

The Driving Force



News You Can Use from Hyster Company.

May, 2007

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Invitation to Compare II Hits the Road!

Spirits were high as the first Hyster® Invitation to Compare II Reach Truck event was held in Charlotte on April 26 & 27. The Barloworld Handling facility was a great location to host the initial event, as they just moved into their new facility earlier this year. Barloworld displayed the complete Hyster Warehouse product offering in addition to the Reach truck that was being compared. They had an OrderPicker, V30, J30, E40HSD and B60ZAC and B80ZAC with and without Power Assist Steer.

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The Dealer Training classroom portion on day 1 went well, as Barloworld Handling had approximately 25 sales representatives in attendance. The presentation for the customer event on Day 2 focused on the efficiencies in power consumption with a demonstration of an amp draw cycle test. The results demonstrate an increased uptime of the Hyster Reach truck, and the low cost of operations which were the highlighted buying motives. This was well received and created enthusiasm with the approximately 40 people who were in attendance. [>See images from Charlotte](#)

As a reminder, you can participate in an ITC II event, even though you're not a host. All of the pre-event materials are on the Hyster Dealer Resource Site. There have been a few date changes since the initial launch of the program so please refer to the new event maps on the [ITC II web page](#).

Update Your Links to HysterAmericas

As everyone knows; we launched the new Hyster public website in December, 2006 with the new domain name (www.hysteramericas.com). Shortly after this launch we started working on a Search Engine Optimization (SEO) program designed to gain top placement with major search engines. We have optimized our pages for key words and continue to fine tune this as necessary. While we have gained a presence with MSN® and HotBot® search engines, gaining the same presence with Google™ search engine will be more difficult and take more time.

We need your help to gain a stronger presence here. The formulas that some search engines use to rank sites weights inbound links from other sites very highly. So, all links on dealer websites that point to the old domain (hysterUSA.com) need to be changed to www.hysteramericas.com immediately. Because we still own both domain names and have a redirect on the old site, you may still be linking to the old site even though it looks like the link goes to the new site. Please check this and update accordingly. There are also many dealer sites that need to update the Hyster logo and this would be a great time to do that as well. If you have any questions or need assistance with updating your website or if you need the update Hyster logo, please contact Kenny Card by phone 252-931-5663 or k.card@hyster.com

All links to the Hyster website must be changed to www.hysteramericas.com

Hyster® HotTopic

Are you ready for the next level of AC? Let us show you why you should be. Hyster Company's AC Reach and Walkie Rider trucks are designed for maximum performance, superior energy efficiency, and lower maintenance costs... and we have competitive test results that prove this. Check out this Hyster HotTopic to learn more about the Hyster AC Advantage built into these trucks.>[Click here to learn more](#)

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eHERO System - Moving Forward

Great progress has been made on response time and data integrity issues within eHERO, per feedback from dealers using the system. Improvements to key quoting and order entry functionality have also been delivered, contributing to faster completion times. We are excited to let you know implementation of this important dealer sales tool is moving forward as we continue to enhance system functionality and look for further opportunities to improve performance. To date, 16 Hyster dealerships have completed the migration to eHERO, with several scheduled in the coming weeks.

Some of the eHERO system highlights and benefits include real time data for quotes, pricing, and order status; highly streamlined entry of multiple truck orders; Truck locator; and a Goldmine system Interface.

>[view more eHERO system highlights and benefits](#)

Visit the web-based [eHERO training material](#) in the Truck Sales Training area of the Digital Dealer site for more information, including detailed instructions on eHERO navigation and functionality.

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