

PRODUCT INFORMATION BULLETIN



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TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES
FROM: PETER SIESSEL – VICE PRESIDENT, HYSTER MARKETING
SUBJ: New LED Brake and Backup Light Package

As a result of Hyster Company's continuous product improvement process, we are pleased to announce that a new Brake and Backup Light package has been implemented into production for the E25-40ZS, E40-65Z, J30-40Z, J40-65Z and V30ZMD electric products. **Implementation for the Spacesaver cushion tire S25-40XM, S40-65XM, S70-120XM, and Challenger pneumatic tire H25-40XM, H45-65XM and H70-120XM products will begin on August 1, 2004.** These new Hyster light packages will no longer utilize incandescent bulbs but will now feature LED (Light Emitting Diode) lamps.

LED Advantage

These new LED lamps are extremely tough. There is no glass to shatter and no filament to break so these lamps can take abuse far beyond that of an incandescent bulb. They are extremely efficient and can emit light equal to an incandescent bulb while consuming as much as four to five times less amperage. Individual LED lamps are still not as bright as many incandescent lamps. Therefore, most LED powered lights require a group of LED lamps. This is a definite advantage because the group of LED lamps acts as a standby system. Therefore, these new brake and backup lights will not go dark even in the unlikely event that one lamp fails.

Existing Brake and Backup Light package with incandescent bulbs



New LED Brake and Backup Light Package



LED VS. INCANDESCENT

LED lights will save money! When lights are needed in an application, money is spent to purchase the light. Money will also be spent to keep the light operating. While operating expenses are often overlooked, they can quickly overtake the initial purchase price of the light when comparing the use of incandescent bulbs rather than LED lamps in the fixture. The actual and potential cost of light failure should be considered when selecting a light. The following are operating expenses to consider:

- Cost of electricity
- Cost of replacement bulbs
- Labor and truck downtime required to replace bulbs.

The new LED lamps will enhance our brake and backup light package and offer the following benefits to our customers:

- LEDs are solid state and have no filaments; therefore, they are much more tolerant to vibration.
- LED life expectancy is in the 10,000-hour range, which is many times longer than incandescent light bulbs.
- LEDs draw less amps than incandescent light bulbs, as much as four to five times less.
- LEDs are low profile and therefore provide less visual obstruction and are positioned closer to the truck overhead guard...lessening the chance of inadvertent damage.

The brake and backup lights will no longer be a part of the standard truck configuration. The new LED light package will be added to the standard price book as optional, and will have a list price of \$210.00 for the models listed in the header of this bulletin.

Please review your S25-40XM, S40-65XM, S70-120XM, H25-40XM, H45-65XM and H70-120XM orders. For any orders acknowledged to you to be built after August 1, 2004, you must decide which light option you require. All current customer orders will be price protected. Please contact the Product Supply call center via email for any questions regarding this change. Product Supply @ nmhg.com

Perhaps the most influential customer realization will be the thousands of hours of life expectancy, resulting in the elimination of costly maintenance. We are excited about the many opportunities and competitive advantages these new LED light packages will provide your dealership. For further detail or assistance, please contact your Regional Product Manager or the Hyster Marketing Department.

As always, we appreciate the support of our distribution network and the sales organization.

Sincere Regards,



Peter M. Siessel
Vice President of Marketing – Hyster Company

The information contained in this bulletin is for information purposes only, Hyster Company reserves the right to change the design of our products without incurring an obligation to modify previously manufactured products.

Marketing Department

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