



Marketing

Nijmegen
March 27, 2007



Marketing the Jumbo Trucks

- Dealer Marketing Efforts
- Literature
- Trade Publications
- Trade Show Activity
- Web and eNewsletter
- Hyster Capital Marketing Efforts
- Images and Customer Testimonials



Johnson Lift / Hyster



JOHNSON LIFT & HYSTER PRODUCTS

**THE PORT
AUTHORITY ON
PERFORMANCE
& RELIABILITY**

- **SALES** - 130 Models
- **SERVICE** - 120+ Techs
- **PARTS** - All Makes
- **RENTALS** - 600+,
Sizes to 55,000#

1-866-4HYSTER
www.johnsonlift.com

Tab

More Than Monster Trucks ... 130 Models, All Applications, All Industries



**TAKE HIS
WORD, NOT OURS...**



Real Testimony From Real Operators...

**Man, I
Love This
Truck!**

- "This is the best truck at the Harbor. It is faster, turns better, has the best hoist speeds and doesn't break down! The engineers got it right with the windows, the curved sides mean no glare. I went from moving two cans per minute to three- Man, I love this truck!" BW, WBCT
- "My operators love this truck- it is faster, more maneuverable, reliable and handles the toughest part of our operations with ease. I have had nothing but positive feedback from the operators." AP, WBCT
- "I was comfortable with the H1150 in two hours- it is the easiest to use, the most comfortable, has the best visibility with minimal blind spots. Flat out, it is the safest and most productive machine I have ever operated." LJD, GPA
- "It is simply the best joystick to use- no crowded buttons, no surprise tiltbacks! There is very little swaying, leaning and NO forward lean! The cab is placed so that you won't misjudge clearance, don't worry as much about tail swing and won't back into containers. Better visibility." LJD, GPA

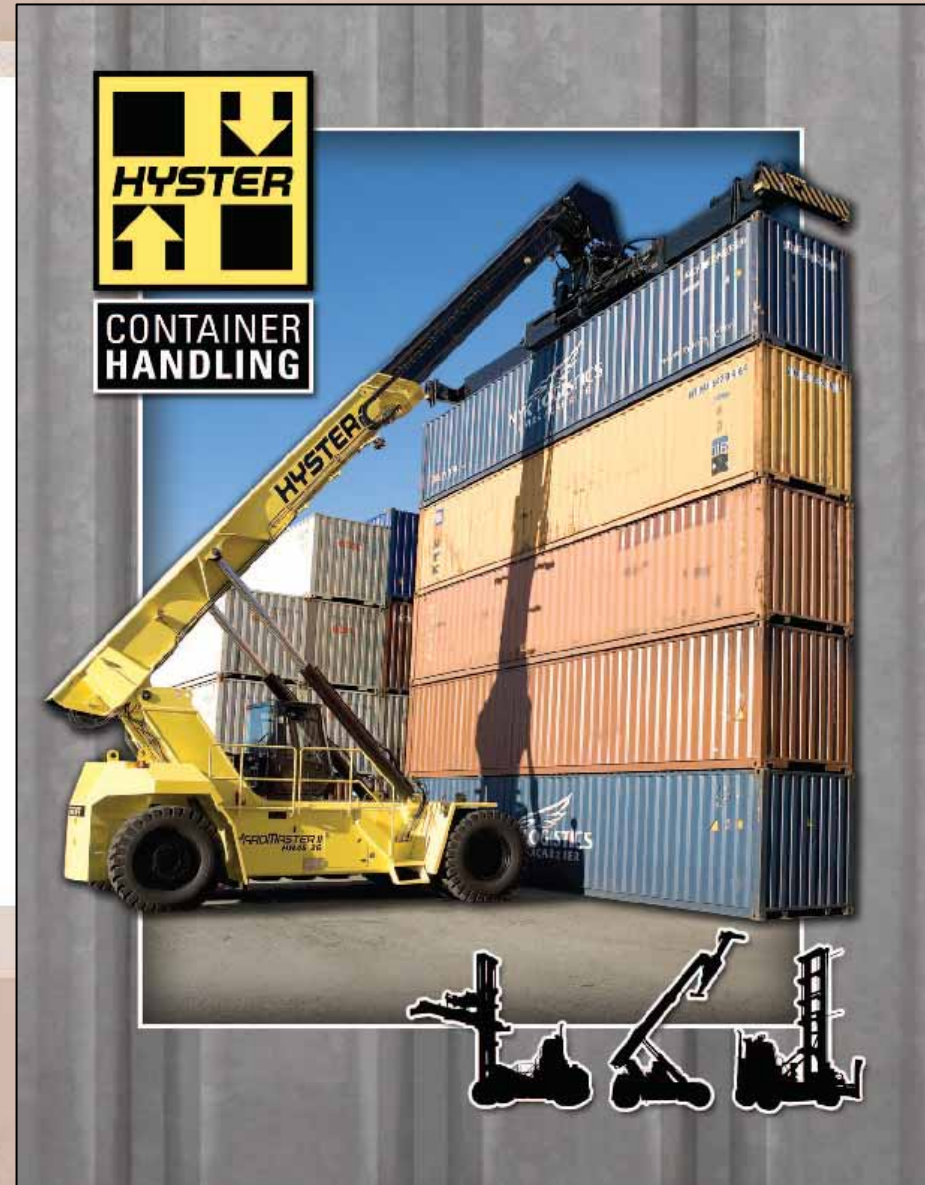
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JOHNSON LIFT / HYSTER



New Container Handling Brochure

- Available May 1



Trade Publications

- Emphasis on Port Magazines
- New Port Ad
- Dealer Customize Opportunity



THE PORT AUTHORITY.

**HYSTER
CONTAINER
HANDLING**



See How We Stack Up.

Want a rugged fleet of lift trucks to keep your terminal operating at maximum throughput? The Hyster fleet of container handling equipment can handle up to 101,000 pounds (40,000 kg) under the spreader, giving you the strength to move even the heaviest cargo anywhere it needs to go. All of our trucks feature the ergonomically advanced *ComfortCab III™*, so your operators will feel right at home. With outstanding productivity, durability and comfort built into each truck, no matter how you look at it, Hyster Company is the only smart choice for container handling.

HYSTER

**STRONG PARTNERS.
TOUGH TRUCKS.™**

Call 1-800-HYSTER-1 or visit www.hysteramericas.com.

Trade Show Activity

- **2007 Port Productivity Conference**
 - February 2007 - Charleston, SC
- **TRANSCOMP / IANA EXPO 2007**
 - October 2007 – Atlanta, GA



www.hysteramericas.com

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STRONG PARTNERS. TOUGH TRUCKS.

Special Features

- [Big Trucks >](#)
- [IC Cushion](#)
- [IC Pneumatic](#)
- [Electric Counterbalanced](#)
- [Narrow-Aisle](#)
- [Motorized Hand](#)
- [Manual Pallet Truck](#)

HYSTER BIG TRUCKS

Hyster Big Trucks make even the heaviest loads and toughest working conditions like material ship yards seem simple. From the Empty Container Handlers to the Yard Master and Yard Master II, you will find a Hyster Big Truck to meet your heavy lifting needs. Hyster Big Trucks are built with the same commitment to reliability, durability and innovation as all other Hyster lift trucks.

15,000 lbs.
Empty Container Handle
H360-HD-EC4
[Learn More >](#)

40,500 - 45,000 lbs.
Versatile Fork Lift Truck
H400HDS / H400HD /
H450HDS / H450HD
[Learn More >](#)

55,000 - 70,000 lbs.

Dealer Locator

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Contact Us

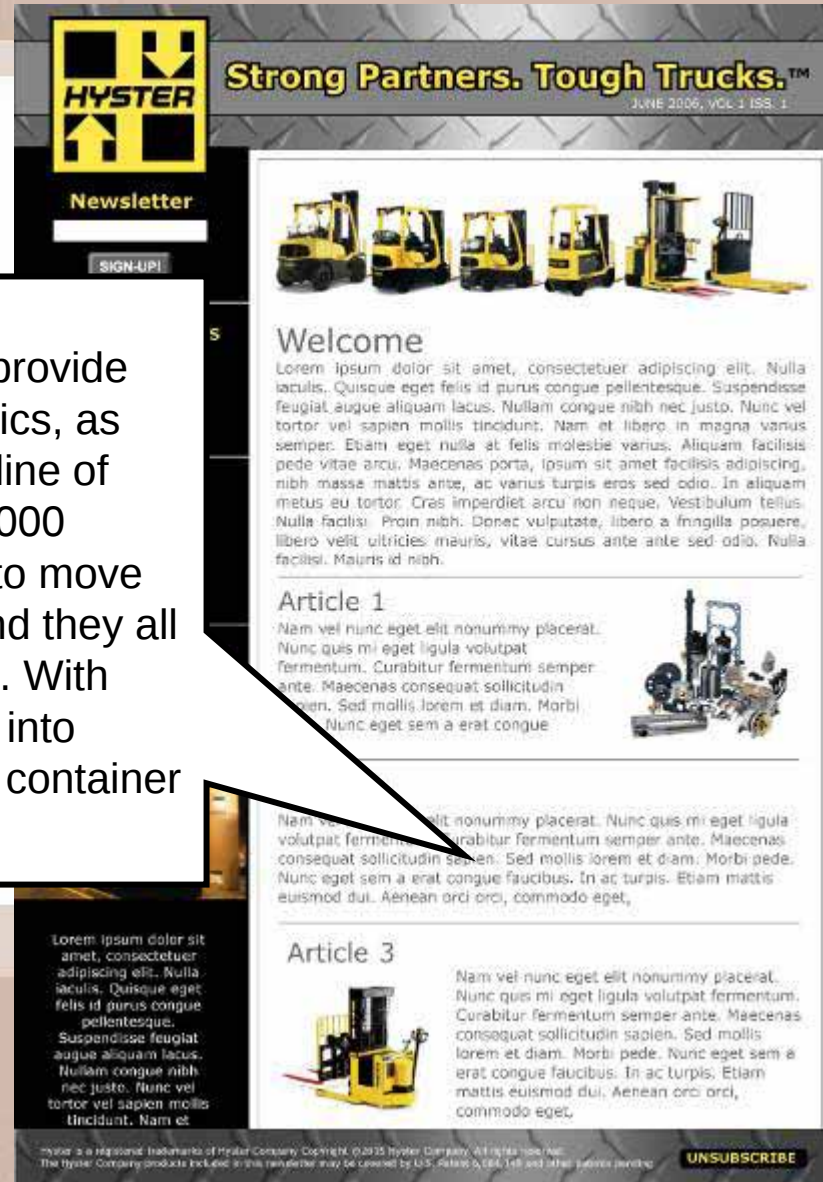


eNewsletter Article

- April 2007 Issue

Hyster Container Handlers

When it comes to container handling, Hyster trucks provide best-in-class lift capability, industry leading ergonomics, as well as outstanding performance and reliability. Our line of container handling equipment can handle up to 101,000 pounds under the spreader, giving you the strength to move even the heaviest cargo anywhere it needs to go. And they all feature our ergonomically advanced ComforCab II™. With outstanding productivity, durability, and comfort built into every truck, Hyster Company is the smart choice for container handling.



Hyster Capital Flyers

HYSTER BIG TRUCKS PROMO



Intro Promotional Rates Available Through April 30, 2007

We know Hyster equipment increases your productivity and competitiveness in the marketplace and Hyster Capital is committed to providing you financial solutions to help you get the equipment you need. We have introductory promotions on our current loan and lease products.

0% APR on an FMV Lease

With an FMV lease, there are lower monthly payments and flexible end-of-term options.

7.75% APR on a \$1 Out Lease

With a \$1 Out lease, you own the equipment at the end of the agreement and you build equity during the term.

IT'S YOUR CHOICE

You choose one of the promotions listed below and apply it to either an FMV or \$1 Out lease.

1. Your 1st payments on us!
2. No payment no interest for 90 days!

Terms and Conditions

- Lease terms available for 12, 24, 26, 48, 60 months.
- Promotions available for applications submitted by April 30, 2007 and funded by May 15, 2007.
- Valid on all new Hyster equipment in transactions involving Hyster Big Trucks.
- Not eligible on used equipment.



For more information, please call your local Hyster Capital representative. Visit us online at www.hysterusa.com or call us at 1-800-HYSTER-1.

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FINANCING WITH HYSTER CAPITAL

We understand the business environment you operate in and the power Hyster equipment plays in increasing your productivity and competitiveness. Hyster Capital is committed to providing you with a variety of financial solutions to help drive your business.

Flexible payment structures

Low monthly payments and tailored payment structures allow you to overcome budget constraints and match expenses to benefits. Get the equipment for your business today.

Conserve capital

By requiring no (or minimal) cash up front, these financing solutions make it easy to overcome budgetary and cash flow challenges. Upgrade your fleet and enhance overall productivity.

One-stop shopping for financing

You can finance all of your acquisition needs, resulting in one easy monthly payment. This saves time and energy in researching your financing options.

FINANCING PRODUCTS

Fair Market Value Lease (FMV)

- > Provides lower monthly payments than a \$1 purchase option
- > Preserves the customers' existing credit facilities for more strategic use
- > There are none of the risks associated with ownership
- > Flexible end-of-term options are available

\$1 Purchase Option

- > Multiple loan terms (lengths) available to meet your business needs
- > Flexibility to use equipment and see as your business changes
- > You own the equipment at the end of the agreement
- > Equity builds during the term



For more information, call your local Hyster Capital representative. Visit us online at www.hysterusa.com or call 1-800-HYSTER-1.

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Customer Testimonials

- Georgia Port Authority
- Columbia Containers - Vancouver, British Columbia
- Logistec - Canada
- Young Brothers - Hawaii



Approved Product Images

