



Special Products

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Big Truck Strategy
and Development



Special Products Strategy

- **Objective is to sell standard products**
 - Integral parts support
 - Full (supplier) technical documentation
 - Better resale value
- **Release high use special options as production options**
- **Design new products to meet target application requirements**



Categories of Special Products

- **“Standard” Specials**
 - Previously designed but low usage (Price Listed)
- **Competitor has an option Hyster does not**
 - Requires Application and Design resource
- **Unique One-Offs**
 - Requires major design and testing effort



Examples

- **NASA Truck**
 - H550 for handling Shuttle engines
- **Boeing 6 x H1050HD CH units**
- **Rotating Seat**
- **Tilting Cab**



H1050 w / Third Party Front End



Tail Section Open



Example: tire handler



Example: rotating seat



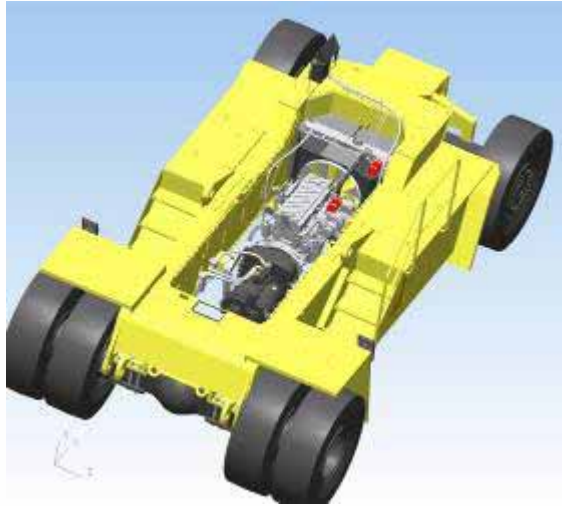
Example: front spreader



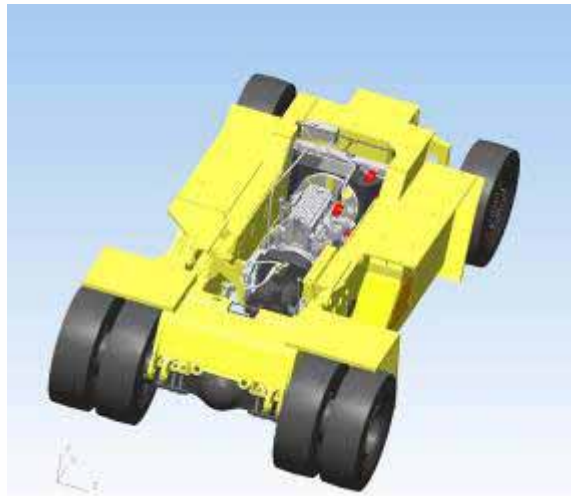
Ideal Situation: one product for all customers

36-52 ton Product Series (commonality view):

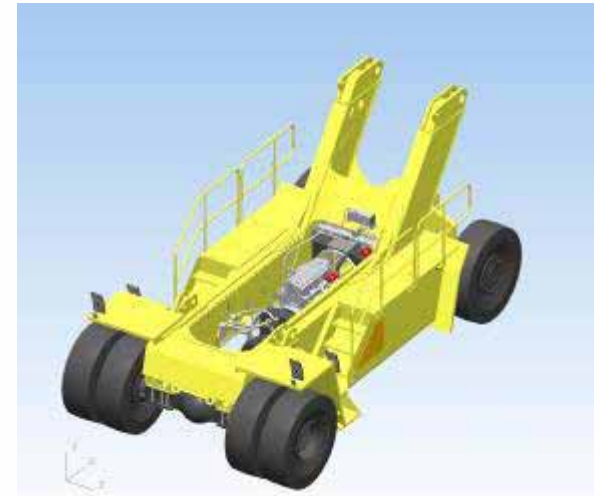
F117 Container Handler



A917 Forklift Truck



B222 Yardmaster II



Special Product Packages

Big Trucks / Jumbos

2007 forecast

Global in units		8-16T	16-22T	25-32T	36-52T	Reachstacker	
total:		170-360	360-500	550-700	800-1150	Yardmaster	
Industry Segments		5,099	3,179	737	374	296	514
Container Handling							
	Empty	510	122	368			20
	Laden	680			50	161	469
Heavy Industry							
	Forest Products	1,107	901	71	135		
	Metals	930	720	74	76	55	5
	Concrete	648	542	34	48	24	
	Stevedoring	329	265	25	25	14	
	Produce	11		7	4		
	Rental	659	435	131	36	42	15
	Other	225	194	26			5



Special Product Packages

- **Example of 'Forest Material Handler'**
- **Package consists of:**
 - fire extinguisher
 - elongated mud flaps
 - climbing rails on mast
 - additional platform on fenders
 - automatic greasing system
 - adjusted carriage (stacking height)
 - adjusted lights



Process Discussion

- Understanding the application: processing of the real customer requirement
- Communication/Timing
- Engineering & Testing Support
- Responsibility for end result



Process Discussion

- Dealers estimate that 25% of customers could be sold on standard configurations if requests were denied or prices increased
- “Increasing prices would really force customers to ask themselves how much they need some of this stuff”
- “The little SP should go away so that (NMHG) can focus on the real Specials”
- “A lot of unique Special Products could demand a bigger premium. Other manufacturers limit themselves with that type of SP so our customers couldn’t go to them”



Special Products Strategy

- **What are 'Special Products'?**
 - At its worst it is:
 - Disruptive to the factory processes
 - Generating too many 1 off orders
 - Applying it's resource to the wrong business
 - Generating minimal or negative income
 - At its best it is:
 - The differentiator that clinches major deals
 - A competitive advantage
 - Supportive of the dealers
 - Pioneering next generation standard options
 - Providing a wealth of Application knowledge

