



PRODUCT INFORMATION BULLETIN



D/C #8

Series Impact: G007, F019

April 2, 2004

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES

FROM: PETER SIESSEL – VICE PRESIDENT, HYSTER MARKETING

SUBJ: H170-360HD Wet Disc Brakes

As a result of Hyster Company's continuous product improvement process, we are pleased to announce another initiative that will help you prove that Hyster is the best overall choice and will provide our customers with the lowest cost of operation alternative.

Effective April 1, 2004, Hyster Company will be providing the Wet Disc Brake (Option 021-02) for the H170–360HD range of trucks at a revised list price cost of \$4,950 (H170–280HD) and \$5,100 (H300–360HD) respectively. This extremely aggressive price reduction (**a 26% reduction!**) has been made to allow your dealership to offer a brake system that will provide the lowest cost of operation alternative over the life of a customer truck.

Over a trucks average life, we would expect to see dry brakes costing the customer approximately. (a) \$7,665 under normal operating conditions, or (b) Up to \$13,130 under heavy duty operating conditions. The Wet Disc Brake system over this same time period, has been calculated to cost a significantly lower \$3,385. (These calculations are based on a \$70 per hour labor rate, and an average truck life of 16,000 hours).

With such dramatic cost savings over the trucks life, this option becomes the preferred system to be selling to your customers. Hyster is so confident in this wet brake system option providing the best payback for customers that we will also be offering a special extended warranty on this brake system for 36 months or 6,000 hours, whichever comes first, from the date of initial new truck installation.

Added to this already very attractive package is the fact that the Hyster Wet Disc Brakes can be serviced without having to remove the axle. Unlike many other manufacturers' whose design requires that either the axle or the mast and axle be removed for servicing, the simple design of the Hyster system only requires removal of the wheel to access the Wet Disc Brake assemblies.

For your convenience, the Standard price pages are available immediately online at www.hysterusa.com. **Please remember to refresh HERO by selecting the "completely reload tables" option in the download area of the price book thereby activating this change.**

We are excited about the release of this very important design improvement and the many opportunities and competitive advantages it will provide your dealership. **With this preferred braking system, we will be providing the most cost effective and lowest downtime package to our customers.** Hyster Company's heritage of continuous product refinement has been our commitment for 75 years. With your help we can continue to create material handling equipment that exceeds customer expectations.

As always, we appreciate the support of our distribution network and the sales organization.

Sincere Regards,

Peter M. Siessel
Vice President of Marketing – Hyster Company

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.

Marketing Department

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