

PRODUCT MARKETING GUIDE TABLE OF CONTENTS

The purpose of this Product Marketing Guide is to enhance your product knowledge of the Hyster J30-40XMT₂ electric lift truck and present and contrast competitive offerings. The information contained in this guidebook provides you with the knowledge needed to effectively position the Hyster J30-40XMT₂ electric lift truck as your customers' material handling solution.

The following sections make up the Product Marketing Guide.

Section 1: Marketing Overview:

- *Product Overview:* A brief discussion on enhancements and key features of the J30-40XMT₂.
- *Target Market Analysis:* Presents an overview of the marketing environment and the top 25 SIC markets in which the Class 1 products participate. Also provided is a page listing the top 15 industries in which the J30-40XMT₂ is currently being sold.
- *Brand Character / Exploiting the Hyster Dealer advantage:* Provides details of Hyster Company's strengths and the advantage of Hyster Company's dealership network.

Section 2: Marketing Literature:

- *Brochure / Technical Guide:* The J30-40XMT₂ color brochure and Technical Guide are provided.
- *Pocket Guide:* Word document that summarizes key truck features and benefits. A tri-fold / pocket size version is provided in the inner cover of this binder.
- *Glossary of Terms:* Three page Word document that defines some of the terminology that is used throughout the Product Marketing Guide.

Section 3: Sales Training Product Presentation:

- Developed by the Sales Training department, this section provides an in-depth breakdown of the truck features and the truck systems.

Section 4: Product FAB Statements:

- *Summary / Example:* A brief discussion on the FAB (Features / Advantages / Benefits) approach to selling, and an example of how this technique can be used to target your customer's needs.
- *Features / Advantages / Benefits:* This section features a series of charts, which identify six key performance attributes of the J30-40XMT₂. Each attribute is further detailed with a discussion of features, advantages and benefits. The discussion enables you to structure a customer-focused presentation that addresses his/her critical needs.

Section 5: Competitive Review:

- *Key Specifications Summary:* A spreadsheet that details all standard options for the Hyster J30-40XMT₂ and for six of the top competitors that participate in this market.
- *Competitive Comparison:* Power Point presentation highlighting key features of both the Hyster product and the competition. Benefits of the Hyster features / product over the competition are detailed.

Section 6: Competitive Presentation:

- An in-depth comparison of the Hyster J30-40XMT₂ and three of the top competitors. This presentation fully details the competitive advantages of the Hyster J30-40XMT₂ as compared to:

1) Mitsubishi / Caterpillar 2) Toyota 3) Crown

The above manufacturers, combined with NACCO Materials Handling Group (NMHG) represent approximately 80% of the total Class I three wheel sit down electric rider lift trucks.

HYSTER J30 – 40XMT₂ ***ELECTRIC POWERED 3 WHEEL SIT DOWN RIDER***



PRODUCT OVERVIEW

The Hyster J30-40XMT₂ is a Class I electric counterbalanced 3 wheel sit down rider lift truck. The J30-40XMT₂ models are separated by three capacity offerings: J30-XMT₂, J35XMT₂, J40XMT₂. The truck nomenclature J30-40XMT₂ is defined as follows: The “J” represents the model type; 30-40 represents the capacity range (e.g., 30 denotes 3000 pound capacity); XMT represents the design series code; and the ₂ represents the second upgrade / enhancement to this design series.

As noted above, the J30-40XMT₂ is the second-generation truck under the current design series. There were many contributing factors that brought about enhancements to the J30-40XMT₂. Some of the design objectives are listed below:

- Improve the electric motor control system (performance in relation to energy consumption)
- Provide a twin steer design axle and actuator to improve dimensional competitiveness and performance

- Reduce overall dimensions
- Improve cost of manufacturing with innovative designs to provide competitive pricing while maintaining quality integrity.

Ergonomics / Operator comfort was a focal point during the initial development of the first generation J30-40XMT series. The placement of the operator's hand and foot controls were placed within the operator's comfort zone. The placement of the operator controls was one issue, ease of use was another. The foot pedal controls were shaped and angled for operator comfort. The hydraulic control valve levers were ergonomically contoured and angled, then coated with a soft touch molded rubber for optimum operator comfort. The operator's seat was positioned to provide optimum access to hand and foot controls. The small diameter steering wheel and five-position tilting steer column also enhance operator comfort. There is a direct relationship between increased operator comfort and increased productivity.

Since the products original release in 1978, there have been major advancements in electric motor control systems. These advancements brought about quieter, more reliable, and much more efficient electronics. General Electric, who is known for their quality and state-of-the-art electric control systems, was selected by our design engineers to be the supplier of our motor control system in the J30-40XMT₂ series. The current transistor controlled traction system provides many benefits:

- Optimum motor control efficiency and performance control
- No contactor chatter (Only a line contactor for Key ignition switch)
 1. No forward or reverse contactors
 2. No bypass contactor
 3. No field weakening contactor
- Less wiring and connections -Soldered wire connections in controllers
- Fewer components
- Simpler electrical system layout

A twin steer design axle and actuator system replaced the single steer design axle. The twin steer axle design improved dimensional competitiveness and performance; which provides the J30-40XMT₂ with a tighter turning radius, and a more stable, reliable product. The counterweight was redesigned as a result of the twin steer axle, which reduced the truck's overall dimension. The counterweight redesign also improved electrical compartment accessibility. A single aluminum rear cover drops in place to the rear of the counterweight and is secured with two Phillips screws. The rear cover features an adhesive rubber type seal which prevents moisture and contaminants from entering the electrical compartment. The counterweight itself houses and protects the electrical control components.

One of the most significant features of the J30-40XMT₂ is Hyster's Global VISTA mast, available in 2 stage LFL, 2 stage FFL and 3 stage FFL. (Optional 4 stage FFL mast are available for this series through SPED). The Global VISTA masts feature smooth operation, Integral sideshift with "Picture Window" visibility, and reduced maintenance. Flush-Face Channels on the VISTA masts help to prevent mast stages from catching on racks and truck beds during lifting and lowering. It also reduces front overhang, and maintains the same load face for one, two, or three stage masts. Canted rollers have full-face contact, yet require no periodic side-thrust adjustment. Small-bore cylinders positioned behind the mast channels contribute to exceptional visibility and high lift speeds, while hydraulic cushioning helps to smooth mast stage transitions. The integral side shift provides the following enhancements over the typical "hang on" side shift :

- Reduced weight and lost load center for improved truck ratings and maneuverability.
- Improved visibility for enhanced operator comfort, productivity and reduced load / product damage.
- Easy installation and adjustments.
- Simple periodic maintenance for increased reliability.

The old saying “Good things come in small packages” describes the J30-40XMT₂. The many features that make up the J30-40XMT₂ are equivalent to those features found in its larger four wheel counterparts. The Hyster J30-40XMT₂ is a versatile truck that is designed for demanding applications that require clean, quiet-running, heavy-duty capabilities. These lift trucks are extremely maneuverable, reliable, energy efficient and are designed to withstand the most demanding applications in today’s warehousing environment.

The J30-40XMT₂ is commonly found on loading docks, unloading trailers and transporting loads from the dock to the rack. The unique advantage of the sit down three wheel electric truck is it’s low profile, which allows quick and easy on / off the truck, provides superb maneuverability in tight places like a trailer, yet is powerful enough and stable enough to be used in load stacking applications.

The following two pages represent some of the many designs and features found on the J30-40XMT₂. Understanding the many attributes of this truck will help you position the J30-40XMT₂ as your customer’s material handling solution.



Hyster J30-40XMT₂

- The Hyster J30-40XMT₂ versatile truck with state-of-the-art features and designs
- Turning radius is as small as 58.3" on 3000 Lb. model
- Low effort pedals and control levers keep the operator comfortable during the entire work shift
- Job-matched options
- U.L. type E is standard, optional EE construction is available



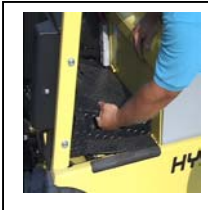
Operator Compartment / Ergonomics

- Adjustable non-suspension seat with six inches of travel
Optional semi-suspension seat available (vinyl or fabric)
- Two optional grab handle locations for quick, safe truck entry and exit
- Ergonomically positioned and shaped foot controls
- Soft textured steering wheel for comfort and sure grip
- Low profile cowl assembly with angled instrument panel



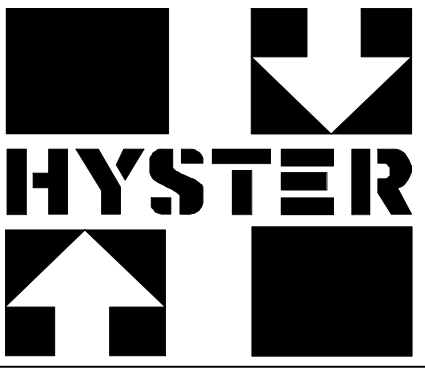
Hydraulic Controls

- Seat side hydraulics provide finger tip hydraulic control
Optional 4 way (4 spool) control valve assembly shown
- Hand levers are coated with a sure grip rubber coating
- Ergonomically positioned and shaped hand levers
- Low effort lever actuation
- Control valve features built in flow controls for maximum control efficiency



Serviceability

- Electronic controllers are easily accessible
- Both left and right hand floor plates lift out / no tools required
- Hydraulic oil level dipstick is easily accessible by removing the right hand floor plate
- Dual gas cylinder assist battery compartment cover
- Only two screws secure the rear electrical access panel

	Steering Column / Steering Control ▪ Adjustable five position tilt steering column ▪ Small diameter steering wheel ▪ Hydrostatic steer system ▪ Low operator steer effort ▪ Precise steering and excellent maneuverability ▪ Totally enclosed rack and pinion hydraulic actuator assembly
	Performance \ productivity ▪ Hydrostatic steer system features an all-hydraulic system with improved reliability and precise steer control ▪ SEM (Separately Excited Motor) traction control system ▪ Vista mast with standard integral carriage and optional integral sideshift provide excellent visibility throughout the entire lift - lower range ▪ Three types of hydraulic controls, 1 speed / contactor hydraulics is standard, two speed and transistor controls optional
	ISO 9000 and 9002 Certification ▪ Built in ISO 9002 certified US manufacturing plant to exacting standards ▪ Hyster Company marketing and service organizations are ISO 9002 certified ▪ First materials handling company to achieve overall certification for marketing, service, and manufacturing ▪ Strong quality heritage
	Strong Aftermarket Support ▪ Twelve months or 2,000 hours limited truck warranty from date of installation ▪ Extensive parts coverage and availability for both Hyster and competitive models at Everyday Low Prices ▪ 95% of parts orders are filled from our Parts Distribution Center same day as requested by our customers ▪ Parts Distribution Center committed to fill 100% of RSPL (Recommended Spare Parts List) orders ▪ Six-month parts warranty, unlimited hours from date of installation

Target Market

Factory lift truck bookings for North America were down in 2001 compared to factory bookings in 2000. However, even with the economic slow down in North America there were a total of 154,903 bookings for the lift truck industry during 2001 as reported to the Industrial Truck Association (U.S.A. and Canada). Lift trucks are separated by class. There are five major classes of lift trucks. The five major lift truck classes are as indicated below:

Class 1 = Electric Counterbalanced

- Stand up rider
- Sit down rider

Class 2 = Electric Narrow Aisle

- Reach
- Order Selector
- Man-up Turret
- Man-down Turret
- Side Loader

Class 3 = Motorized Hand

- Walkie
- Masted Walkie
- Walkie / Rider

Class 4 = Internal Combustion Engine (I.C.E.)

- Gas
- LP (Liquid Propane)
- Diesel
- Cushion Tires

Class 5 = Internal Combustion Engine (I.C.E.)

- Gas
- LP (Liquid Propane)
- Diesel
- Pneumatic Tires

The total line up of Class 1 electric counterbalanced lift trucks represents just over 18.0% of the **Industry's** total factory bookings for 2001. The Class 1 Electric counterbalanced sit down 3-wheel truck represents 26.0% of the Industry's total **Class 1** product factory bookings in 2001.

The class 1 electric 3-wheel sit down riders are broken up into three capacity ranges 3000, 3500, and the 4000 Lb. However, the 3000 and the 3500 pound capacities are reported together. The class 1 electric 3 wheel sit down rider capacity breakdown is indicated below:

Industry 3 wheel 3000Lb. and 3500 Lb. Capacity = 17.1%

Industry 3 wheel 4000 Lb. Capacity = 8.4%

The Class I series of lift trucks are a viable part of the industry. Over the last 5 years (1997 – 2001) the Class I electric series trucks represent 17.0 % of the total lift truck industry.

Listed on the next two pages are the top 25 Industries (ITA Reporting) in which the Class I electric sit down 3- wheel lift trucks participate. Each industry is classified by a SIC code. The SIC codes are “Standard Industry Classifications” that are assigned to represent a specific industry. The volumes represented are a total of Factory Bookings in 2000 within the United States and Canada. Note: Because 2000 represented the largest sales in lift truck history, and a diverse makeup of industry marketing segments, the SIC data chart was compiled using the 2000 ITA Retail Delivery Report.

The third page is a listing of the top 15 industries where Hyster Company and your fellow salespersons are currently selling the J30-40XMT₂ .

TOP 25 CLASS I SICs

Ranking	4-Digit SICs	SIC Code Name	Description	Market Size (Units Sold)
1	7700	Short Term Rentals	Establishments primarily engaged in short-term rental (with or without maintenance) of trucks, truck tractors, and semi trailers without drivers.	2,143
2	4225	General Warehouse and Storage	Establishments primarily engaged in warehousing and storage of a general line of goods; General warehousing and storage; Miniwarehouse warehousing; self-storage warehousing.	1,533
3	3714	Motor Vehicle Parts and Accessories	Establishments primarily engaged in manufacturing motor vehicle parts and accessories, but not engaged in manufacturing complete motor vehicles or passenger car bodies.	1,167
4	5311	Department Stores	Retail stores generally carrying a general line of apparel, such as suits, coats, dresses, and furnishings; homefurnishings, such as furniture, curtains, draperies and other household appliances; and housewares.	1050
5	5399	Miscellaneous General Merchandise Stores	Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, housewares or home furnishings, groceries, and other line limited amounts.	896
6	5411	Grocery Stores	Stores, commonly known as supermarkets, food stores, and grocery stores, primarily engaged in the retail sale of all sorts of canned foods and dry goods.	541
7	2086	Bottled and Canned Soft Drinks and Carbonated Waters	Establishments primarily engaged in manufacturing soft drinks and carbonated waters.	524
8	4222	Refrigerated Warehousing and Storage	Establishments primarily engaged in the wholesale and storage of perishable goods under refrigeration. The establishments may also rent out locker space for the storage of food; also provide incidental services for processing and packaging food for storage.	489
9	5211	Lumber and Other Building Materials Dealers	Establishments primarily engaged in selling primarily lumber, or lumber and a general line of building materials to the public.	483
10	5141	Groceries General Line	Establishments primarily engaged in wholesale distribution of a general line of groceries; Food Brokers, General line of wholesale groceries.	464
11	5599	Automotive Dealers (not elsewhere classified)	Establishments primarily engaged in the retail sale of new and used automotive vehicles, utility trailers, and automotive equipment not elsewhere classified, such as snowmobiles, dunebuggies, and go-carts.	459
12	3999	Manufacturing Industries (not elsewhere classified)	Establishments primarily engaged in manufacturing miscellaneous fabricated products; Beauty & Barber shop equipment, coin-operated amusement machines, tobacco pipes and cigarette holders, artificial trees and flowers made of all type materials.	442
13	3711	Motor Vehicles and Passenger Car Bodies	Establishments primarily engaged in manufacturing or assembling complete passenger automobiles, trucks, commercial cars and buses and special purpose motor vehicles that are for highway use.	431
14	5181	Beer and Ale	Establishments primarily engaged in the wholesale distribution of beer, ale, porter, and other fermented malt beverages.	387
15	3089	Plastic Products (not elsewhere classified)	Establishments primarily engaged in manufacturing plastic products, not elsewhere classified; Aquarium accessories, Awnings, strap bands, plastic boats, downspouts, plastic drums, plastic dishes, plastic containers (large & small), toggle bolts and plastic brush handles.	382
16	5013	Motor Vehicle Supplies and New Parts	Establishments primarily engaged in the wholesale distribution of motor vehicle supplies, accessories, tools, and equipment; and new motor vehicle parts.	366
17	5149	Groceries and Related Products (not elsewhere classified)	Establishments primarily engaged in wholesale distribution of groceries and related products, not elsewhere classified; Breakfast cereals, canned goods, cookies, cooking oils, flour, dried fruits, pet foods, pickles, starches and spices.	356

Ranking	4-Digit SICs	SIC Code Name	Description	Market Size (Units Sold)
18	5084	Industrial Machinery and Equipment	Establishments primarily engaged in the wholesale distribution of machinery and equipment not elsewhere classified; Broaches, Cement making equipment, Crushing machinery, Industrial cranes, Drilling bits, Diesel engines and engine parts, manufacturing machinery for dairy products.	297
19	5148	Fresh Fruits and Vegetables	Establishments primarily engaged in the wholesale distribution of fresh fruits and vegetables.	297
20	2099	Food Preparations (not elsewhere classified)	Establishments primarily engaged in manufacturing prepared foods and miscellaneous food specialties not elsewhere classified; such as baking powder, yeast, and other leavening compounds; also establishments that primarily engage in manufacturing dry preparations, rice potatoes, rice and similar products.	295
21	2273	Carpets and Rugs	Establishments primarily engaged in manufacturing woven, tufted, and other carpets and rugs, such as art squares, floor mating, needle punch carpeting, door mats, floor coverings, automobile floor coverings, all types of rugs other than plastic or rubber.	251
22	5999	Miscellaneous Retail Stores (not elsewhere classified)	Establishments primarily engaged in the retail sale of specialized lines of merchandise, not elsewhere classified; Artists' supplies; Orthopedic and Artificial Limbs; Rubber Stamps; Pets; Religious goods; monuments and tombstones.	219
23	4213	Trucking Except Local	Establishments primarily engaged in furnishing "over the road" trucking services or trucking services and storage services, including household goods either as common carriers or under special or individual contracts or agreements, for freight weighing more than 100 pounds.	210
24	2082	Malt Beverages	Establishments primarily engaged in manufacturing malt beverages; Ale, Beer, Breweries, Grain Brewers' and Malt Liquors.	206
25	4226	Special Warehouse and Storage (not elsewhere classified)	Establishments primarily engaged in the warehousing and storage of special products, not elsewhere classified, such as household goods, textiles, whiskey, and goods at foreign trade zones.	188
			Total Market Size Of Top 25 Industry SICs	14,076
			Remaining Market Size of Other SICs (i.g., United States Postal Service, Frozen Specialties, Fresh Fruits & Vegetables, Meat Packing Plants, Automotive Stampings, Packaged Frozen Foods, Poultry Slaughtering and Processing, Paper Mills, Transportation Equipment, Fluid Milk Processing, Plastics Materials, Synthetic Resins, and Nonvulcanizable Elastomers.	18,588
			Total Class I Industry Market Size	32,664

TOP 15 J30-40XMT₂ SICs

Ranking	4-Digit SICs	SIC Code Name	Description
1	7700	Short Term Rentals	Establishments primarily engaged in short-term rental (with or without maintenance) of trucks, truck tractors, and semi trailers without drivers.
2	3714	Motor Vehicle Parts and Accessories	Establishments primarily engaged in manufacturing motor vehicle parts and accessories, but not engaged in manufacturing complete motor vehicles or passenger car bodies.
3	4225	General Warehouse and Storage	Establishments primarily engaged in warehousing and storage of a general line of goods; General warehousing and storage; Miniwarehouse warehousing; self-storage warehousing.
4	5012	Automobiles and Other Motor Vehicles	Establishments primarily engaged in wholesale distribution of new and used passenger automobiles, trucks, trailers, and other motor vehicles, including motorcycles, snowmobiles.
5	5084	Industrial Machinery and Equipment	Establishments primarily engaged in the wholesale distribution of machinery and equipment not elsewhere classified; Broaches, Cement making equipment, Crushing machinery, Industrial cranes, Drilling bits, Diesel engines and engine parts, manufacturing machinery for dairy products.
6	3711	Motor Vehicles and Passenger Car Bodies	Establishments primarily engaged in manufacturing or assembling complete passenger automobiles, trucks, commercial cars and buses and special purpose motor vehicles that are for highway use.
7	5147	Meats and Meat Products	Establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured, and processed meats and lard.
8	2732	Book Printing	Establishments primarily engaged in printing, or in printing and binding; books and pamphlets, but not engaged in publishing.
9	5411	Grocery Stores	Stores, commonly known as supermarkets, food stores, and grocery stores, primarily engaged in the retail sale of all sorts of canned foods and dry goods.
10	2099	Food Preparations (not elsewhere classified)	Establishments primarily engaged in manufacturing prepared foods and miscellaneous food specialties not elsewhere classified; such as baking powder, yeast, and other leavening compounds; also establishments that primarily engage in manufacturing dry preparations, rice potatoes, rice and similar products.
11	5169	Chemicals and Allied Products, not elsewhere classified.	Establishments primarily engaged in the wholesale distribution of chemicals and allied products, not elsewhere classified, such as acids, industrial and heavy chemicals, dyestuffs, industrial salts and turpentine.
12	5141	Groceries General Line	Establishments primarily engaged in wholesale distribution of a general line of groceries; Food Brokers, General line of wholesale groceries.
13	2052	Cookies and Crackers	Establishments primarily engaged in manufacturing cookies, crackers, pretzels, and similar "dry" bakery products.
14	3321	Gray and Ductile Iron Foundries	Establishments primarily engaged in manufacturing gray and ductile iron castings, including cast iron pressure and soil pipes and fittings.
15	4222	Refrigerated Warehousing and Storage	Establishments primarily engaged in the wholesale and storage of perishable goods under refrigeration. The establishments may also rent out locker space for the storage of food; also provide incidental services for processing and packaging food for storage.

SIC's that participate in both the top 25 INDUSTRY and the top 15 HYSTER J30-40XMT₂ segments are highlighted

Brand Character

The advertising slogan, "HYSTER. IN FOR THE LONG RUN", signifies the strengths of the Hyster brand name. The days of providing just great trucks is no more; customers want fully qualified service providers. Hyster Company offers customers so much more than the most complete line of quality lift trucks. We are in the "customer solutions" business. In fact, every model comes complete with the support of an entire company, hundreds of dealer locations, trained and certified technicians, financial experts and fleet managers ready to meet the customer's every lift truck need – from selection to service to support.

Hyster Dealer Advantage

A prospective customer's confidence level in a dealer's ability to service their needs will be a deciding factor in the sale of lift trucks. This is what has separated Hyster dealerships from everyone else, the confidence their customer has in Hyster Company over the competition. Providing value – added solutions will be key to incremental growth. Likewise, the dealer's ability to consistently meet the customer's expectations will be crucial to earning the opportunity for repeat business. With over 250 authorized locations and an average of 25 years experience, the Hyster dealer is capable of taking "customer service" to the next level! Each dealer is able to offer expert solutions for material handling, including quality lift trucks, financing, and service programs. The people that serve the customer are our greatest resource and should never be underestimated as a value proposition.

No other lift truck company can claim the many attributes of Hyster Company and what it means to the customer. On your next sales call, make sure you reinforce the unique advantages of the Hyster brand and its dealership network.

Hyster J30-40XMT₂ Advantage

- Unmatched reliability.
- Minimal maintenance requirements.
- Integral carriage and integral side shift carriage.
- Pre-wired electrical auxiliaries.
- Ergonomically designed and performance tested.
- Global VISTA mast.
- Transistor drive controls / GE Gen III controllers.
- Built in ISO 9002 certified manufacturing plants.
- First materials handling company to achieve overall certification for marketing, service, and manufacturing.
- Backed by the industry's most responsive and comprehensive 'after the sale support'.
- Hyster Company's Parts Distribution Center fills 95% of all parts orders as requested by our customers.

Hyster Company has a tradition of manufacturing top quality products throughout its entire lift truck product line for over 70 years. Hyster Company provides material handling solutions for any application where a lift truck is required. From the small walkie pallet truck to the giant container handlers, Hyster Company has a truck for the job!

Original Files

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