



J30-40XMT₂ Product FABs

What are FAB statements?

The core activity in selling is the identification of customer problems and the presentation of materials handling solutions in a helpful way. To present the proposed solution to a customer, a salesperson will utilize the FAB approach. This approach helps the salesperson organize and present extensive, complex product information clearly and concisely. It entails discussion of FAB statements such as features, advantages, and benefits of the product presented.

FAB Definitions

- **Feature:** What it is (Tangible Aspects)
- **Advantage:** How it works (Performance Characteristics)
- **Benefit:** What it does for the Customer (Product Payoffs)

FAB statements define the specific product attributes or features and describe how they will meet the customer's specific materials handling needs. It is important to note that these statements can be presented in such a way to link most features to specific benefits.

FAB Example

As an example, one of your customers states that his company's issues are, "We need to increase our productivity. Our business has picked up and we need to increase our throughput levels."

Given the customer's issues, you will want to provide a sales proposal that addresses ways your product will increase productivity. The proposal should be based upon the FAB approach. The statements chosen must relate how the J30-40XMT₂ lift truck, for example, will increase this customer's throughput.

FAB Solution example:

- **Feature:** "Mr. Customer, our Hyster J30-40XMT₂ has a "36 volt and a optional 48 volt electrical system." The optional 48 volt electrical system is a no charge price book option.
- **Advantage:** "The 48 volt electrical system provides faster travel speeds and faster lift speeds than the standard 36 volt electrical system.
- **Benefit:** "Faster lift speeds and travel speeds will increase your productivity levels. The overall payoff is increased operational throughput."

FAB statements are very effective if they are used properly. Once you have presented a FAB statement, you then need to solicit feedback from the customer. Open-ended questions, such as "What do you think?" or "How does this proposal sound?" will give you an indication of the customer's acceptance level with your proposal. And, ultimately, this questioning will lead to buying signals.

In the upcoming pages, FAB statements are provided for six different benefits. Select or tailor the statements provided to meet the needs of your customer.



BENEFIT - REDUCED MAINTENANCE COSTS	
FEATURE	ADVANTAGE
Transistor controlled traction system	The Transistor controlled traction system features state-of-the-art MOSFET (Metal Oxide Semi-conductor Field Effect Transistor) technology to control the traction system. This innovative design eliminates forward and reverse contactors, by-pass contactor, field weakening contactor, regen contactor, and the maintenance costs associated with servicing and replacement of these components.
Hydrostatic steer system	The hydrostatic steer system is all hydraulic, which means mechanical linkages are replaced by hydraulic lines for fewer parts and minimal adjustments.
Automatic power-down system	The truck will automatically shut itself down if left idle for more than 15 seconds. This feature reduces unnecessary brush and motor usage, reduces heat and extends internal electrical component service life.
Integral sideshifter	The integral sideshifter features simple construction, easy installation, easy adjustment and simple periodic maintenance for increased reliability and reduced maintenance costs.
Metal Oxide Semiconductor Field Effect Transistor (MOSFET)	The MOSFET controller controls and changes the direction of the current to the traction motor in response to directional changes from the operator. This design eliminates forward and reverse contactors and the labor involved with servicing the contactors.
Lift cylinders and Tilt cylinders	The hydraulic cylinder rods are chrome plated for reduced wear and improved resistance to corrosion and scoring for more positive sealing and longer seal life.
Rugged all welded steel constructed frame	The frame is an all welded steel structure that has been designed using finite element modeling and has been extensively stress tested to provide a balanced frame with long term durability.
Cast iron drive units / Transmission housings	The drive unit / transmission housings are made of cast iron due to it's strength characteristics in withstanding heavy loads and absorbing shock loads.
Hydraulic system	The hydraulic system uses a combination of wire-braided hoses and steel tubing to simplify the hydraulic plumbing. These hydraulic lines are routed and held in place to reduce possible damage. This feature extends service life and simplifies service access.

BENEFIT - REDUCED MAINTENANCE COSTS	
FEATURE	ADVANTAGE
VISTA Mast	Hyster Company's Vista mast design features pre-lube and sealed, full radius, angled load rollers that resist forward, backward and lateral forces. The full-radius corner contact with the mast channel increases the readjustment interval of the load rollers.



BENEFIT - ENHANCED SERVICEABILITY	
FEATURE	ADVANTAGE
Disc service brake calipers	The Hayes disc service brake calipers are mounted to each drive unit housing allowing ease of service without wheel removal or other major component removal.
Battery compartment hood	The battery compartment hood pivots rearward to provide access to the battery for servicing and or removal. Gas cylinder assistance is provided when opening / closing the hood.
Mast lube fitting	The mast is lubricated by a single and convenient lube fitting located on the mast hanger. The lube fitting is accessible from the top side and each trunnion bushing is lubricated by the single fitting.
Hydraulic system	The hydraulic system uses a combination of wire-braided hoses and steel tubing to simplify the hydraulic plumbing. These hydraulic lines are routed and held in place to reduce possible damage. This feature extends service life and simplifies service access.
Floor Plates	The drop in two piece floor plate is easily removed by hand (lift-off) without the use of tools. There are hand hole cutouts on both the L.H. and R.H. floor plate for easy servicing. The hand holes also serve as a ventilation source for the motor compartment.
Dash display / Instrument panel	Service indicator lights and status codes in the LCD display inform operators and service technicians if maintenance / service is required.
Truck system fuses	All truck main fuses are located in the electrical compartment, and can be easily accessed by removing the counterweight rear cover. Only two screws secure the rear cover and can be removed with a Phillips screwdriver.



BENEFIT - ERGONOMICS / INCREASED OPERATOR COMFORT	
FEATURE	ADVANTAGE
Transistor controlled traction system	The transistor controlled traction system operates at a high frequency of 12kHz, virtually silent. This system design eliminates the directional contactors providing a quiet and smooth operation.
Twin wheel steering	Dual steer wheels provide a smoother ride than a single steer wheel by having more rubber to absorb shock from rough floors and dock plates.
Seat	All non-suspension and semi-suspension seats are equipped with vinyl or fabric coverings, electric seat switch, 6 inches of adjustable seat travel, and retractable seat belt. The semi-suspension seat features large rubber coated hip restraints that can be utilized as arm rests and as an additional grab point when entering or exiting the truck.
Operator compartment step	A large open step is located on the left side of the truck (part of the floor plate construction) 20" off the floor providing easy entrance and exit to and from the operator's position.
Hydrostatic steer system	The hydrostatic steer system provides precise and reliable control with low operator steer effort / response.
Operator compartment floorboard area	The operators compartment floorboard is uncluttered and open for operator comfort and ease of use. The tilt cylinders are mounted under the floor plate providing more leg room and versatility in the operator compartment.
Elastic mounted hydraulic components and motors	Motors and hydraulic components are mounted on elastic mounts to reduce noise / vibration transmission into the chassis.
Steer column	The steer column is adjustable with five tilt positions to comfortably match the operator's preferred steering wheel angle.
Seat side hydraulics	The main control valve is located just to the right of the operator's seat. The hand levers are ergonomically positioned and shaped to fit any size hand and the levers are coated with a sure grip rubber coating. The levers require minimum operator force to activate.



BENEFIT - REDUCED PRODUCT DAMAGE	
FEATURE	ADVANTAGE
Integral open face carriage	The standard integral carriage and the integral side shift carriage both have an open face design. The open face design provides superb forward visibility throughout the entire lift and lower range for precise load handling.
Hydrostatic steer system	The hydrostatic system design provides precise steering control with low effort steer response. In addition, the J30-40XMT ₂ features an exceptionally tight turning radius, enhancing maneuverability and product load control.
Main hydraulic control valve	The main hydraulic control valve features valve bores that are machined to exacting tolerances. The spools are ground to a smooth finish, providing precise fluid control and enhanced wear resistance. In addition, metering notches in the spool control surfaces allow feathering control of the oil flow for smooth, controlled load placement.
Rotary actuated steering control unit (hand pump)	The steering control unit meters the hydraulic oil to the steer axle. The steer control unit enhances steer response, allowing precise maneuverability. If the hydraulic hoist motor stops running, the steering control unit becomes a manually operated hand pump, so the truck can be steered to a controlled stop.
Pressure compensated lowering control valve	The mast assembly is equipped with a pressure compensated lowering control valve. This valve regulates the lowering speed of the mast for smooth, controlled, uniform lowering.
Hydraulic softening	The hydraulic system is designed so when the hydraulic function is selected there is a gradual build up of pressure as the function is engaged or retracted, this is known as "ramping in and ramping out". The benefit is there is no jerking or abrupt transition from an idle hydraulic system to a fully activated hydraulic system.
Counterbalanced tilt spool	The tilt section of the main hydraulic control valve features a counterbalanced spool. This has two purposes: it keeps the mast from moving forward if the tilt spool is activated when the hoist motor is not running, and during forward tilting it also controls the oil flow from the tilt cylinders to maintain positive pressure at the piston end of the cylinder, thus enhancing the control of the mast and the load.



BENEFIT - RELIABILITY / DEPENDABILITY	
FEATURE	ADVANTAGE
Main hydraulic control valve	The main hydraulic control valve features two internal pressure relief valves. The main pressure relief valve senses the system hydraulic pressure. If the system pressure becomes greater than 2800 psi. the relief valve opens to protect the hoist and tilt system. The secondary pressure relief valve senses the auxiliary hydraulic system pressure. If the auxiliary system pressure becomes greater than 2000 psi then the relief valve opens to protect attachment hydraulic system.
Steer Axle	The hydraulic actuated rack and pinion steer axle is completely enclosed, eliminating moisture and outside contaminants from entering the steer unit. This design enhances dependability and promotes long component service life.
Mast load rollers	The Vista mast design features pre-lube and sealed, full radius, angled load rollers that resist forward, backward and lateral forces. The full-radius corner contact with the mast channel eliminates channel web milling, the need for additional side thrust bearings, and promotes extended service life.
Lift cylinders	The hydraulic cylinder rods are chrome plated for reduced wear and improved resistance to corrosion and scoring for more positive sealing and longer seal life.
Disc Brakes	The disc brakes are mounted individually on each drive motor and are minimally affected by water and will operate with little or no degradation of performance in these conditions.
Sealed electrical compartment	The electrical compartment is protected by the counterweight and a aluminum rear cover. The aluminum rear cover features a weather stripping type rubber seal which seals and protects critical electrical components from moisture and other contaminants.
Frame	The frame is an all welded steel construction. The application of this design concept through finite element modeling and extensive stress testing produces a balanced design with long-term durability.
Drive unit / Transmission housings	The left and right hand drive unit / transmission housings are constructed of cast iron to withstand heavy loads and absorb shock loads.

BENEFIT - RELIABILITY / DEPENDABILITY	
FEATURE	ADVANTAGE
Traction system controllers	All of the electrical connections in the traction controllers are soldered, eliminating possible loose connections due to improperly tightened hardware, and significantly reducing possible loose connections due to vibration from rough or uneven floor surfaces.
Hydraulic oil filter	A replaceable cartridge full flow oil filter contains a 10 micron element that protects the hydraulic system from contaminants, promotes reliable performance, and helps to provide long life for all hydraulic system components. The hydraulic filter also features a bypass relief valve which ensures oil flow in the event of a clogged filter.
Tilt cylinders	The tilt cylinders feature chrome rods and single-lip urethane seals. The urethane seals are self lubricating and enhances cylinder life. Wiper rings are used to help prevent contaminants from entering the cylinders.



BENEFIT - INCREASED PRODUCTIVITY	
FEATURE	ADVANTAGE
Dash display / Automatic power-down system	The truck will automatically shut itself down if left idle for more than 15 seconds. This feature saves the battery's state of charge for a more productive duty cycle.
Regenerative braking	The regenerative braking feature allows the energy generated during plugging to be transferred to the battery as a positive charge for extended duty cycle life and not as heat to the traction motors.
Hydrostatic steer system	This steer system design provides precise steering control and low effort steer response. In addition, there are only 5.3 turns lock to lock for an exceptionally tight turning radius for narrow aisles, trailers, or congested loading dock areas.
Vista mast with open face carriage design	The Vista mast features a integral carriage design. The standard integral carriage and the integral side shift carriage both have the open face design. The open face design provides superb forward visibility throughout the entire lift and lower range for quick and precise load handling.
MOSFET Technology	The traction system features state-of-the-art MOSFET technology designed to control the separately excited traction motors for optimum efficiency and performance control.
Pressure compensated flow controls	Pressure compensated flow controls are provided for tilt and auxiliary functions of the main hydraulic control valve. They are externally adjustable and maximize oil flow and speeds for tilt and auxiliary functions.
Seat side hydraulics	With the main control valve located just to the right of the operator's seat there is no leaning, bending or reaching out to activate the hand levers; reducing operator fatigue. The levers are ergonomically shaped and positioned for quick and accurate hydraulic activation for a more productive duty cycle.
Tilting steer column and adjustable seat	The 5 position tilt steering column, coupled with the 6" of adjustable seat travel, allows the operator to get in their most comfortable and productive position.
Steering control unit	The steer control unit meters the hydraulic oil to the steering cylinder as the steering wheel is turned. This feature promotes quick, precise and productive load handling.

PRODUCT REPORT CARD	
	HYSTER
INCREASED PRODUCTIVITY	✓
• Vista Mast and open face integral carriage design • Seat side hydraulics • Hydrostatic steer system • SEM traction control system	
REDUCED MAINTENANCE COSTS	✓
• Chrome plated cylinder rods • Hydrostatic steer system • Rugged all welded steel constructed frame • Regenerative braking	
INCREASED OPERATOR COMFORT	✓
• Open / spacious operator compartment • Five position tilt steering wheel / column • Dual wheel steer axle • Power Steering and Hoist motors are shock mounted	
RELIABILITY / DEPENDABILITY	✓
• Hydrostatic steer system • Totally enclosed rack & pinion hydraulic steer axle assembly • Traction controllers feature soldered electrical connections • Vista mast with canted load rollers	
SERVICEABILITY	✓
• Boltless two piece drop in floor plate • Rearward pivoting hood with two gas assist cylinders • Standard dash display with LED warnings • Full radius angled roller mast channel bearings	
REDUCED PRODUCT DAMAGE	✓
• Hydrostatic steer system with dual steer wheels • Pressure compensated lowering control valve • Vista mast design \ open faced carriage • Bar on edge overhead guard design	