



Fortis Case Study

Ashland Distribution

Description

- Canned Foods Distributor, Central Massachusetts – Classic Warehouse operation and dock loading
- Forklift to ship pallet loads of canned fluid products
- Typically purchases Caterpillar trucks

Challenges and Concerns

- Reliability and Dependability
- Ergonomics – operator comfort
- Price – “Bang for my Buck”
- Return on Investment (R.O.I.)

Solution

- Demonstration – S50FT Fortis
 - E-Hydraulics
 - Swivel Seat
 - Monotrol[®]
 - 2.2 Mazda DuraMatch
- “Stand Your Ground” Comparison to Overcome Price Objection

Results - Why they chose Hyster Company and Hyster New England

1. Warehouse Manager realized Fortis was truly unique compared to competition
2. Reliability and Dependability testing was shown to prove long-term value
3. Greater productivity and less downtime compared to competition
4. Fuel Savings – the Fortis truck is operating at 30% more run time per L.P. bottle used
5. Hyster New England and Hyster truly offered solutions to reduce cost

End Result

Received order for one S50FT at premium price.

Management and operators both agree that the total value and long-term savings far outweigh the minor difference in initial price.