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The Driving Force



News You Can Use from Hyster Company.

January 2009

Welcome to the The Driving Force from Hyster Company. 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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2009 Hyster Marketing Calendar Released

Fresh off the press, the 2009 Hyster Marketing Calendar has just been released. This Calendar lists most of the events that Hyster Company will be hosting or or participating in during 2009. This includes industry trade shows, Sales Manager Camp Meetings, the E45-70XN Product Launch meetings and training workshops.

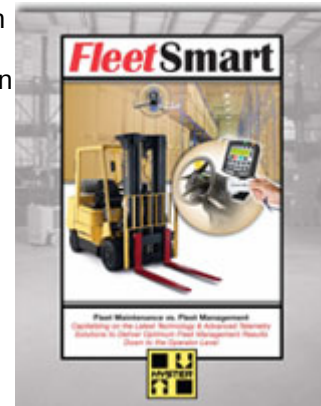
Download the Adobe pdf version of this calendar using the link on the [Digital Dealer home page](#) in the yellow "Hyster Highlights" box.

FleetSmart Brochure Available

The downturn in the economy will have customers focusing more on solutions to further compress their material handling costs. This bi-fold brochure can be a valuable sales tool by providing customers an overview of our FleetSmart program including the advantages of a maintenance reporting system and telemetry alternatives to deliver optimum fleet management results.

Printed copies of the FleetSmart brochure are available for ordering from the Hyster Sales Literature Fulfillment Site in the **Miscellaneous** Brochure section.

FleetSmart Brochure Part Number: FLTSMB/B.



Product Selection Guide Released

Hyster Company is pleased to release a new Product Selection Guide. The new Product Selection Guide is an 8 page brochure that unfolds to create a 32" x 11" poster featuring pictures of the entire Hyster product line. With over 120 models and capacities ranging from 2,000 to 115,000 pounds, Hyster truly is The Safe Choice.

The part number for the Product Selection Guide is: Part No. PSG.

You can order additional copies of this brochure via the Hyster Literature Fulfillment Site. The Product Selection Guide can be found in the **Miscellaneous** section.

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



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.

Sales Tips

We recently started posting sales tips from our sales managers and warehouse products team on the Digital Dealer site. These are short, insightful tips covering topics including product knowledge, competition, application knowledge, and communication skills. Some dealer sales teams have been receiving these as emails from their Warehouse Products Manager and they have been very useful in improving product knowledge and increasing professionalism. If you missed any of them or haven't seen them at all, you can now see them on-line. Click the "Read our Sales Tips" button on the Digital Dealer home page just under the scrolling success banner or use this link > <http://www.hysterusa.com/DealerArea/MarketingNews/SalesTips/default.asp>

Did you know?

You don't have to go through the Hyster public web site to access the Digital Dealer site.

Just [click here](#) and bookmark this log-on page.

Demo Truck Evaluations

These demo evaluation forms are a great tool to use when operators at customer locations are evaluating demo trucks. These Excel files can be downloaded and saved to your PC where you can modify them to suit your specific demo needs. We already have these forms for many trucks and you can also easily modify one of these to use for other products. Find these on the Digital Dealer site menu - **Truck Sales > Demo Evaluation Surveys**

or use the link below >

<http://www.hysterusa.com/DealerArea/DemoEvaluation/DemoSurvey.asp>

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