

PRODUCT MARKETING GUIDE TABLE OF CONTENTS

The purpose of this Product Marketing Guide is to further enhance your product knowledge of the Hyster H70-120XM Pneumatic lift truck and present competitive offerings. The information contained in this guidebook provides you with the knowledge needed to effectively position the Hyster pneumatic lift truck as your customers' material handling solution.

The following sections make up the Product Marketing Guide.

Section 1: Marketing Overview: A brief overview of product, market and the top 20 SIC (Standard Industrial Classification) Industries that use the Class 5 lift truck.

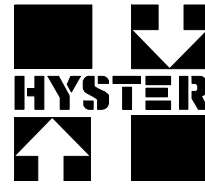
Section 2: Marketing Literature: Includes a product brochure which details the features and designs of the H70-120 XM truck, a technical guide and a pocket guide. The technical guide details all the critical specifications of the truck. The pocket guide is a quick reference outline of the truck features and systems.

Section 3: Sales Training Product Presentation: Developed by the Sales Training department, this section provides an in depth breakdown of the truck features and the truck systems.

Section 4: Product FAB Statements: Consists of a series of charts that will present truck features and explain the advantages and the benefits of the particular feature identified. FAB (Features – Advantages – Benefits). An example of how to use the FAB statements is also included.

Section 5: Competitive Review: Key specification comparison of the Hyster product versus the top 9 competitors in this market. A side-by-side comparison of specific truck features of the Hyster product versus selected competitors.

Section 6: Sales Training Competitive Presentation: This is an in-depth comparison of the Hyster pneumatic lift truck versus selected competitors.



PRODUCT OVERVIEW

HYSTER H70-120XM PNEUMATIC LIFT TRUCK



PRODUCT OVERVIEW

State of the art done right! Hyster Company has taken 70 years of experience and state of the art technology to develop the new Hyster H70-120XM pneumatic lift truck. The XM models are separated by capacity. The H represents the model type, which is the Challenger: the Challenger is a counterbalanced, ICE (internal combustion engine), pneumatic tire, sit down lift truck, with a design series code of XM.

The design engineers developed a powerful, rugged and dependable lift truck; then they made it comfortable. The Hyster H70-120XM has addressed the noise and vibration issue. The Hyster H70-120 XM was designed and fully tested for endurance, reliability, simplicity of service and operator comfort at the Counter Balanced Development Center in Fairview, Oregon.

Hyster Material Handling equipment is known for its quality workmanship and is backed by the industry's most responsive dealer network. Hyster Company continues to invest in state-of-the-art technology and new manufacturing techniques to produce world class lift trucks that are as Tough As Your Business!

Today's customer demands a rugged lift truck that is comfortable and dependable. The Hyster H70-120XM delivers this and more. The Hyster H70-120XM Pneumatic lift truck surrounds the operator with comfort and convenience to make them as productive as possible.

Adverse floor surfaces and terrain changes have long been an issue for many lift truck applications. The Hyster H70-120XM series is designed to operate on pavement, dirt, or gravel, while handling capacity loads.

The Hydrostatic steer system provides smooth and precise steering for excellent maneuverability and handling. The use of a double acting steer cylinder provides quick steering response. Fixed length tie rods minimize the chance for steer wander and eliminate steering adjustments.

The 4.3L GM V6 Engine is an industry leader. Hyster Company's version of the GM 4.3L engine is equipped with an ECM (Electronic Control Module) for controlling spark and fuel functions for optimized fuel efficiency and performance. The Hyster GM 4.3L engine is also equipped with HEI (High Energy Ignition) for additional starting efficiency. The full pressure lubrication system has a spin-on oil filter that has a relief valve to ensure engine lubrication, even if the oil filter becomes clogged.

Serviceability on the Hyster H70-120XM reduces maintenance costs and downtime. Features like a forward pivoting hood, removable side panels, boltless floor plates, and a hinged floor plate for transmission oil checks make routine servicing quick and easy.

Operator comfort was also addressed by the design of the H70-120XM. The operator compartment is isolated from the chassis by 4 elastomeric rubber mounts to reduce productivity robbing effects of road-born shock. The engine is also isolated from the chassis to reduce engine vibration being transferred through the frame. Seat side hydraulics provide finger tip hydraulic control function for the operator and reduce operator fatigue by requiring no leaning or bending over to reach control valve levers. With the tilt cylinders mounted underneath the floor plate, the foot well area is open and uncluttered with only two pedals.

The Hyster H70-120XM provides one of the industry's best all-round visibility. Hyster Company's patented VISTA mast design combined with the open face carriage and hook on side shifter allows excellent load visibility throughout the lift \ lower range. The overhead guard has a bar on edge design to provide superior overhead visibility for stacking or removing product.

All Hyster lift trucks meet codes and standards as specified by OSHA and Underwriters Laboratories Inc. All Hyster lift trucks are manufactured in an ISO9002 certified facility.

The Hyster H70-120XM was designed with state of the art technologies. Finite Element Modeling (FEM) combined with Computer Aided Design (CAD) are used to determine

high stress areas. The unitized (all welded) frame has been stress tested to confirm design specifications.

When you take the unique design features of the Hyster H70-120XM and combine them with the most responsive dealer network in the business, you have an unbeatable combination.

Hyster Dealer Advantage

A prospective customer's confidence level in a dealer's ability to service their needs will be a key deciding factor in the sale of lift trucks. Likewise, the dealer's ability to consistently meet the customer's expectations will be key to earning the opportunity for repeat business. With over 240 authorized locations and an average of 25 years experience, the Hyster dealer is capable of taking "customer service" to the next level!

A new advertising campaign has been introduced in 2001. Its focus will be to promote the distinct advantage of selecting the Hyster dealer as a business partner. Each ad will boast a consistent message or tag line, "it's a matter of trust". This theme was chosen to reinforce the strength and value of the Hyster distribution network. After all, a customer trusts and believes in Hyster Company and the Hyster dealership to provide the finest products and services. This is what has separated Hyster dealerships from everyone else, the trust their customer has over the competition.

No other lift truck company can claim the many attributes of Hyster Company and what it means to the customer. On your next sales call, make sure you reinforce the unique advantages of the Hyster brand and its dealership network.

Hyster H70-120XM Advantage

- Unmatched reliability.
- Minimal maintenance requirements.
- Pre-wired electrical auxiliaries.
- Ergonomically designed and performance tested.
- Built in ISO 9002 certified manufacturing plants.
- First materials handling company to achieve overall certification for marketing, service, and manufacturing.
- Backed by the industry's most responsive and comprehensive 'after the sale support'.
- Hyster Company's Parts Distribution Center fills 95% of all parts orders as requested by our customers.

The following pages will further break down some of the features and designs of the H70-120XM. The benefits of these features and designs will be detailed and explained in section four.



OPERATOR COMPARTMENT

- Isolated operator compartment
- Thick sound absorbing hood lining
- Thick rubber floor mat
- Variable spring rate engine mounts



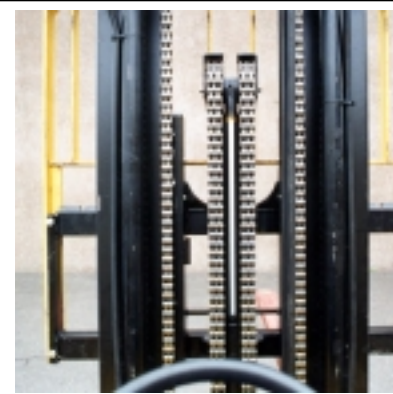
STEER COLUMN

- Four position tilt steering column
- Hydrostatic steer system
- Excellent maneuverability



HYDRAULIC CONTROLS

- Seat side hydraulics
- Finger tip hydraulic control
- Ergonomically shaped handle
- Soft touch rubber coated hand levers



MAST CARRIAGE DESIGN

- Open face carriage design
- Integral sideshifter
- Chrome plated cylinder rods
- Canted roller design



ENGINES

- 4.3L V6 gas and LPG
- ECM controlled spark and fueling functions
- Cast iron block and cylinder heads
- 1004.42 Perkins diesel (optional)



OPERATOR FOOTWELL

- Single pedal inch brake and service brake
- Tilt cylinders mounted under floor plate
- Ergonomically shaped and located pedals
- Large open steps to enter and exit operator compartment



STYLING

- Isolated operator compartment
- Smooth sleek design
- Unitized (all welded) frame construction

TARGET MARKET

In a highly competitive market, the Hyster H70-120XM stands out as an industry leader. To remain an industry leader, product performance and customer service must not only meet customer demands and expectations, but also exceed them! Identifying your customer's critical needs and understanding those needs is the underlying key to success.

Heavy users of the H70-120XM Pneumatic lift truck are the Truck and Heavy Equipment rental companies, Saw and Planning Mill industries, Lumber and other Building Supply industries, Fabricated and Primary Metal industries, Concrete Block & Brick Products, just to name a few.

These industries are heavy users of this series because of the H70-120XM's ability to adapt to many applications. Transferring and loading products from one terrain to another has been an ongoing problem for many of these types of businesses and a difficult one for them to overcome. The Hyster H70-120XM series pneumatic lift truck is a unique product in that the truck will perform with capacity loads in gravel, on dirt or pavement, or on smooth concrete surfaces like in a warehouse with equal application performance. The tight turning radius and maneuverability of the H70-120XM series enhances the trucks ability to perform in crowded lumberyards and in congested manufacturing facilities.

The H70-120XM capability to accommodate certain industry attachments further promotes its popularity. Attachments like carton clamps, fork positioners, and rotators can be easily installed and are available through Hyster Company and your Hyster dealer. The all weather cab is also available and provides unmatched comfort and convenience for operators whose application requires them to work in adverse or changing weather conditions.

The largest growing segment of this market is short-term rentals. There are a lot of businesses that require material handling equipment from time to time, but not on a day-to-day basis.

Hyster Company feels they have provided the work place with a lift truck that will exceed customer expectations and meet the high volume and demands of today's business environment.

Listed on the next page are the top 20 Industries (ITA Reporting) that the Class V I.C.E. Pneumatic lift trucks participate. The volumes represented are a total of trucks sold in 1999 within the United States and Canada to a particular industry. Each industry is classified by a SIC code. The SIC codes are "Standard Industry Classifications" that are assigned to a specific industry.

TOP 20 CLASS V SICs

Ranking	4-Digit SICs	SIC Code Name	Description	Market Size
1	7700	Short Term Rentals	Establishments primarily engaged in short-term rental (with or without maintenance) of trucks, truck tractors, and semi trailers without drivers.	4,036
2	5,211	Lumber and other Building Materials	Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public.	2,395
3	7359	Equipment Rental and Lease	Establishments primarily engaged in renting or leasing (except finance leasing) equipment not elsewhere classified.	1,552
4	4225	General Warehouse and Storage	Establishments primarily engaged in warehousing and storage of a general line of goods.	955
5	5031	Lumber, Plywood and Millwork	Establishments with or without yards, primarily engaged in the wholesale distribution of rough, dressed, and finished lumber (but not timber).	857
6	5084	Industrial Machinery and Equipment	Establishments primarily engaged in the wholesale distribution of industrial machinery and equipment, not elsewhere classified.	660
7	2448	Wood Pallets and Skids	Establishments primarily engaged in manufacturing wood or wood and metal combination pallets and skids.	478
8	3999	Manufacturing Industries	Establishments primarily engaged in manufacturing miscellaneous fabrication products, not elsewhere classified.	473
9	2499	Wood Products	Establishments primarily engaged in manufacturing miscellaneous wood products, not elsewhere classified.	370
10	2421	Saw Mills and Planning Mills	Establishments primarily engaged in sawing rough lumber and timber from logs and bolts, or resawing cants and flitches into lumber.	353
11	7513	Truck Rental and Lease	Establishments primarily engaged in short-term rental or extended-term leasing (with or without maintenance) of trucks, truck tractors, and semi trailers without drivers.	350
12	3271	Concrete Block and Brick	Establishments primarily engaged in manufacturing concrete block and brick from a combination of cement and aggregate.	324
13	5399	Misc. General Merchandise	Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, housewares or home furnishings, groceries, and other line limited amounts.	310
14	3272	Concrete Products	Establishments primarily engaged in manufacturing concrete products, except block and brick, from a combination of cement and aggregate.	302
15	5039	Construction Material	Establishments primarily engaged in the wholesale distribution of mobile homes and of construction materials, not elsewhere classified, including prefabricated buildings and glass.	294
16	5093	Scrap and Waste Materials	Establishments primarily engaged in assembling, breaking up, sorting and wholesale distribution of scrap and waste materials. This industry includes auto wreckers engaged in dismantling automobiles for scrap.	279
17	3089	Plastic Products	Establishments primarily engaged in manufacturing plastics products, not elsewhere classified.	275
18	7353	Heavy Equipment and Rental	Establishments primarily engaged in renting or leasing (except finance leasing) heavy construction equipment, with or without operators.	266
19	3499	Fabricated Metal products	Establishments primarily engaged in manufacturing fabricated metal products, not elsewhere classified, such as fire or burglary resistive steel safes and vaults and similar fire and burglary resistive products.	255
20	3531	Construction Machinery	Establishments primarily engaged in manufacturing heavy machinery and equipment of a type used primarily by the construction industries, such as bulldozers; concrete mixers; cranes except industrial plant overhead and truck type cranes; dredging machinery; pavers and power shovels.	250
			Total Market Size of Top 20 Industry SICs	15,034
			Remaining Market Size of Other SICs (ie. Motor Vehicle Parts and Accessories, Hardware Stores, Electric Services, Roof Siding and Insulation, Department Stores, Marine Cargo Handling, Chemical Preparations)	21,043
			Total Class V Industry Market Size	36,077

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