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The Driving Force



News You Can Use from Hyster Company.

February 2009

Welcome to the The Driving Force

Look for new information in each monthly edition throughout the year. Also, watch out for Driving Force Blasts which contain important time sensitive items that we blast out to the Hyster dealer community quickly. The goal of this communication is to keep you up-to-date on important information.

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Hyster Company Showcased New Products and Services at ProMat 2009

In December we reported on our plans and preparations for ProMat 2009 which was held January 12-15 in Chicago. Because this show is the largest logistics and material handling show in the US and attracts thousands of buyers in the industry, it was important for Hyster Company to get the most from the event.



Through our pre-event marketing campaign which included multiple HTML e-mail blasts and a direct mail postcard to various customer and attendee lists, as well as a micro site to support all of these efforts we were able to drive qualified customer traffic to our booth. The Hyster booth was located at the show entrance and featured an introduction of our newest line of electric lift trucks - the E45-70XN. Customers and Hyster Dealers were invited to visit the Hyster booth for a live demonstration of the new lift truck.

In addition to our large front and center booth position, the Hyster brand was highly visible throughout the show. We were sponsors of the "Workforce of the Future" Pavilion which displayed the Hyster logo at event email kiosks as well as on event tote bags and the entrance to the Pavilion. Through these efforts, the Hyster name was presented with pride and professionalism in many locations.

We also hosted two very successful seminars at the Knowledge Center on the ProMat show floor - "Choosing the Right Lift Truck" and "Managing Your Fleet in Tough Economic Times". Presentations were delivered by Hyster employees George Marshall, Glenn Spiers, John Russian and Pat DeSutter. The first seminar focused on which characteristics to evaluate when choosing a lift truck, while the second demonstrated the impact of new technology (telemetry, web portals, etc.) on maintaining and managing a materials handling fleet.



Material Handling Industry of America(MHIA) touted 2009 as the largest ProMat in event history in a recent article. This article also included a quote from Hyster Company President, Paul Laroia regarding customer attendance at ProMat 2009.

Read the full MHIA article:

<http://www.mhia.org/news/mhia/8448/mhia-hosts-largest-promat-in-event-history>



Two New Brochure/Tech Guides Released

Hyster Company is pleased to release two new brochure/tech guides to support our newest products.



H170-190FT: Part No.H170-190FT/BTG
E40-70XN: Part No. E40-70XN/BTG

These brochure/tech guides can be ordered via the Hyster Literature Fulfillment Site.

For questions about Hyster Sales Literature, contact Chris Murtha
E-Mail: ahcmurth@hyster.com



New Products Added to Customer Website

H170-190FT and E40-70XN

The two newest members of Hyster Company's full line of lift trucks has been added to the Hyster public facing customer website -

www.hyster.com/americas. As with all other product pages on our new website, partial specifications are included on the page and the technical guide is available as a downloadable pdf file.

[The New E40-70XN Electric Forklift Truck](#)

[The New H170-190FT Lift Truck](#)

Our new electric lift trucks have arrived...
Learn more >>

Hyster in the News

Modern Materials Handling

The Hyster E45-70XN was showcased in a Modern Materials Handling article on new products featured at this year's ProMat show. To view the entire article, and an image of the new truck, please visit <http://www.mmh.com/article/CA6635519.html?q=hyster>.

Material Handling Management

Currently featuring the H170-190FT as one of its online Products of the Week. To view the entire product showcase, please visit <http://www.mhmonline.com/viewProduct.asp?plD=2707>.

Plant Engineering

An article on fleet management prepared by Hyster Company was featured in the December issue of Plant Engineering and Maintenance. You can view the digital edition of the article at the following link: http://pem.clbmedia.dgtlpub.com/2008/2008-12-31/home.php?page_view=22

DC Velocity

John Russian, manager of fleet marketing for Hyster, was recently quoted in a DC Velocity article on lift truck fleet management. John was quoted several times discussing various elements of fleet management. "'We look at the inventory summary, the department summary and we get to the granular level," says Russian. "Are trucks used in shipping or receiving? Are they used in freezer applications? Are they used in production? We look for redeployment or retirement opportunities. We look for short-term rentals being used for long-term use, which is not advantageous." [> View the full article](#)

DIGITAL DEALER

Watch for this new feature in each monthly issue. Here we will highlight helpful tools and features available on the Hyster Digital Dealer web site.

Read Our Success Stories

Have you ever found yourself in a competitive selling situation and just weren't sure how to handle it? The truth is you are probably not the first sales person to run into a similar selling scenario. Perhaps another Hyster dealer has faced the same situation.

We now have a place on the Digital Dealer website where you can learn from the experience of your fellow dealers - it's called Dealer Success Stories and you can easily access this by clicking on the "Read Our Success Stories" link on the Digital Dealer home page.

We are also looking for Hyster dealers to share their success stories. Do you have a success story of your own you would like to share? To share your story, use our simple Success Story Template available for download from the [Dealer Sales Success](#) page then submit your story to Lorri Lewis by email: lorri.lewis@hyster.com

Did you know?

A pop-up blocker can prevent you from accessing applications like Customer Support on the Digital Dealer?

To access these, choose allow pop-ups for this site.

Product Launch Information - Sales Support Materials

In order to place new product information in your hands quickly, we recently created the Product Launch Information area on the Hyster Digital Dealer website. Here you will be able to access and download the most current sales support materials including MMSTs for newly introduced products.

The first products to be included are the H170-190FT and the new electric trucks E45-70XN. If you haven't already, check out this page and download all of the sales materials for these new series today.

On the Digital Dealer site menu go to:

[Truck Sales > Truck Product Information > Product Launch Information](#)

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