

The Driving Force



News You Can Use from Hyster Company.

Hyster Company Releases New Booklet ... The Right Time - A Guide to the Timely Replacement of Lift Trucks

In an economic downturn, there is a tendency to postpone the purchase of new equipment...that might be a costly mistake. Replacing older, less efficient lift trucks at the right time can reduce maintenance costs and improve productivity. As a result, profitability goes up. So how do you determine the "right time?"

Hyster Company is pleased to announce a new booklet to help your customers determine the "right time" to replace their lift trucks. This new booklet, ***The Right Time - A Guide to the Timely Replacement of Lift Trucks***, is a useful tool to provide to your customers and prospects.

As the booklet points out, lift trucks have an Optimum Economic Life Replacement Threshold and failure to replace lift trucks at the right time can be a mistake that ends up costing money in downtime and maintenance costs. By delaying purchases, your customers may end up paying more to maintain their old trucks, than new trucks would have cost.



You can download a PDF version of the booklet at <http://www.hyster.com/Americas/en-US/FinancialSolutions/Home.htm> and printed copies are available for ordering from the Hyster Sales Literature Fulfillment Site in the Miscellaneous/Brochures section, **part number: REPLACEBOOK 3/2009.**



Don't forget, we also have the booklet, ***10 Strategies to Help You Thrive in an Economic Downturn***, which provides tips on how to manage materials handling equipment to help companies achieve their financial goals.

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For more information about these new marketing pieces please contact Chris Murtha at (252) 931-5665 or by email to ahcmurth@hyster.com.

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