

The Driving Force



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Hurry – Time Running Out to Register for the Three Dimensions Launch!



The dates for the Three Dimensions regional product launch and the 2007 Dealer Plan Meeting are quickly approaching! Don't miss out on this key Hyster meeting, as several significant new products will be introduced. All unit sales managers and representatives should plan to attend the launch portion of the meeting. The third day will be dedicated to the 2007 Planning session. The entire dealer functional management team (general management, sales, parts, service, etc.) should attend this planning day.

What are The Three Dimensions?

The First Dimension - Reinforcing our IC product strategy which began with the Fortis™ launch in 2004 and presenting two new series of trucks in the next capacity band - cushion and pneumatic, empty container handlers and the new Yardmaster reach stacker.

The Second Dimension - We will lay out the vision and strategy for Warehouse products and present several new series including the AC Reach, AC Walkie Riders, and VNA.

The Third Dimension - Parts and services, financing capabilities, Fleet Management, SPED, HYPASS, customer service, Contact Management, etc. ... all of your value-adding capabilities.

The deadline to register has been extended to September 25th! For more details and to register, go to the Hyster Dealer Resource site:

<http://www.hysterusa.com/Dealerarea/Welcome/TheThreeDimensions.asp>

Hyster Product Selling Update

On the Fortis family of products, the wet disc brake option is covered under the power train warranty, which covers a 24 month / 2 year time period. Under certain conditions the wet disc brake pads can last as much as 8 to 10 times longer than other manufacturers' standard drum brake offerings. This option should become the preferred system to sell to your customers where heavy braking requirements are present, and specifically for customers with low cost of operation initiatives as the main driver for purchase. Warranty pages on the Hyster Dealer Resource site will be updated by the end of September.

Hyster Awarded New National Account

Hyster has just been awarded sole supplier status for Textron Fastening Systems for all lift truck equipment. Please review the letter containing details of the account strategy, and Textron locations on the Hyster Dealer Resource site: <http://www.hysterusa.com/Dealerarea/NationalAccounts/NACustomerInfo.asp>

If you require additional details, contact Marj Welchans - Hyster National Account Manager (ahmwelch@hyster.com).

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