

# Competitive Review

## A Comparison of the Hyster R30XM<sub>2</sub> vs. The Competition

This section compares the Hyster R30XM<sub>2</sub> to the competition. It will evaluate competitive models on the following product attributes:

- Increased Productivity
- Increased Operator Comfort
- Reduced Maintenance Costs
- Serviceability

Photographs of the Hyster R30XM<sub>2</sub> and competitor models are included in the competitive analysis. Each one of these product attributes will be thoroughly discussed feature-by-feature in a chart format. Also, the benefit of the Hyster R30XM<sub>2</sub> truck's features in comparison to the competitors' models will be pictorially displayed. These benefits are illustrated by four symbols:

| Benefit Types              | Symbol                                                                              |
|----------------------------|-------------------------------------------------------------------------------------|
| Increased Productivity     |  |
| Increased Operator Comfort |  |
| Reduced Maintenance Costs  |  |
| Serviceability             |  |

Note: Throughout the competitive presentation you will see this yellow check mark  which indicates the Hyster advantage over the competition for a particular feature.