

The Driving Force



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Word on the Street

News from Papé Material Handling: Orepac Building Products, a large wholesale building material distributor, has reported that they are seeing increased productivity using the Hyster J40ZT. They are currently in the process of setting up a new warehouse which has given them the opportunity for a “real world” side-by-side comparison of the J40ZT vs. the Toyota electric trucks currently on rental. They are performing the same task which requires the operator to get off and back on the truck repeatedly with both the Toyota and Hyster trucks. In doing this, they report that they are able to perform the job in less than half the time with the Hyster J40ZT. They attribute the increased productivity to the brake system and the advanced ergonomics of the Hyster truck with Monotrol®. Also, the automatic park brake of the J40ZT is a *huge* advantage - not having to use a parking brake makes getting on and off the truck much faster.

H80-120FT Special Options Program & H135-155XL2 Special Discount Announced

These two limited-time offers were recently announced. Both programs are an excellent tool to help you increase market share and advance your Up Front & Down Under objectives! The H80-120 Special Options Program includes several premium options at **no charge** on units ordered prior to December 31, 2006. The H135-155XL2 Special Discount will be a one-time special discount of an additional 5% above the standard Dealer Net discount and is also available for units ordered/booked prior to December 31, 2006.

For more details on these and all other current program announcements, select the following link:

<http://www.hysterusa.com/DealerArea/MarketingNews/programs.asp>

MH Equipment - Ohio North (Twinsburg) Customer Flies in for Demo



Stocker Concrete Sand and Gravel recently flew to Twinsburg, OH to demo a Hyster lift truck. Because the distance that they had to travel was not convenient for them by car, Bryan Stocker (pictured on the far left) decided to pilot his helicopter to the Twinsburg branch of MH Equipment on September 7th. Ed Tople, Forward Territory Manager, gathered GPS coordinates from one of their vans ahead of time so Bryan would have accurate directions. Bryan Stocker and one of his lift truck drivers who accompanied him test drove the H60FT and toured the branch. Ed Tople was pleased a few days later when he received the purchase order for three H60FTs! It's not everyday that we have a customer fly to one of our dealerships to demo a Hyster truck. Congratulations Ed!

Pictured from left to right: Bryan Stocker, Ray Smith, Tom Sedor, Ed Tople.

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