

The Driving Force



News You Can Use from Hyster Company.

December, 2007

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Hyster® Marketing Report

This issue of The Driving Force is dedicated to the Hyster Marketing Report. Here we will highlight many of our current marketing initiatives. This will include website updates, recently announced marketing tools, literature updates, Hyster Company PR efforts, upcoming meetings and trade show participation.

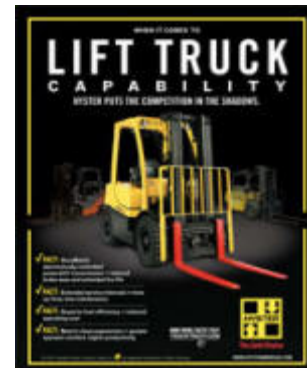
These marketing tools have been developed to assist you with your local marketing efforts. If you are not currently participating in these programs or utilizing these tools, please use the links provided below to learn more about them and sign-up.

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Hyster National Ad Campaign

The Fortis® ad appeared in November issues of Modern Materials Handling and Material Handling Management, Materials Management & Distribution, DC Velocity and New Equipment Digest – as well as online reference. The ad states “facts” about the Fortis product, and visually puts us in front of Cat and Toyota. Posters were shipped to Dealer Principals at all main locations. Ad reprints are available to the dealers via the Online Promotion site (kenny.card@hyster.com).



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Invitation to Compare

Many dealers requested to hold the at least one of three events offered for 2008: Reach, Fortis, and the new Big Truck event which will launch in the fall. Materials will be moved to an online ordering system in December so that dealers can order directly for future ITC events. We are currently reviewing the information regarding the ITC events that's on the Dealer Resource site – our plans are to enhance that information and make the event planning process more automated.

Up Front & Down Under

Two email blasts were sent in November as well as a monthly status report and Australian calendars were shipped to potential trip attendees.

Literature Update

- 3PL Brochure – routed for approval. Final changes sent to production. Brochure will be printed and copies sent to dealers and Hyster employees in December.
- Full Line Brochure – fourth proof of updated full line brochure being produced. This brochure will be completed and released to the dealers in December.
- YardMaster™ II (BTG) and Container Handling Brochure – copies of these new literature pieces were sent to dealers and Hyster employees.
- Literature Updates in process:
- H170-280HD – converting to new format with combination brochure/technical guide and including updated product information / photos.

Literature Fulfillment Site

The new Online Literature Fulfillment Site (which will offer greater functionality, increased reporting capabilities, real-time data, print-on-demand capability, and more) is in production and is scheduled to “go live” in January 2008.

Hyster Websites Update

Trucktruth.com

The following changes were made on the Trucktruth.com site this month:

- Fleet Management Article and Graphic added to the home page
- Share Your Truth graphic added to highlight the inks to share your truth and Register for updates.
- IC vs. Electric calculator added with a graphic and link on the home page
- Date and time stamp added to all pages
- Reach Truck ad graphic incorporated as part of the link to the Reach Truck Selection Guide
- What's New section added to the home page with links to new articles
- Multimedia clip on the home page will rotate to highlight a different clip each week.

HysterAmericas.com Public Website - (SEO)

Our Search Engine Optimization efforts are paying off... currently www.hysteramericas.com is in top 10 position on several key words in all three major search engines: Google, Yahoo and MSN. Yeah!

Search Google for "Reach Trucks" (page 1) or "Lift Trucks" (page 3 and rising) for example and see for yourself. And now we are tracking visitors from all inbound links including search engines and they keywords they use to find our site. With this information we should be better able to target our optimization efforts. Also, We still need to get all dealers and other inbound links changed over to the www.hysteramericas.com URL.

Hyster Dealer Site

- [SWOTS](#) have been added to the Hyster Company managed National Accounts page.
- [Hyster Organization Guide](#) has been updated and continues to be updated monthly.
- [Success Stories](#) are now available so you can see how other dealers are winning against the competition.

Look for this new button
in the gray box under
the scrolling banner!

Read Our
Success Stories

On-line Direct Mail and Promotion Site

Several new pieces are in development: periodic maintenance, S/H 80-120FT, and W40Z, as well as Aftermarket programs. These all should release first of the year. Poster options will be available soon as well and will include options for foam core mounted, laminated or framed posters. We will be working throughout 2008 to increase these direct mail and promotional offerings. Training on how to use this site is always available by contacting: Amye McDearmon, Account Executive Foxfire Printing, 302.368.9466

Shows - Events - Meetings

NITL/IANA – Hyster participated in this intermodal show once again. This year's show was held at the Georgia Congress Center. Enthusiasm was high in booth. Leads have been forwarded to the Hyster Big Truck Regional Sales Managers to work with the dealers to contact the customers. An HTML invitation was sent prior to the event to the attendee list to encourage them to visit booth.

Photo Shoots

- Completed applications photo shoot for H280HD at Coastal Lumber in NC.
- Reach Truck applications photo shoot scheduled at Overton's.
- PR photo shoot scheduled on December 5 at Adventist Community Services in San Diego, CA.

PR Initiatives

The following press releases were completed and have been sent to a media distribution list:

- H80-120FT Product Release
- S80-120FT Product Release
- Hyster AC Technology
- Hyster Fortis® product line

These press releases have already been published in several publications. [Click Here](#) for a full list of media clips reported for November.

All press releases are also being published on the hysteamerica public website. You can find these on www.hysteamerica.com under About Us then News or just click on [LATEST NEWS!](#)

Editorial Placements

- Forkliftaction.com – requested information on Hyster AC trucks
- Industrial Maintenance & Plant Operation – requested status update on ITC II.
- MRO Today – requested in-depth article on maintenance; due mid-December.
- Official Export Guide – requested interview on Hyster environmental stance
- TimberWest – requested information on Hyster logging customers; if applicable, would like to profile Hyster/Hyster equipment

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