

The Driving Force



News You Can Use from Hyster Company.

October, 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 Public Website (www.hysteramericas.com)

The Invitation to Compare Tour pages were added and include an overview of the event along with downloadable pdf versions of the comparison reports, parts comparisons and the rating card as well as the press release. We are working on a short flash presentation, which includes actual event video, to post on the site. This will be made available for download as well.

The Safe Choice

We are working on adding "The Safe Choice" presentation to the home page. This will be added as a link rather than an intro because of the negative effect an intro Flash presentation would have on our search engine optimization efforts. This is currently available for dealer download on the Hyster Dealer Site: <http://www.hysterusa.com/dealerarea/marketingnews/marketingcampaign/2007campaign.asp>

HysterAmericas Search Engine Optimization

We are moving up with the Google™ search engine... on a search for "lift trucks" we are now on page 3. Currently changes to file names are being made in order to better describe the pages to search engine spiders.

It is very important that all dealer websites link to our new address of www.hysteramericas.com. This is a big factor in gaining a higher ranking on the Google search engine. Please check your sites and update your links as quickly as possible.

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

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Trucktruth.com

Have you visited trucktruth.com yet? We're adding material to this site all the time. The goal is to be the "wikipedia" of the material handling industry. Look for more fuel cell info from Hydrogenics, and a web-based battery calculator to be posted in the near future.

**WANT MORE FACTS? VISIT
TRUCKTRUTH.COM**



Direct Mail Marketing

The new direct mail site is live and available to all dealer users. Three initial product templates are available, which can all be customized to fit your individual needs: Reach Truck series, the B60ZAC and the B80ZAC. Very soon, templates will be added for the S/H 80-120FT and the W40Z. We will be adding templates for other products including the parts and service as soon as possible. A web-cast training session was held on September 17th with 10 dealer marketing contacts participating. [Click here](#) for more Information on the Direct Mail marketing tool. If you're interested in participating in this new marketing tool, please contact Kenny Card: Kenny.card@hyster.com or 252-931-5663.

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Literature Updates

Two new brochures have been developed to support Hyster Company's Invitation to Compare. The new Hyster Warehouse Products Brochure highlights the full range of warehouse products, including electric counterbalanced trucks, walkie/riders, and reach trucks. You can find this brochure (part number WHP/B) on the Sales Literature Fulfillment website in the misc/flyer section. It will be available to order starting on October 15, 2007.

The new Hyster Fortis[®] Truck Series Brochure provides an overview of the complete line of Fortis products and what sets Hyster apart from the competition. You'll see how using a truck from the Fortis series means low cost of operations, dependability and owning a unit that's still going strong long after the day's work is done. Find this brochure (part number FTS/B) on the Sales Literature Fulfillment website in the Fortis section. It will be available to order starting on October 15, 2007.



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E-Newsletter Marketing Program

Articles for Issue 4 were posted to the dealer site and announced. Requests for this issue are being submitted on-line and are due by mid October. Use the link below for more information on this program or to request this edition be sent to your customer list:

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

Hyster Streaming E-Mail links



As a reminder, both the Fortis and reach truck streaming e-mails are still available for you to use. They are now located on the HysterAmericas website.

This is a simple way to put this information in front of your customers with every e-mail you send. Just think about how many e-mails you send out each day.

To do this, simply copy the links to the left and paste them into your e-mail signature. If you are using Microsoft Outlook and not sure how to do this [click here](#) for quick instructions. Or [click here](#) for a Microsoft Online Demo.

<http://www.hysteramericas.com/fortis/flash/index.htm>

<http://www.hysteramericas.com/reach/index.html>

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Shows - Events - Meetings

NACD Operations Seminar and Trade Show Hyster participated in this show for chemical distributors for the first time, which was held this year in Nashville, TN in late September. Enthusiasm was very high in the booth. An HTML invitation was sent prior to the event to the attendee list to encourage them to visit booth and enter for a chance to win an iPod® nano. The list of attendees is now being sent to all dealerships – highlighting the people who stopped by the booth and showed interest in purchasing a Hyster forklift.



IFDA – An HTML invitation was created and sent to an attendee distribution list of 525 – encouraging attendees to stop by the booth and register for prizes. The event was October 7 & 8 in Louisville, KY

2008 Dealer Plan Meetings

An announcement was sent to all Dealer Principals in August, advising of the schedule and purpose of these November meetings. Registration is now live on the Hyster dealer resource site:

<http://www.hysterusa.com/DealerArea/Registration/>

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PR Initiatives

The press releases listed below were completed and have been sent to a media distribution list. [Click here](#) to view a listing of publications where these press releases were published.

- Hyster Company Remains an Industry Leader in Environmental Efforts
- Hyster Company Environmental Efforts (French Version)
- Hyster Invitation to Compare Gains Momentum
- Hyster Company Introduces New Walkie/Rider Motorized Hand Pallet Truck
- Hyster ZR Reach Truck Improves Productivity and Ergonomics

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

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Editorial Placements

- Beverage Industry - Interview with Brett Schemerhorn; requested press release
- Beverage World - requested latest product release and case study
- DC Velocity - placed article on fleet management with quote from Van Clarkson
- Hydrogen Economy Advancement Team - requested information on Hyster Company's use of fuel cells for radio show
- New Equipment Digest e-newsletter - submitted material for September 19th e-newsletter
- New Equipment Digest e-newsletter - submitted material for October 17th e-newsletter
- Roofing Contractor - Placed blurb in October product focus.

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