



PRODUCT INFORMATION BULLETIN



PIB # 011311

January 13, 2011

Model / Series Impact: E30-40XN

To: All Hyster Dealer Principals, Sales Managers and Sales Representatives

From: David McNeill – Manager, Electric Rider Product Strategy

Subject: The new Hyster® E30-40XN product launch

Hyster Company is proud to announce the introduction of a new sit-down electric rider lift truck series, the Hyster 4-wheel E30-40XN. Replacing the E25/30/35/40ZS, the E30/35/40XN is part of our new generation of electric rider lift trucks that began with the launch of the E45-70XN in 2009. This new product will be available for quoting on Monday, January 17th and incorporates many of the same features and functionality of the recently launched Class I electric rider product including:

Intuitive Design & Comfort - A newly-designed operator compartment provides a comfortable and highly productive operating area. A larger floor space provides the operator with an equivalent amount of foot room as on the E45-70XN product. In addition, a significant increase in storage space ensures operators have dedicated areas to retain personal and work related items.

The new Power Assist Braking system reduces brake pedal effort. The new full suspension seat options improve ride comfort and adjustability while minimizing whole body vibration. Also redesigned are the ergonomically-formed manual hydraulic levers and optional TouchPoint Mini-lever electro-hydraulic control package. The new seat-side directional and hydraulic control options provide the latest in state-of-the-art ergonomics, placing the most common functions within easy reach for the operator.

Application-Matched Performance – From tough, short shuttle applications or long runs, to ramp usage, the Hyster E30-40XN performance parameters allows customization to a specific environment, optimizing operator efficiency.

- The standard Extended Shift functionality provides an excellent balance between energy consumption and truck productivity.
- Multiple operator selectable performance modes allow for greater efficiency in multi-task operations.

Easy to Service - Fewer serviceable parts and a 500 hour service interval reduce overall maintenance requirements. Extensive on-board diagnostics allow Hyster certified technicians to troubleshoot any issues. A steering column mounted diagnostic port provides quick and easy access for Hyster technicians to utilize the innovative PC service tool. Easy access to all serviceable components is achieved with removable floor and side plates, resulting in quick and easy maintenance.

Cost of Ownership – The Hyster E30-40XN delivers excellent cost of operation by increasing productivity and uptime while reducing downtime and maintenance. The new platform utilizes AC motors and transistor controller technology for both the traction and hydraulic systems, reducing the frequency and cost of maintenance. The Advanced Thermal Management System constantly monitors controller and motor temperatures to optimize performance, while protecting key components. A new integrated VSM (Vehicle Systems Manager) continuously monitors truck operation and protects vital system components, while the Auto-Deceleration and Regenerative Braking systems reduce brake wear and increase run times.

On the Hyster Digital Dealer site, you will find further information, including:

- Sales Brochure / Tech Guide
<http://www.hysterusa.com/DealerArea/InformationLibrary/> (Select Electric Counterbalanced)
- Price Pages (Standard and Supplemental)
<http://www.hysterusa.com/DealerArea/PriceListPages/PL-Electric.asp>

Sales Training's launch materials ...

- o Downloadable PowerPoint Presentations
- o Competitive Comparisons
- o Pocket Guide
<http://www.hysterusa.com/Dealerarea/Training/E30-40XN/E30-40XN.asp>

Highlift sheets are available on the Highlift home page on the Hyster Dealer Resource site:

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

These new models will interface automatically to your eHero price book, but sales personnel using hardcopy price books for quoting will need to download and print a new copy of the price book from the Hyster Dealer Resource site.