

The Driving Force



News You Can Use from Hyster Company.

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Congratulations ~ 2006 Hyster Dealer of Distinction Champions!



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Shown in the picture are the 2006 winners and their companions enjoying the luxurious Las Ventanas Resort in Cabo Mexico. Please join us in extending our sincere congratulations to all of the team members at the winning dealerships.

The 2006 Dealers of Distinction are...

Arnold Machinery Company ~ Utah

Barloworld Handling ~ Alabama

Barloworld Handling ~ South Carolina

Equipco

Iowa Machinery & Supply, Inc.

MH Equipment ~ Illinois

Papé Material Handling ~ Central Washington

Papé Material Handling ~ Eugene

Papé Material Handling ~ Portland

Papé Material Handling ~ Seattle

Papé Material Handling ~ Spokane

Also, Congratulations to the 2006 Dealers of Honor:

Papé Material Handling ~ Fresno

Deep South Equipment ~ Spokane

Hyster Council of Excellence Winners Recognized



The 2006 winners of the Hyster Council of Excellence were awarded their commemorative gold ring with black onyx stone along with an awards trip to Phoenix Arizona in April. Congratulations to these sales professionals who have proven themselves with their outstanding performance.

The 2006 Council of Excellence winners for Sales Manager are...

Brian Kolthof, Wajax Ind. Limited
Lindsey Hernandez, Deep South Equipment Co.

The 2006 Council of Excellence winners for Sales Representative are...

Andy Kaiser, Barloworld Handling~Alabama
Gregg Deones, Modern Handling of NJ, Inc.
Scott Golding, Papé Material Handling

Chuck Freland, MH Equipment~Illinois
Cary Finkelstein, Arnold Machinery
Tom Putman, Van Keppel Co.

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Direct Mail and Promotions Program

This all new program gives you the ability to order customizable direct mail marketing pieces at anytime. You can order in bulk and have them shipped directly to your dealership or you can upload your mailing list and have them mailed directly to your customers... It's your choice. We will also be working throughout the year to add additional mailers and promotional flyers to the collection. This program will be going live on the Hyster Digital Dealer site and web based training sessions will be announced very soon. We are taking requests for access now. Click the link below for more details and information on requesting access.

>[Learn More](#)

Familiar Program Gets a New Name - DMNA

In order to better describe these accounts, The Dealer Major Account program has been changed to Dealer Managed National Accounts. These are companies that have locations in more than one dealer territory, have a central purchasing location, and an agreement exists to designate one dealer who manages the orders for the company. In support of this change, more account information such as agreements and location lists are now available to you on the Hyster Digital Dealer website. Look for the Dealer Managed link under National Accounts in the left navigation menu. Many of the agreements and location lists have already been uploaded and we are working diligently to upload agreements and location list for all of these accounts. You will also find a DMNA Request form which must be completed and submitted to your Regional VP of Sales to request that an account become a Dealer Managed National Account.

>[Learn More](#)

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HotTopic - Hyster Still the Reigning Champ

The latest edition of Hot Topic shows you why the Hyster Fortis® line of lift trucks is still the toughest, most cost effective and reliable lift truck around. This issue includes comparisons of key specs against the Toyota® 8 Series and shows you where the 8 Series comes up weak.

>[Learn More](#)

Find Everything You Need on Jumbo Trucks in One Location

In an ongoing effort to give Hyster Dealers the tools you need to sell Hyster trucks, we recently published the Jumbo Trucks web page on the Hyster Digital Dealer website. This page is designed to give you easy access to everything you need to help you sell Jumbo Trucks. We have included information and links such as the "Big Trucks" page on the Hyster public website. - Did you know that abbreviated product specifications are available on the public site? There are truck images you can download and use in your own marketing efforts, or you can request a customization of our new Port Advertisement. There are also links to the price pages as well as Product Information Bulletins. This one page can be your total source for everything Jumbo Trucks. The link to this page is found in the navigation menu under Truck Sales then Truck Product Information.

>[Click here](#) to check out the Jumbo Trucks page

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New Literature Now Available



Printed sales literature supporting the Fortis® S/H 135-155FT Series has been released and is available to purchase on the Literature Fulfillment Center on the Digital Dealer website. To order these or other printed literature, contact your dealership's marketing coordinator or sales manager. These combination brochure and tech guides highlight top features and benefits along with detailed technical specifications. These are also available in an electronic format on the Hyster Product Information Library in easily downloadable and printable pdf files

>[Click Here](#) for the Hyster Product Information Library.

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