



PRODUCT INFORMATION BULLETIN

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March 7, 2003

TO: ALL HYSTER DEALER PRINCIPALS, SALES MANAGERS, & SALES REPRESENTATIVES

FROM: PETER SIESSEL – VICE PRESIDENT, HYSTER MARKETING

SUBJ: NEW MASTED WALKIE PRODUCT RELEASE

Hyster Company is pleased to announce the new W30-40ZA, W20-30ZR and W25-40ZC Masted Walkie Truck series scheduled for April production. As we make the conversion from old to new, we wish to ensure that you have the interim marketing tools for the new series. To this end, please find the following information attached.

- A complete set of standard price pages for each range of product. In the near future we will be providing the formal distribution of these pages, however they will be available on-line at www.hysterusa.com immediately. These will be effective Friday March 7th. ***Please remember to refresh HERO by selecting the “completely reload tables” option in the download area of the price book thereby activating this series.***

By the end of the month, your location will receive a complete set of Product Feature Brochures and Technical Guides for each product series. Sales and technical training materials will also be included. In addition to these items, please take a moment to reference the key points below.

These newly designed models combine a host of new features which include the following.

Control Handle and Ergonomics

- Better functionality through finger-tip operated, proportional lift/lower controls -- now standard
- Conveniently located hydraulic function controls integrated into the control handle (optional on previous model) minimize the operator's wrist and arm rotation, reducing fatigue
- Significant noise reduction through the new transistor hydraulics and electro-hydraulic controls
- A low cost Turtle/ Creep Speed button option is now available for low speed maneuvering in tight areas, with the tiller handle vertical.
- Low effort gas spring located in the control handle provides improved operator comfort and smoother return when stopping, complementing the low mount, low effort tiller handle. As a result the handle spring force has been reduced by 60%.

Productivity / Performance

- User Selectable Performance Modes provide economy or performance settings based on the application needs, allowing the adjustment of acceleration, auto deceleration, top travel speed and creep or “turtle” speed
- Performance Parameters for all models are dealer adjustable and can be set-up using a handset or laptop to meet customer operational environment needs
- Hall Effect sensors provide infinite levels of acceleration and eliminate the maintenance associated with the use of potentiometers.
- Separately Excited Traction control system provides improved acceleration and speed control while limiting the required contactors.
- Variable, push button lift/lower controls located on the control handle provide precise load positioning.

Reliability / Serviceability

- The SEM controls with integrated transistor hydraulics provide improved traction and pump motor brush life, minimizing service time
- No forward/reverse or pump contactors to service resulting in reduced maintenance, better reliability -- 40% fewer electrical connections.
- Units incorporate components common to other Hyster series, e.g., the control compartment cover is made of the same impact resistant material as the W60Z providing better durability.

- Series use the same low noise drive unit with spiral/bevel gear design and traction motor as the W60Z. This fixed motor design reduces power cable flex to the motor while the splined coupler between drive motor and transmission allows for ease of traction motor servicing.
- The steering bearing is integrated into the drive unit, running in gear oil for zero maintenance.
- Full diagnostics capability through use of the same handset service tool and laptop software used for the W40/45Z.

An optional Multi-function display is available with battery-state-of-charge and performance mode display, however a low battery-lift interrupt integrated into the SEM controller is provided as standard (horn beeps when using hoist and battery is low)

Additional Product Line Changes:

Counterbalanced Masted Walkie

- 2000 lb capacity walkie counterbalanced truck dropped from the line-up

- Price reduced on the new W25ZC to be more competitive in the 20/25 masted walkie counterbalanced market

- 12 volt electrical system is no longer available

- 2-Stage FFL masts no longer available from the price list on the W25-40ZC (Consult SPED for availability)
- Minor changes to mast collapsed heights and over-all extended heights - please note when replacing existing equipment
- Minor changes to battery box sizes and battery roller heights - please note changes when replacing existing customer equipment

Reach Straddle Stackers

- 12 volt electrical system is no longer available

- Minor changes to mast collapsed heights and over-all extended heights - please note changes when replacing existing customer equipment
- **New mast designs provide improved visibility and mast cushioning**
- **New reach attachment with tilting carriage reduces load damage (was tilting forks)**
- New reach carriage uses more common, class II hook type forks (were pin type forks)
- Optional side-shift is now an "integral design" for improved durability and reduced truck head length
- Minor changes to battery box sizes and battery roller heights - please note changes when replacing existing customer equipment

Straddle Stackers

- 12 volt electrical system is no longer available

- Minor changes to mast collapsed heights and over-all extended heights - please note changes when replacing existing customer equipment
- Minor changes to battery box sizes and battery roller heights - please note changes when replacing existing customer equipment
- **W20XTA removed from the line-up**

COMING SOON! New "medium duty" W20ZA and W25ZA added to the line-up, targeted to meet the price and performance requirements for this market segment.

- Cost effective solution for intermittent duty applications
- Competes with Big Joe and Blue Giant models

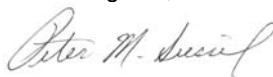
Sneak Preview of the Features

- Field adjustable base arms (37", 43" and 49" OEC)
- W20ZA has a 158AH, 24 volt, battery pack with on-board 25 amp charger (similar to W40Z)
- W25ZA is set up for 24 volt, 5 or 7 plate industrial battery
- W20/25ZA traction motor and drive system are the same components used on the W40/45Z
- High visibility, 2-stage masts, available in 3 lift heights
- Push-button controls with two speed lift/lower
- Finger-tip controlled, proportional lift/lower system (optional)

We are excited about the release of this very important addition to our Class III family and the many opportunities and competitive advantages these trucks will provide you. For further detail or assistance, please contact your Warehouse Product Manager, Regional Sales Manager or the Marketing Department.

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

Best Regards,



Peter M. Siessel
Vice President of Marketing – Hyster Company