

PRODUCT MARKETING GUIDE

An Overview of the R30XM₂ Product Marketing Guide

The purpose of this Product Marketing Guide is to enhance your product knowledge of the Hyster R30XM₂ Order Picker and competitive offerings. The information contained within this Guidebook provides you with knowledge needed to effectively position the Hyster Order Picker as THE materials handling solution for your customers.

The following sections organize the Guidebook:

- **Section 1: Marketing Overview**
 - Marketing /Product Overview
 - Target Market Analysis
 - SIC Analysis
 - Brand Charter
 - Exploiting the Advantage

This section contains a brief overview of the market environment, product application & duty cycle, product overview, target market, top SIC markets, and strength of the Hyster brand.

- **Section 2: Marketing Literature**
 - Sales Sheet
 - Specification Sheet
 - Pocket Guide

A full-color sales sheet and specification sheet are enclosed for your reference. The literature showcases key Order Picker features and critical specifications. The section also contains an R30XM₂ Pocket Guide, which identifies and summarizes key features. A Glossary of Terms is included in this section, this 3 page reference document defines some of the engineering terminology used throughout the Product Marketing Guide.

- **Section 3: Product Presentation**
 - Hyster R30XM₂

Key product features and price list options are discussed in the R30XM₂ Power Point presentation.

- **Section 4: Product FABs**
 - Summary/Example
 - Features
 - Advantages
 - Benefits of Product

This section features a series of charts, which identify six key performance attributes of the Hyster R30XM₂ Order Picker. Each one is further detailed with a discussion of features, advantages, and benefits. This discussion enables you to structure a customer-focused presentation that addresses his/her critical needs.

- **Section 5: Competitive Review**
 - Key Specification Summary
 - Five Brands Reviewed
 - Competitive Comparison(s)
 - Hyster R30XM₂ vs. Crown SP 3020-30
 - Hyster R30XM₂ vs. Raymond OPC30TT

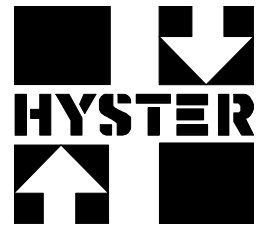
Learn how the Hyster R30XM₂ truck stacks up to the five other competitive models in a side-by-side comparison. A second series of summaries highlight the key advantages of the Hyster truck compared to the Crown and Raymond models.

- **Section 6: Competitive Presentation**
 - Hyster R30XM₂ vs. Crown SP 3020-30
 - Hyster R30XM₂ vs. Raymond OPC30TT

These two presentations fully detail the competitive advantages of the Hyster Order Picker compared to Crown Equipment's and Raymond's product offering.

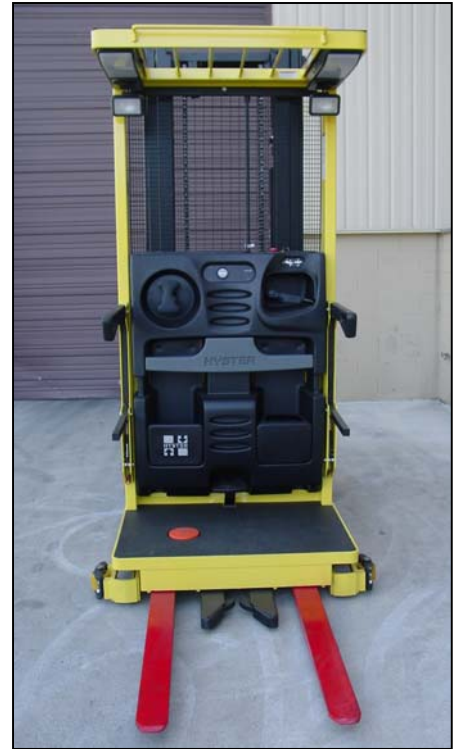
Utilize a three-step approach to sell Hyster lift trucks: 1) diagnose your customer's need, 2) Apply knowledge learned, technical experience, and resources to solve customer's problems; and 3) Gain the customer's confidence by building a trusting relationship. This positional selling approach is essential as it creates favored placement of the Hyster R30XM₂ in your customer's decision-making process.

Good Selling!



MARKETING OVERVIEW

- Introduction to the Hyster R30XM₂ Order Picker
 - Market Environment
 - Product Overview
 - Target Market
 - Brand Character
 - Exploiting the Advantage

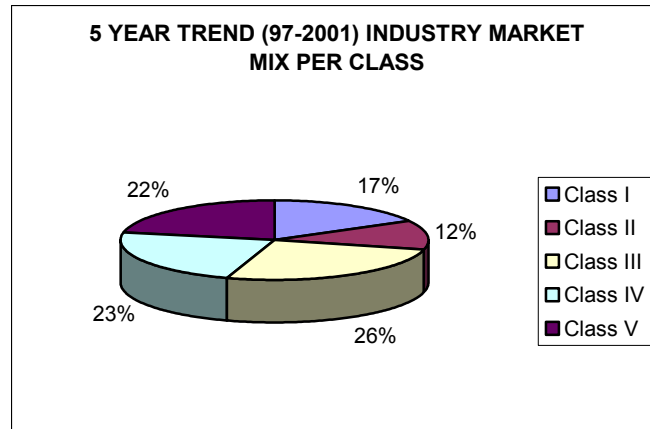


Market Environment

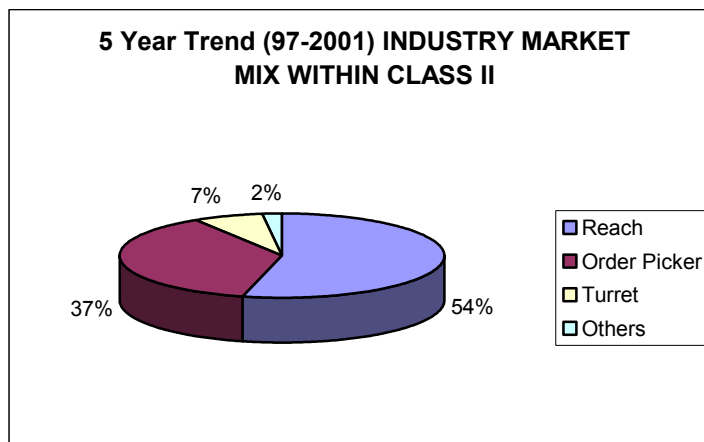
The R30XM₂, with a 3,000 lbs. lifting capacity, is Hyster Company's large chassis, premium counterbalanced Order Picker. This model is part of a product series, which includes the R30XMA₂ (straddle) and the R30XMF₂ (furniture) trucks. Of this series, the R30XM₂ is the most popular, best selling model. Hyster's R30XMS₂ small chassis order picker is also a part of the order picker product line up. The small chassis order picker is also capable of a 3,000 lbs. lifting capacity. Typically, however, the R30XMS₂ is used in lighter load handling and lower level picking applications compared to the large chassis R30XM₂.

In 1999, this product line was updated with **several ergonomic improvements** – storage pockets, removable trash bin, full body ventilation, lighting/fan package, retractable side gates, redesigned accelerator and steering handles, adjustable operator controls, floor mat upgrade, and a repositioned brake switch to name a few. In March of 2001, this series was upgraded once more to take advantage of the **state-of-the-art Separately Excited Motor (SEM) technology, CANbus electrical system, ergonomically-styled multi-function accelerator handle, and single point diagnostic capabilities**. These product advancements have produced an Order Picker that boasts the latest comfort, serviceability, and diagnostic features. Truly, the **Hyster order picker has evolved into a product that now allows you to go head-to-head with the competition with confidence.**

In 2001, approximately 13.5% of all lift trucks (Class I-V) sold in the North American market were Class II products. **Looking over the last 5 years (97-2001), the Class II products represent 12% of all lift trucks sold in the North American market.**



Five different lift codes report into Class II market for the ITA. The codes account for product types such as: Hi lift straddle trucks, Reach narrow-aisle, Order pickers, low lift pallet platform, and Turret trucks. Of these codes, the **order pickers represent 37% of the total ITA Class II market.** They are second only to narrow-aisle reach products with 54%.



Further, the overall Class II market is expanding and offers great potential for share gains. In 1997, ITA figures indicated the **Class II market** represented 11.0% of the lift truck industry (USA and Canada). In 2001, ITA figures indicate the **Class II market** represents 13.5% of the lift truck industry (USA and Canada). A 2.5% Industry wide market share gain is significant and worthy of pursuit.

The primary competitors for the premium order pickers are the Crown SP 3000 series and Raymond EASI series. The secondary competitors include the Caterpillar NOR30/P, Mitsubishi EOP 15-24/P, and the Toyota 6BPU15, which are all versions of the Raymond model.

Application & Duty Cycle

The primary role of Order Pickers in a warehousing operation is to facilitate the removal of stock items for customer order fulfillment. In this application, an operator rides up on an Order Picker platform to various storage locations and pulls individual stock items or full cases to fill one or multiple orders, depending on the order size. These pallet loads are then manually sorted after picking and the items are consolidated into individual customer orders for shipment. The Order Picker can be configured to carry a variety of items from automotive parts boxes and dry goods to bulky items. Overall, the loads handled are usually less than a full pallet. The Order Picker works in multi-level narrow-aisles and typically is utilized to pick items located on the second level and above.

The success of this 3,000 lbs. product in the marketplace is dependent upon a proper understanding of its capabilities and limitations. The following chart acts as a Selection Guide to help you properly match the right truck for the job amongst the Hyster Order Picker product line. Specifically, the chart details selection criteria such as: application environment types, typical duty cycle, maximum battery ampere-hour (AH), voltage, and component types so you can choose the best truck based upon your customer's requirements. This information, in some cases, will be listed as standard equipment, optional equipment or not available (N/A). Note: The Selection Guide is only a reference chart. Before making any truck recommendations to a customer, the salesperson should perform an application / site survey.

SELECTION GUIDE

Truck Type (24 volt)	R30XMS₂ Counterbalanced Order picker	Truck Type	R30XM₂ Counterbalanced Order picker	R30XMA₂ Straddle Order picker
Environment (truck location) General Warehouse	Standard	Environment (truck location) General Warehouse	Standard	Standard
Freezer Conditioning	Optional*	Freezer Conditioning	Optional	Optional
UL Type "EE" Rating	N/A	UL Type "EE" Rating	Optional	Optional
Typical Duty Cycle Cases per Day	121-180	Typical Duty Cycle Cases per Day	121-180	121-180
Lines per Hour	20 – 50	Lines per Hour	20 – 50	20- 50
Typical Single Pallet Load Weight	1000 – 1500 lbs.	Typical Single Pallet Load Weight	1500 – 2500 lbs.	2500 – 3000 lbs.
Capacity at max Fork Height @ 24" Load Center (LC)	2000 lbs. (41" BW & 228" MFH) 3000 lbs. (48" BW & 228" MFH)	Capacity at max Fork Height @ 24" Load Center (LC)	1500 lbs. (41" BW & 276" MFH) 3000 lbs. (48" BW & 276" MFH)	2000 lbs. (42" OEC & 300 MFH) 2500 lbs. (44" OEC & 300 MFH) 2750 lbs. (46" OEC & 300 MFH) 3000 lbs. (48" OEC & 300 MFH)
Full Capacity at 24" LC	3000 lbs. ≤ 213" (41" BW) 3000 lbs. ≤ 240" (48" BW)	Full Capacity at 24" LC	3000 lbs. ≤ 228" (41" BW) 3000 lbs. ≤ 276" (48" BW)	3000 lbs. ≤ (42" OEC) 3000 lbs. ≤ (44" OEC) 3000 lbs. ≤ (46" OEC) 3000 lbs. ≤ (48" OEC)
Travel Speed: < 60" fork ht.	6.0 mph NL	Travel Speed: < 60" fork height	6.0 mph NL	5.3 mph NL
Travel Speed: 116" fork ht.	3.3 mph NL	Travel Speed: 120" fork height	4.0 mph NL	3.7 mph NL
Travel Speed: 150" fork ht.	2.2 mph NL	Travel Speed: 150" fork height	2.9 mph NL	2.8 mph NL
Travel Speed: 195" fork ht.	1.1 mph NL*	Travel Speed: 212" fork height	1.5 mph NL	
		Travel Speed: 213" fork height		2.3 mph NL
		Travel Speed: 272" fork height		1.0 mph NL
Travel Speed: 212" fork ht.	1.1 mph NL *			
Lift Speed: Single stage NL/RL (ft/min)	40.0/25.0 (24V)	Lift Speed: Single stage NL/RL (ft/min)	N/A	N/A
Lift Speed: Three stage NL/RL (ft/min)	42.0/26.0 (24V)	Lift Speed: Three stage NL/RL (ft/min)	65.0/45.0 (24V) 70.0/50.0 (36V)	65.0/45.0 (24V) 70.0/50.0 (36V)
Lowering Speed: Single Stage NL/RL (ft/min)	42.0/42.0 (24V)	Lowering Speed: Single Stage NL/RL (ft/min)	N/A	N/A
Lowering Speed: Three Stage NL/RL (ft/min)	52.0/48.0 (24V)	Lowering Speed: Three Stage NL/RL (ft/min) (24v and 36v)	55.0/60.0	55.0/60.0
Shift Per Day	Single	Shift Per Day	Two	Two
Maximum Fork Height	20'	Maximum Fork Height	23'	25'
Aisle Width	5-6'	Aisle Width	5-6'	5-6'
Maximum Battery AH (6 Hr Rate)	770	Maximum Battery AH (6 Hr Rate)	1125(24V); 1020 (36V)	1125(24V); 1020(36V)
Minimum Battery Weight	900	Minimum Battery Weight	1600 (24 & 36V)	1500 (24 & 36V)
Voltage	24	Voltage	24 Std; 36 Opt.	24 Std; 36 Opt.
Components Fork Length (inches)	36, 42, 48	Components Fork Length (inches)	36, 42, 48, 54, 60, 72	36, 42, 48, 54, 60, 72
Drive Unit	HFK 300	Drive Unit	HFK 300	HFK400
Traction Control speed	Single	Traction Control Speed	Variable	Variable
Mast channel size	5.5"	Mast channel size	5.5 up to 240", 6.9 > 240"	5.5 up to 240", 6.9 > 240"

*Requires high level traction option for travel above 150"

Note: All travel speeds are with steering angle less than or equal to 10 degrees of straight travel with truck at operating temperature and battery fully charged

LEGEND

Standard = Standard equipment

Optional = Optional equipment (factory installed)

N/A = Not available

Definitions of Environment Types:

General Warehouse: General warehousing and distribution; non-perishable foods; and durable goods.

Freezer Conditioning: Continuous use in freezer environments at temperatures –20° Fahrenheit. Option includes low temperature oil, double sealed load wheel bearings, moisture resistant grease on all electrical connections, heated traction controller and dash display, heaters on steering and height encoder, Hall- Effect sensor heater, heated MCU (Master Control Unit), cover over contactor panel, enclosed bands on traction and hoist motors, vents covered on frame, poly siped drive tire, load wheels have plated axle shafts.

Note: Double sealed load wheel bearings and moisture resistant grease on all electrical connections is part of the standard truck construction.

UL Type EE Rating: Applications requiring UL Type “EE” construction such as paints, chemicals, etc.

R30XM₂ Product Overview



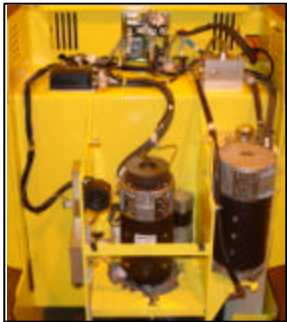
The Productivity Maximizer

- HySense™ continuous height sensing for smooth stepless speed control as standard equipment
- Lift heights available up to 23 feet; 25 feet through SPED.
- State-of-the-art SEM technology
- Multi-function accelerator handle with simultaneous command of traction and hydraulic functions
- Variable lift/lower as standard equipment versus key competitors optional offering
- 24-volt standard or 36-volt optional
- Application-matched options
- UL Type E standard



Comfortable Work Station

- Spacious operator platform with anti-fatigue floor mat
- Standard overhead work lights and 2-speed fan
- Excellent all-around visibility for efficient picking
- Ergonomically-designed accelerator handle with 3-position adjustment
- Return To Center (RTC) Steering control standard or optional Multi-turn Steer control
- Auto Deceleration System (ADS) for smooth controlled stops
- Plenty of storage compartments and removable trash bin
- Smooth platform transitions

	Minimal Maintenance Requirements ▪ Clutter-free, simple-to-service layout for easy inspection and service ▪ Superior component accessibility ▪ Single point diagnostics ▪ Trunnion mounted mast ▪ Only 8 conductors in over-the-mast cable regardless of option mix ▪ Simplified wiring with all in-line sealed connectors ▪ All non-contact Hall effect or optical sensors. No pot adjustments ▪ Direct drive steering, eliminates chain maintenance and adjustments
	ISO 9002 Certification ▪ Built in ISO 9002 certified US manufacturing plants to exacting standards ▪ Hyster Company marketing and service organizations are ISO 9002 certified ▪ First material handling company to achieve overall certification for marketing, service, and manufacturing ▪ Strong quality heritage
	Strong Aftermarket Support ▪ Twelve months or 2,000 hours warranty from date of installation ▪ Extensive parts coverage and availability for both Hyster and competitive models at everyday low prices ▪ 95% of parts orders are filled from our Parts Distribution Center same day. ▪ Parts Distribution Center Committed to fill 100% of RSPL orders ▪ Six-month parts warranty, unlimited hours from date of installation ▪ Six different order types to meet customer needs

Target Market

With the order picker product line representing 37% of the Class II lift truck industry, and the Class II market share growing significantly over the last 5 years, there is selling potential in warehousing and food distribution centers.

Order pickers are used to facilitate the removal of stock inventory items (usually second level and above) per order requirements. With the high cost of land, many warehouses are expanding vertically as they grow. This has further increased the use of the order picker lift trucks.

“Speed-to-market” is an ever-growing concern for warehouse and food distribution centers. Their ability to quickly pick orders is essential in increasing their inventory turns and meeting delivery schedules.

Selling opportunities are limitless for the R30XM₂. These trucks are used in a wide variety of industries.

The following list details the top 20 industry Class II lift truck markets by 4-digit Standard Industrial Classification (SIC) codes. These SIC codes are listed in descending order by market size. This information will help you effectively target key accounts within your sales territory. Make sure you utilize the Selection Guide and a site survey so that the proper lift truck is quoted for the right application. Note: Because 2000 represented the largest sales in lift truck history, and a diverse makeup of industry marketing segments, the SIC data chart was compiled using the 2000 ITA Retail Delivery Report.

Top 20 Industry Class II SICs

Ranking	Class II 4-Digit SICs	SIC Code Name	Description	Market Size (No. of Units)
1	5211	Lumber and other Building Materials Dealers	Establishments engaged in selling primarily lumber, or lumber and a general line of building materials to the general public.	1,807
2	7700	Truck Rental/Dealers	Dealers who purchase equipment for rental fleets.	1,623
3	4225	General Warehousing & Storage	Establishments primarily engaged in the warehousing and storage of a general line of goods.	1,387
4	5141	Groceries, General Line	Establishments primarily engaged in wholesale distribution of a general line of groceries.	1,316
5	5311	Department Stores	Retail stores generally carrying a general line of apparel, home furnishings, major household appliances, and/or housewares.	1,203
6	5411	Grocery Stores	Stores such as supermarkets, food stores, and grocery stores primarily engaged in retail sale of canned foods, dry goods, fresh produce and meats	860
7	4222	Refrigerator Warehousing & Storage	Establishments primarily engaged in the warehousing and storage of perishable goods under refrigeration.	467
8	5013	Motor Vehicle Supplies & New Parts	Establishments primarily engaged in the wholesale distribution of motor vehicle supplies, accessories, tools, and equipment, and new motor vehicle parts.	436
9	5047	Medical, Dental & Hospital Equipment/Supplies	Establishments primarily engaged in the wholesale distribution of surgical and other medical instruments, apparatus, and equipment. Also, those establishments primarily engaged in the wholesale distribution of professional supplies used by medical and dental practioners.	399
10	5712	Furniture Stores	Establishments primarily engaged in retail sale of household furniture.	380
11	3714	Motor Vehicles, Parts & Accessories	Establishments primarily engaged in manufacturing motor vehicle parts and accessories. But, not engaged in manufacturing complete motor vehicles or passenger car bodies.	355

12	5122	Drugs, Drug Proprietaries & Druggists' Sundries	Establishments primarily engaged in the wholesale distribution of prescription drugs, proprietary drugs, druggists' sundries, and toiletries.	318
13	5063	Electrical Apparatus and Equipment, Wiring Supplies, and Construction Materials	Establishments primarily engaged in the wholesale of distribution of electrical power equipment for the generation, transmission, distribution, or control of electric energy; electrical construction materials for outside power transmission lines and for electrical systems; and electric light fixtures and bulbs.	272
14	2834	Pharmaceutical Preparations	Establishments primarily engaged in manufacturing, fabricating, or processing drugs in pharmaceutical preparations for the human or veterinary use.	238
15	5961	Catalog and Mail Order Houses	Establishments primarily engaged in the retail sale of products by television, catalog, and mail-order.	238
16	5113	Industrial & Personal Service Paper	Establishments primarily engaged in the wholesale distribution of wrapping and other coarse paper, paperboard, and converted paper and related disposable plastics products.	235
17	5199	Non-Durable Goods Not Elsewhere Classified	Establishments primarily engaged in the wholesale distribution of goods such as art goods, industrial yarns, textile bags, and bagging and burlap.	213
18	3999	Manufacturing Industries Not Elsewhere Classified	Establishments primarily engaged in manufacturing miscellaneous fabricated products, including beauty shop and barber shop equipment, tobacco pipes and cigarette holders, coin operated amusement machines.	212
19	5112	Stationery and Office Supplies	Establishments primarily engaged in the wholesale distribution of stationery supplies, including computer and photocopy supplies.	208
20	5149	Groceries and Related Products Not Elsewhere Classified	Establishments primarily engaged in the wholesale distribution of groceries and related products such as the distribution of soft drinks, and in bottling and distribution of natural spring and mineral water.	206
Total Market Size of Top 20 Industry SICs				12,373
Remaining Market Size of Other SICs (i.e. Business Services; Groceries and Related Products; Mail Order Houses; computers, Computer Peripheral Equipment and Software; Special Warehousing Storage; Manufacturing Industries, NEC; Hardware; Family Clothing Stores.)				13,123
Total Class II Industry Market Size				25,496

Brand Character

The advertising slogan, HYSTER. “IN FOR THE LONG RUN”, signifies the strengths of the Hyster brand name. The days of providing just great trucks is no more; customers want fully qualified service providers. Hyster Company offers customers so much more than the most complete line of quality lift trucks. We Are in the customer solutions business. In fact, every model comes complete with the support of an entire company, hundreds of dealer locations, trained and certified technicians, financial experts and fleet managers ready to meet the customer’s every lift truck need – from selection to service to support.

Hyster Dealer Advantage

A prospective customer’s confidence level in a dealer’s ability to service their needs will be a deciding factor in the sale of Class II trucks. Providing value - added solutions will be the key to incremental growth. Likewise, the dealer’s ability to consistently meet the customer’s expectations will be key to earning repeat business. With a dealer network of over 250 locations, the Hyster dealer is strategically positioned to provide the level of unparalleled product support this group desires. Each dealer is able to offer expert solutions for materials handling, including quality lift trucks, financing, and service programs. The people that serve the customer are our greatest resource and should never be under estimated as a value proposition.

On your next sales call, make sure you reinforce the unique advantages of the Hyster brand and its dealership network.

Exploiting the Advantage

One out of three trucks sold within the Class II market uses 3,000 lbs. order pickers. Hyster Company has a moderate presence in this market, with the new R30XM₂ order picker there will be plenty of opportunity for share growth.

The Hyster R30XM₂ advantage:

- Comfortable work station
- HySense continuous height sensing as a standard feature
- Variable lift/lower speed as a standard feature
- Reliable state-of-the-art SEM and CANbus technology
- Simple-to-service with single point diagnostic capability
- All Hyster products are built in ISO 9002 certified manufacturing plants.
- Strong limited truck warranty: 12 months or 2,000 hours
- Backed by the industry’s most responsive and comprehensive ‘after-the-sale’ support
- Hyster Company is ISO 9002 certified (marketing, service and manufacturing).

Major competitors, such as Raymond and Crown, are aggressively pursuing new accounts. These competitors have large stock and rental fleets for immediate availability and delivery. In this competitive market, it’s clear that the dealership that stocks these trucks will certainly be in a better position to sell them.

It's time for YOU to proactively identify, target, and cultivate key R30XM₂ Order Picker accounts. Begin now by including these accounts in your strategic selling plan and/or call list. Then, watch your commission check and dealership's market share grow.

Original Files

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