



The Safe Choice

HYSTER SALES TIPS

Brakes on the NEW E45-70XN

We would like to introduce to you Mr. Mark Estock. Mark is Manager, Americas Product Marketing - Class I and has been the driving force behind the E-XN project for the last several years. Additionally, he is the primary provider for the technical data you're about to read.

One of **MANY** standout features of our new Class I offering is the brakes. We no longer merely have an industry standard self energizing, self adjusting drum style brake. Instead, we can now offer our customers a more efficient and component friendly braking system. The combination of Auto Decel and **Power Assist Brakes** will take the industry by storm.

In a "nut shell", here's how they work:

As we've all seen from the introduction of the Fortis®, Auto Decel can reduce travel speed by up to 60% when the operator disengages the accelerator. Set aggressively, this feature alone can slow and/or stop the truck a majority of times. On the new E-XN, the real exciting part begins when that same operator steps on the brake. At that time, when pressure in the brake line exceeds a set threshold, a transducer sends a signal to the VSM. The VSM, in turn, signals the traction controller to decelerate the drive motor at a rate proportional to the pressure – the higher the brake pressure applied ... the more quickly the truck will decelerate. This feature – **Power Assist Brakes** - actually contributes @ 50% of the stopping power – relieving half of the work normally required of the shoe & drum components.

As for what this means to our customers:

- Auto Decel alone can slow or stop the truck in a majority of cases – without even touching the brakes.
- Power Assist Braking will reduce the pedal effort, as well as improve the "feel" of the pedal.
- Power Assist Braking will substantially reduce the shock loading on the drive unit ... in a panic stop.

So what????

- Well, the result of better feel and reduced operator effort **WILL** reduce fatigue and improve Productivity. Can you put a \$\$\$ value on this? Of course you can. Most customers manage by "cost of pallet moved" and fatigue is a recognized factor in this figure – not to mention product damage. Therefore ... reduce fatigue, increase pallets moved and reduce product damage = \$\$\$\$\$. Guide your customer to an agreed upon value.

- Less work required by the shoe & drum components means less brake Service and longer component life. And – not to be out done – minimizing any shock loading to the drive unit resulting from panic stops, is a serious Cost of Operation and Serviceability savings. Investigate these savings. Go to your Service people and ask them what a brake job costs. Ask them what it cost in time and materials to repair a drive unit. Have these values in your pocket when you walk in and sell the features.

**No domestic manufacturer currently provides this feature.
So go forth and ... Spread the Word.**