatigue is a major cause of lost Productivity
- Designed new Fortis™ truck to be easier to operate
- Easier operation minimizes fatigue



19

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements

- **Smaller-diameter Steering Wheel**

- Diameter reduced to 12 inches
- Includes spinner knob
- Only 4 turns lock to lock
- Increases control and efficiency
- Reduces muscle strain



- **Parking Brake**

- Low effort actuation
- Sure Grip
- Easy thumb-screw adjustment
- Doesn't obstruct operator entry or exit

- **Finger Tip Directional Lever**

- **MONOTROL® Pedal standard  
(No-charge option – Lever Controls)**

20

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements

- **Superior Dash Display**

- Positioned for maximum visibility
- Integrated forward / reverse lever
- Long-life LED indicator lights
- Non-reflective, backlit LCD screen
  - Easy viewing in all light conditions
  - Integrated Clock
- Provides immediate service warnings



21

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements

- **Lower Brake Pedal Effort**

- Braking is major source of muscle strain
- Brake pedal used up to 100 times / hour
- Fortis™ trucks reduce brake pedal effort by 50%
- Combination extra-wide inch/make pedal
- Comfortable brake pedal position
- Optional dual-pedal inch brake
- Benefit – Substantially reduces driver fatigue

22

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements



### ▪ Auto-Deceleration System (ADS)

- Only available with DuraMatch™ transmissions  
(Fortis™ Advance / Advance+ trucks)
- Reduces brake pedal usage
- Automatically slows truck when driver releases throttle pedal
- Applies clutch packs to slow truck
- Benefit – Significantly reduces fatigue

23

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements

- **Enhanced Features for Driving in Reverse**

- Rear-drive handle with horn button (option)
  - Optimized location keeps hand inside overhead guard
  - Use horn with right hand while steering with left
- Swivel seat (option)
  - Rotates 11 degrees right, 5 degrees left
  - Increases rear visibility
  - Reduces joint / muscle strain



24

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements



- **Swing-out LPG Tank Bracket (Standard)**
- **EZXchange™ Drop-Down LPG Bracket (option)**
  - Added feature for swing-out bracket
  - LPG tank rotates down to vertical
  - Simplifies tank replacement
  - Benefit – Minimizes arm / back strain

25

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

---

---

---

---

---

How can you use these messages in your selling activities?

---

---

---

---

---

## Ease of Operation – Improvements

- **Group Discussion**

- *Which improvements to simplify operation best differentiate the new Fortis™ truck vs. the competition?*



26

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?

---

---

---

## Key Takeaways

- **Significantly improved Ergonomics in three areas:**

- Easy entry and exit

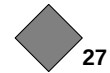
- Lower step height
    - Easy right-side access
  - Increased shoulder clearance

- Driver comfort

- Isolated drivetrain
    - More foot space
    - Full-suspension seat (option)
  - Less heat, noise and vibration
  - Adjustable steer column
  - TouchPoint™ Mini-Levers and TouchControl™ Joystick

- Ease of Operation

- Smaller steering wheel
    - Lower brake pedal effort
    - Auto-Deceleration System (ADS)
    - Features for driving in reverse (option)
  - Superior dash display
  - EZXchange™ LPG bracket



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?

---

---

---

## Overcoming Objections

- **Customers raise objections throughout the selling process**
  - Objections occur when you present new information or ask for a decision
- **Objections are:**
  - Requests for more information
  - “Tests” of your knowledge / selling skills
  - Misunderstandings or confusion
  - Genuine concerns
- **Customers only raise objections if they are interested in what you offer**



28

What are the key messages on this topic?

---

---

---

---

---

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

---

---

---

---

---

## Activity – Overcoming Objections

- **Brainstorming Session (5 min.)**
  - *What objections do you think your customer might have regarding our Ergonomics improvements?*
- **Examples:**
  - Why did you change the location of your hydraulic levers?
  - We are concerned how our drivers will respond to the changes to the new truck.
  - How long will it take my operators to get used to the Auto Deceleration?

29

---

---

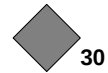
---

---

---

## Activity – Overcoming Objections

- **Group Discussion (10 min.)**
  - *How can you respond to these objections?*
- **Examples:**
  - Why change the location of hydraulic levers?
    - Better location for hydraulic valve box making cowl or E-Hydraulics possible. Adds flexibility to accommodate a wider range of operators.
  - Concerned how drivers will respond to the changes?
    - Test results indicate drivers prefer the new Fortis™ truck.
  - How long to get used to Auto-Deceleration System?
    - The Auto-Deceleration System is adjustable to the operator's preference.



30

---

---

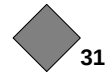
---

---

---

## New Sales Brochure

- **Using the New Sales Brochure**
  - Turn to the new sales brochure in your workbook
  - Open to the section discussing Ergonomics
  - 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



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
    - Test Results
    - Competitive comparisons
    - Advantages
    - Video clips
    - Testimonials
  - Follow up with Brochure



32

What are the key messages on this topic?

---

---

---

---

---

---

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

---

---

---

---

---

---

