



Product News

Date: January 13, 2011
Product Newsletter: 1216
Subject: ERC030-040VA Model Introduction
Product Class: I
Models Affected: ERC030-040VA

Yale Materials Handling Corporation is proud to announce the introduction of a new sit-down electric rider lift truck, the Yale® 4-wheel ERC030-040VA. Replacing the ERC030/035/040AH, the ERC030/035/040VA is part of our new generation of electric rider lift trucks that began with the launch of the ERC045-070VG in 2009. This new product will be available for quoting Monday, January 17th and incorporates many of the same features and functionality of the recently launched Class I electric rider product including:

Intuitive Design & Comfort - A newly-designed operator compartment provides a comfortable and highly productive operating area. A larger floor space provides the operator with an equivalent amount of foot room as on the ERC45-70VG product. In addition, a significant increase in storage space ensures operators have dedicated areas to retain personal and work related items.

The **new** Power Assist Braking system reduces brake pedal effort. The new full suspension seat options improve ride comfort and adjustability while minimizing whole body vibration. Also redesigned are the ergonomically-formed manual hydraulic levers and optional Accutouch mini-lever electro-hydraulic control package. The new seat-side directional and hydraulic control options provide the latest in state-of-the-art ergonomics, placing the most common functions within easy reach for the operator.

Application-Matched Performance - From tough, short shuttle applications or long runs, to ramp usage, the Yale ERC030-040VA performance parameters allow customization to a specific environment, optimizing operator efficiency.

- The standard Extended Shift functionality provides an excellent balance between battery run time and truck productivity.
- Multiple operator selectable performance modes allow for greater efficiency in multi-task operations.

Easy to Service - Fewer serviceable parts and a 500-hour service interval reduce overall maintenance requirements. Extensive onboard diagnostics allow Yale certified technicians to troubleshoot any issues. A steering column mounted diagnostic port provides quick and easy access for Yale technicians to utilize the innovative PC service tool. Easy access to all serviceable components is achieved with removable floor plates and side plates, resulting in quick and easy maintenance.

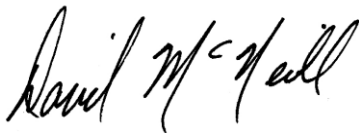
Cost of Ownership - The Yale ERC030-040VA delivers excellent cost of operation by increasing productivity and uptime while reducing downtime and maintenance. The new platform utilizes AC motors and transistor controller technology for both the traction and hydraulic systems, reducing the frequency and cost of maintenance. The Advanced Thermal Management System constantly monitors controller and motor temperatures to optimize performance, while protecting key components. A new integrated VSM (Vehicle Systems Manager) continuously monitors truck operation and protects vital system components, while the Auto-Deceleration and Regenerative Braking systems reduce brake wear and increase run times.

Critical Components – Industrial Grade Critical Components are utilized to provide maximum uptime and excellent productivity. AC traction and hydraulic motors eliminate brushes and associated maintenance. CANbus technology reduces wiring and connections, improving system reliability. O-ring face seal style fittings reduce hydraulic leaks while Deutsch-style, double-sealed electrical connectors reduce contamination from moisture and dirt. The new platform is assembled on a new, state-of-the-art assembly line utilizing the latest in manufacturing processes and techniques.

Please visit the following link to download more information including Sales Brochure, Specification Sheet, Sales Support Materials, Price Pages and Technical Data Sheets on this exciting new product:

http://dealers.yale.com/Product_Launch/ERC-VA/ERC-VA-announcement.asp

These new models will interface automatically to your webYTS price book, but sales personnel using hardcopy price books for quoting will need to download and print a new copy of the price book from the Yale® Dealer Resource site.

A handwritten signature in black ink, reading "David McNeill". The signature is written in a cursive, flowing style.

David McNeill – Manager, Electric Rider Product Strategy