

Competitive Comparison

A Comparison of the Hyster H70-120XM vs. The Competition

This section compares the Hyster H70-120XM to the competition. It will evaluate competitive models on the following product attributes:

- Reduced Maintenance Costs
- Increased Productivity
- Increased Operator Comfort
- Reduced Product Damage

Photographs of Hyster and competitor models are included in the competitive analysis. Each one of these product attributes will be thoroughly discussed –feature by feature-- in a chart format. Also, the benefit of the Hyster H70-120XM truck's features in comparison to the competitors' models will be pictorially displayed. These benefits are illustrated by four symbols:

Benefit Types	Symbol
Increased Productivity	
Increased Operator Comfort	
Reduced Maintenance Costs	
Low Cost of Ownership	

Note: Throughout the competitive presentation you will see this yellow check mark



This is indicating the Hyster Advantage over the competition for the particular feature indicated.

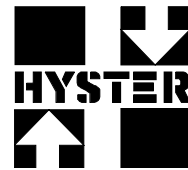


HYSTER VS. CATERPILLAR



The Hyster truck provides more operator comfort, reduced maintenance costs and increased productivity opportunities than the Caterpillar truck.

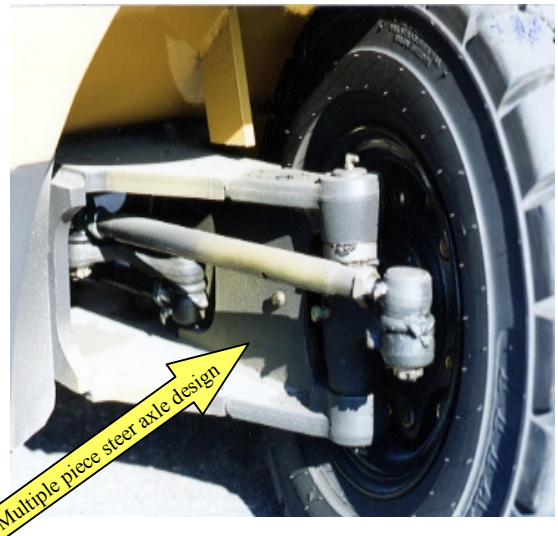
State of the art styling and superior design leave no question that the Hyster H70-120XM pneumatic lift trucks provide the customer more truck for the money!



REDUCED MAINTENANCE COSTS



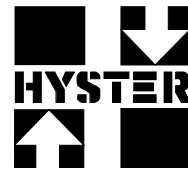
HYSTER



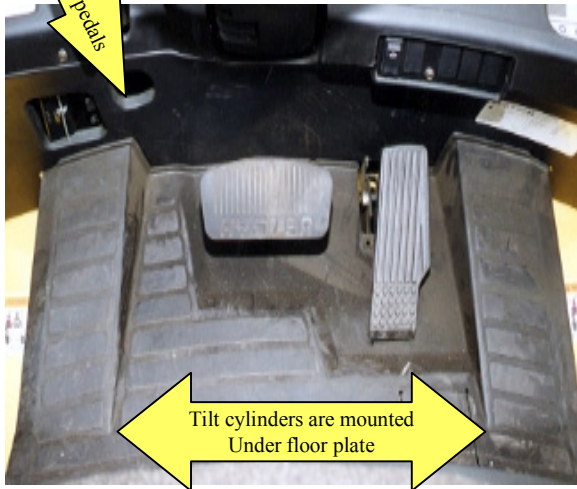
CATERPILLAR

FEATURE	HYSTER	CATERPILLAR	BENEFIT
Steer Axle Design	The Hyster steer axle features a one piece ductile iron cast design with fixed length tie rods.	The Caterpillar steer axle features a fabricated steer axle design with needle & thrust bearings.	 The Hyster steer axle has fewer parts, less lubrication points, and is mounted in tapered roller bearings for strength and durability.
Lubrication Points	The Hyster steer axle design has less pivot and lubrication points. Tapered roller bearings require less greasing.	The Caterpillar design has more pivot points and requires additional greasing and servicing.	
Tapered Roller Bearings	The Hyster steer axle spindles are mounted in tapered roller bearings for durability and thrust loading characteristics. Thrust loading refers to the impact applied to the bearing when making sharp turns and \ or running over pot holes or rough uneven floor surfaces.	The Caterpillar steer axle spindles are mounted in needle bearings, prone to excessive wear and minimal thrust loading characteristics.	

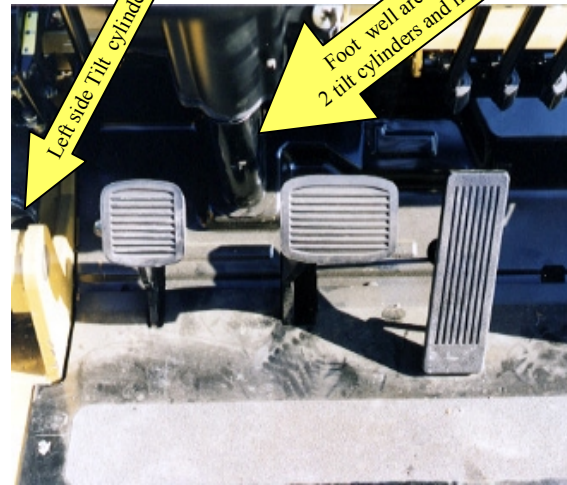




INCREASED OPERATOR COMFORT

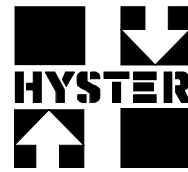


**HYSTER OPERATOR
COMPARTMENT**



**CATERPILLAR OPERATOR
COMPARTMENT**

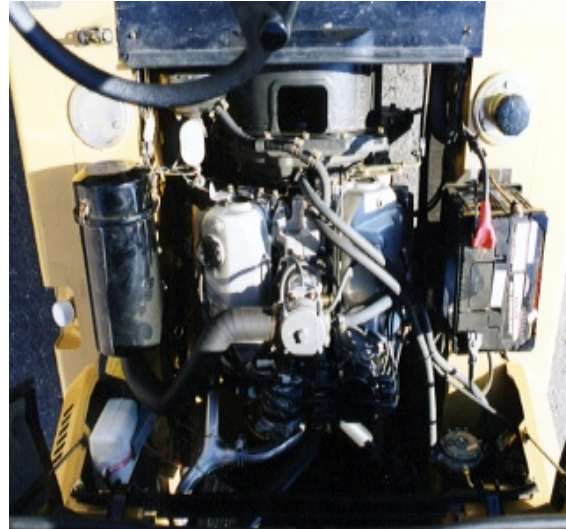
FEATURE	HYSTER	CATERPILLAR	BENEFIT
 Foot Well	The Hyster operator compartment is open and uncluttered with only two pedals.	The Caterpillar operator compartment is short and cluttered.	 The Hyster foot well area is open and has the tilt cylinders mounted under the floor plate. Hyster pedal angles are ergonomically positioned.
 Tilt Cylinders	The tilt cylinders are mounted under the floor plate.	The tilt cylinders are mounted in the foot well area above floor plate.	
Inch Brake Pedal	The Hyster design allows inching and service braking from the same pedal.	The Caterpillar design requires separate pedals, one for service braking and one for inching.	
 Pedals	The Hyster pedal design provides ergonomically shaped pedals and pedal angles. Requires little operator effort to engage pedals.	The Caterpillar pedal angles and heights are uncomfortable and restricts operator positioning.	



INCREASED PRODUCTIVITY

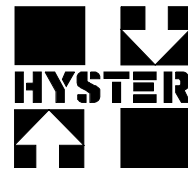


HYSTER ENGINE

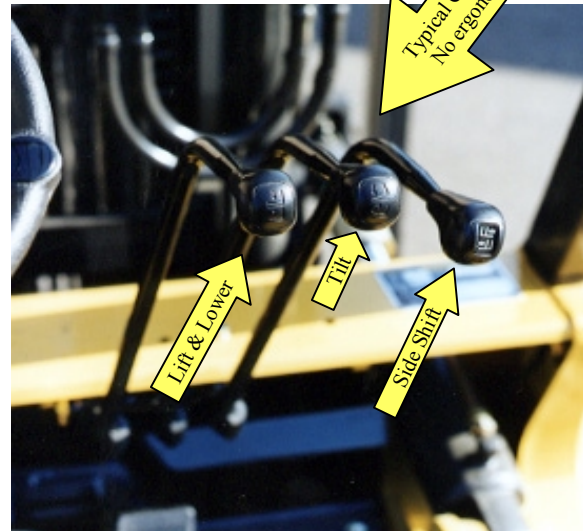


CATERPILLAR ENGINE

FEATURE	HYSTER	CATERPILLAR	BENEFIT
Horse Power (HP)	The Hyster version of the GM 4.3L V6 gasoline engine produces 93.5 HP. This engine provides 53% more horse power than Caterpillar.	The Caterpillar 3.0L engine (a Mitsubishi 6G72) produces 61 HP. This engine is considered underpowered compared to competitors.	 The Hyster engine produces over 50% more horse power and has greater gradeability capabilities. The larger radiator in the Hyster model provides a cooler running engine.
Gradeability	The Hyster GM 4.3L V6 engine provides 39% gradeability loaded @ 1 mph. This design allows a 30% gradeability increase as compared to Caterpillar.	The Caterpillar 3.0L engine provides 27% gradeability loaded at 1MPH.	
Radiator	The Hyster GM 4.3L V6 engine is equipped with a large steel square wave designed radiator. This engine is dependable under extreme operating conditions.	The Caterpillar 3.0L engine has a small radiator and questionable extreme operating condition capability.	



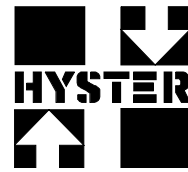
INCREASED PRODUCTIVITY, INCREASED OPERATOR COMFORT



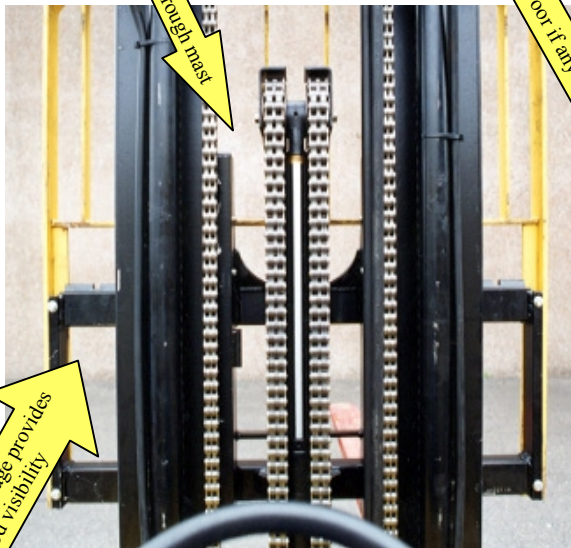
HYSTER

CATERPILLAR

FEATURE	HYSTER	CATERPILLAR	BENEFIT
Ergonomically Designed Levers	The control valve levers are shaped and bent to accommodate all hand sizes	The Caterpillar cowl mounted control valve levers are not ergonomically designed. Levers have plain 90 degree bend and no angles toward operator.	
Finger Tip Hydraulic Function Control	The seat side hydraulic control valve design puts the hydraulic control functions at the operators' finger-tips; no leaning or bending to activate hydraulic controls.	The cowl mounted control lever design requires the operator to lean out and bend over each time to activate hydraulic control functions.	The Hyster hydraulic controls are easier to use, have a sure grip rubber coating and are ergonomically designed.
Soft Sure Grip Rubber Coated Levers	The soft sure grip rubber coated hydraulic control levers are pleasing to the touch and provide a sure grip on control levers.	The Caterpillar design does not have the soft sure grip rubber coating but a hard rubber knob.	

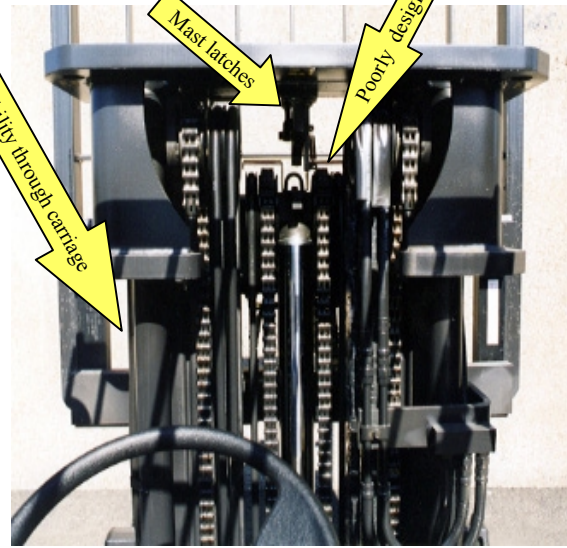


INCREASED PRODUCTIVITY, REDUCED PRODUCT DAMAGE



Good forward visibility through mast

Open face carriage provides good visibility



Poor if any visibility through carriage

Mast latches

Poorly designed chain & hose routings restrict visibility

HYSTER

CATERPILLAR

FEATURE	HYSTER	CATERPILLAR	BENEFIT
Mast Assembly Design	The Hyster Vista mast design provides the operator with one of the industry's best 'all round' visibility. The mast channel, lift chains and main lift cylinders are widely spaced for stability and good forward visibility.	The Caterpillar mast assembly has the design and features of older style masts. The outdated design limits forward visibility with chains and hose routings.	 Open face carriage design, superb chain and hose routings, provide excellent forward visibility.
Open Face Carriage Assembly	The open face carriage design also contributes to good forward visibility at truck bed height.	The carriage assembly is not the open face design and even further restricts forward visibility at truck bed height.	

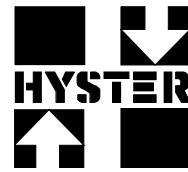


HYSTER VS. CLARK



The Hyster truck provides more operator comfort, reduced maintenance costs and increased productivity opportunities than the Clark truck.

State of the art styling and superior design leave no question that the Hyster H70-120XM pneumatic lift trucks provide the customer more truck for the money!



REDUCED MAINTENANCE COSTS



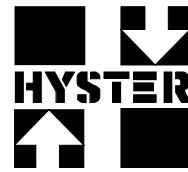
**HYSTER STEER
AXLE**



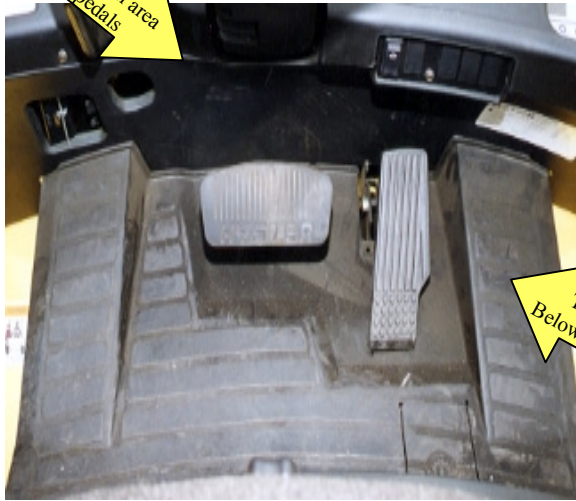
**CLARK STEER
AXLE**



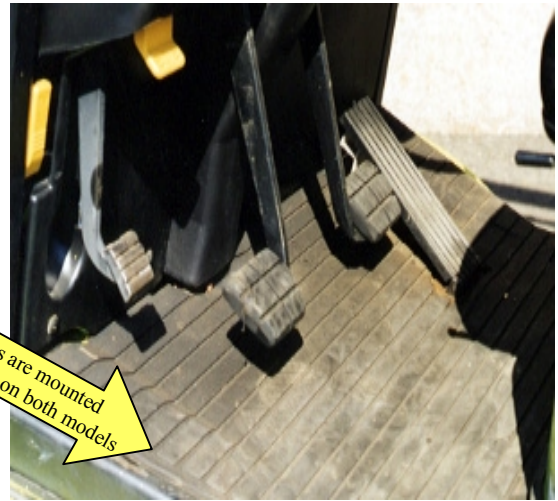
FEATURE	HYSTER	CLARK	BENEFIT
Steer Axle Design	The Hyster steer axle features a one piece ductile iron cast design with fixed length tie rods.	The Clark steer axle features a fabricated steer axle design with king pin & adjustable tie rods.	 The Hyster steer axle has fewer parts and less pivot points that require greasing. The Hyster model also uses fixed length tie rods which require no adjustments.
Lubrication Points	The Hyster steer axle design has less pivot and lubrication points.	The Clark design has more pivot points and requires additional greasing.	
Tapered Roller Bearings	The Hyster steer axle spindles are mounted in tapered roller bearings for durability and thrust loading characteristics. Thrust loading refers to the impact applied to the bearing when in a sharp turn and \ or running over a pot holes or uneven floor surfaces.	The Clark steer axle spindles are mounted in needle bearings, prone to excessive wear and minimal thrust loading characteristics.	
Tie Rods	The Hyster steer axle has fixed length tie rods which require no adjustments.	The Clark steer axle has adjustable tie rods and requires adjustment.	



INCREASED OPERATOR COMFORT



Large open foot well area
With only 2 pedals

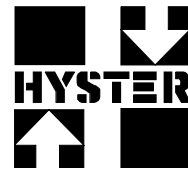


Tilt cylinders are mounted
Below floor plate on both models

HYSTER OPERATOR COMPARTMENT

CLARK OPERATOR COMPARTMENT

FEATURE	HYSTER	CLARK	BENEFIT
Tilt Cylinders	The tilt cylinders are mounted under the floor plate.	The tilt cylinders are mounted under the floor plate.	 The Hyster operator compartment is open and uncluttered with only 2 pedals.
Inch Brake Pedal	The Hyster design allows inching and service braking from the same pedal.	The Clark design requires separate pedals, one for service braking and one for inching.	
Compartment	The Hyster operator compartment is mounted on four elastomeric rubber mounts which isolates the operator compartment reducing vibration.	The Clark operator compartment is also isolated which reduces vibration.	



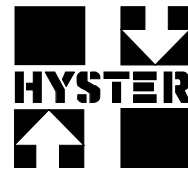
INCREASED PRODUCTIVITY



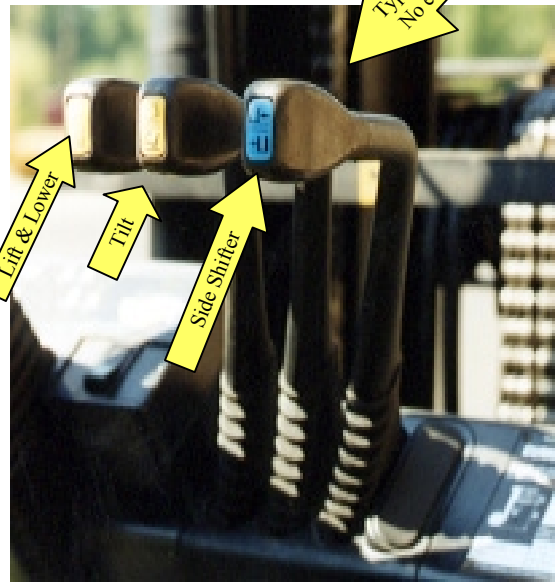
HYSTER ENGINE

CLARK ENGINE

FEATURE	HYSTER	CLARK	BENEFIT
 Electronic Control Module (ECM)	The Hyster version of the GM 4.3L V6 engine contains an ECM. The ECM controls the spark and fueling functions for increased performance and fuel economy.	The Clark version of the GM 4.3L has standard downdraft carburetors and standard ignition system.	 The Hyster engine design features provide quicker response, easier starting and over 50% more horse power.
 Electronic Fuel Injection (EFI)	The Hyster version of the GM 4.3L V6 engine is powered by EFI for Gas fuel option. The LPG fuel option produces 57% more Horse Power than the Clark version.	The Clark version of the GM 4.3L is powered by downdraft carburetors for both Gas and LPG.	
 Starting \ Cranking	The Hyster version of the GM 4.3L V6 engine with EFI and ECM features provide superb engine starting in all types of weather and environmental conditions.	The Clark version of the GM 4.3L is powered by downdraft carburetors and is subject to slow and troublesome starting in adverse weather conditions.	



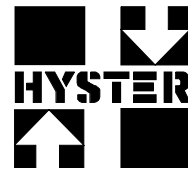
INCREASED PRODUCTIVITY, INCREASED OPERATOR COMFORT



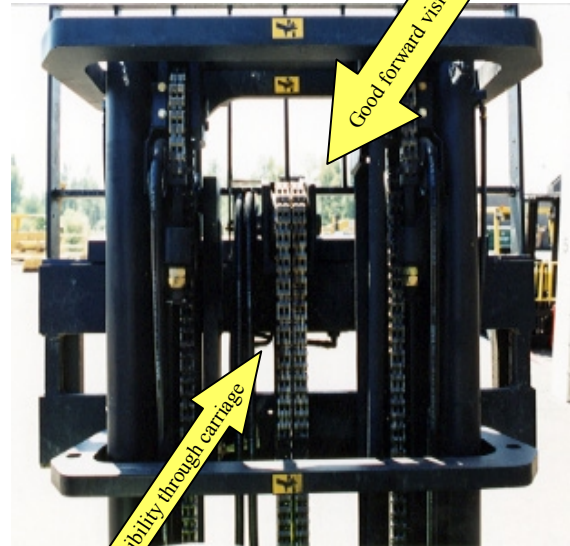
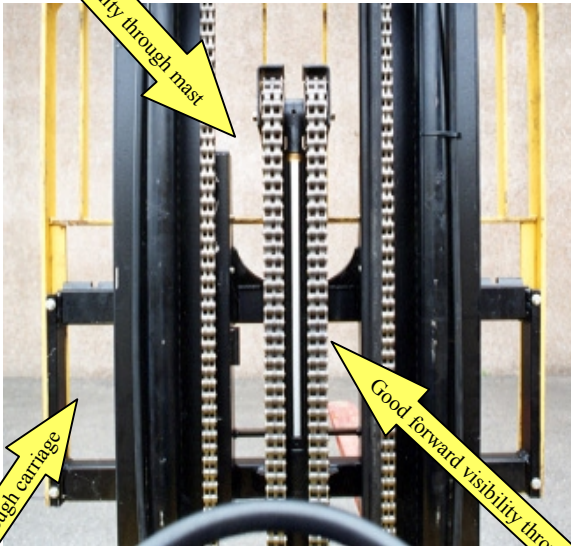
HYSTER

CLARK

FEATURE	HYSTER	CLARK	BENEFIT
Ergonomically Designed Levers	The control valve levers are shaped and bent to accommodate all hand sizes.	The Clark cowl mounted control valve levers are not ergonomically designed. Levers have plain 90 degree bend and no angles toward operator.	
Finger Tip Hydraulic Function Control	The seat side hydraulic control valve design puts the hydraulic control functions at the operators' finger-tips; no leaning or bending to activate hydraulic controls.	The cowl mounted control lever design requires the operator to lean out and bend over each time to activate hydraulic control functions.	The Hyster hydraulic controls are easier to use, have a sure grip rubber coating and are ergonomically designed.
Soft Sure Grip Rubber Coated Levers	The soft sure grip rubber coated hydraulic control levers are pleasing to the touch and provide a sure grip on control levers.	The Clark design does not have the soft sure grip rubber coating but the control levers are not the typical hard plastic knob.	



INCREASED PRODUCTIVITY, REDUCED PRODUCT DAMAGE



HYSTER

CLARK

FEATURE	HYSTER	CLARK	BENEFIT
Mast Assembly Design	The Hyster Vista mast design provides the operator with one of the industry's best 'all round' visibility. The mast channel, lift chains and main lift cylinders are widely spaced for stability and good forward visibility.	The Clark mast design has the mast channels, lift chains and main lift cylinders widely spaced for good visibility.	 Both trucks feature widely spaced mast channels and open face carriage design. Good forward visibility on both models.
Open Face Carriage Assembly	The open face carriage design also contributes to good forward visibility at truck bed height.	The carriage assembly is like the Hyster open face design.	



HYSTER VS. LINDE



The Hyster truck provides more operator comfort, reduced maintenance costs and increased productivity opportunities than the Linde truck.

State of the art styling and superior design leave no question that the Hyster H70-120XM pneumatic lift trucks provide the customer more truck for the money!

REDUCED MAINTENANCE COSTS



**HYSTER STEER
AXLE**

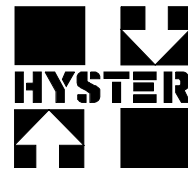


**LINDE STEER
AXLE**

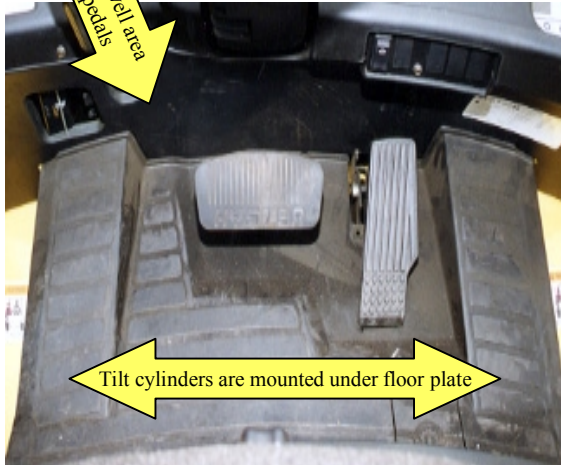
Counterweight helps protect steer axle

No counterweight protection
Steer cylinder exposed

FEATURE	HYSTER	LINDE	BENEFIT
Steer Axle Design	The Hyster steer axle features a one piece ductile iron cast design with fixed length tie rods. The counterweight design extends down to protect steering cylinder and its components.	The Linde steer axle features a one piece cast design very similar to the Hyster design. However, there is no steer axle or steer cylinder protection provided by the counterweight.	 The Hyster steer axle and steer cylinder is protected by the counterweight, the Linde steer cylinder is exposed and unprotected.
Steer Cylinder	The Hyster steer cylinder is protected through the counterweight design.	The Linde steer cylinder is not protected and is exposed and prone to damage.	



INCREASED OPERATOR COMFORT

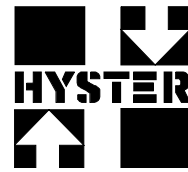


**HYSTER OPERATOR
COMPARTMENT**



**LINDE OPERATOR
COMPARTMENT**

FEATURE	HYSTER	LINDE	BENEFIT
Foot Well	The Hyster operator compartment is open and uncluttered with only two pedals.	The Linde foot pedal design is unusual, featuring separate pedals for forward and reverse.	 The Hyster operator compartment is open and uncluttered with ergonomically positioned pedals.
Pedals	The Hyster pedal design provides ergonomically shaped pedals and pedal angles. Requires little operator effort to engage pedals.	The Linde pedals are small and close together. This design can restrict operator positioning.	



INCREASED PRODUCTIVITY

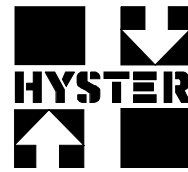


HYSTER ENGINE

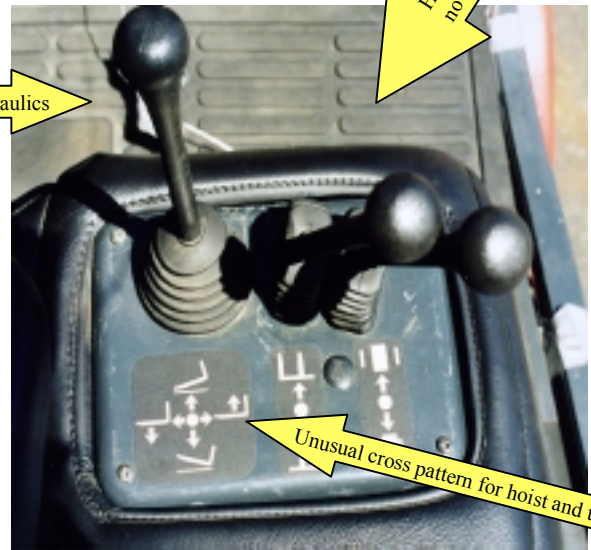
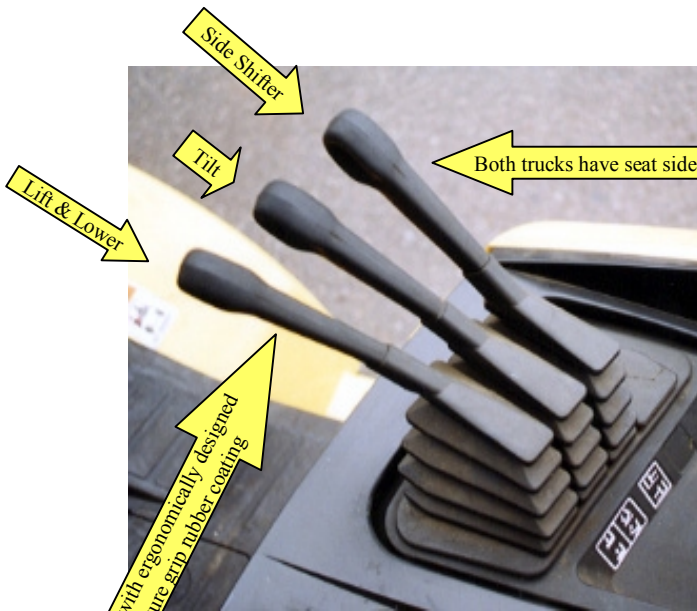


LINDE ENGINE

FEATURE	HYSTER	LINDE	BENEFIT
 Horse Power (HP)	The Hyster GM 4.3L V6 LPG engine produces 85 HP. This design provides 28% more horse power than Linde.	The Linde Perkins G4.401 LPG and Perkins 1004.4 diesel produce 66 HP.	 The Hyster engine design produces 28% more horse power and has a greater gradeability capability.
 Gradeability	The Hyster GM 4.3L V6 engine provides 39% gradeability loaded @ 1 mph. This design allows a 26% gradeability increase as compared to Linde.	The Linde engines provide 29% gradeability loaded at 1MPH.	



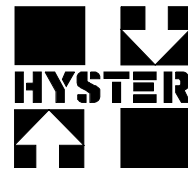
INCREASED PRODUCTIVITY, INCREASED OPERATOR COMFORT



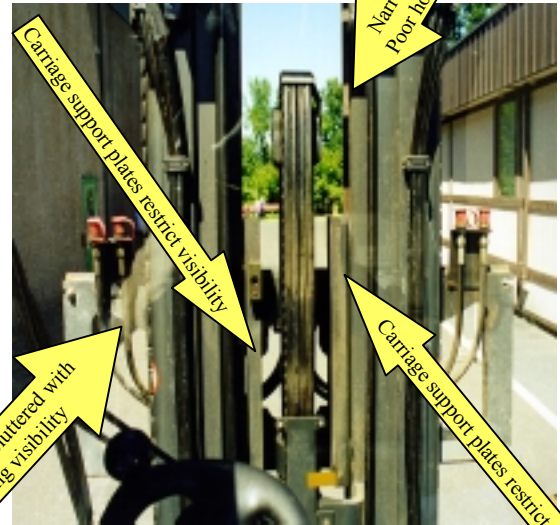
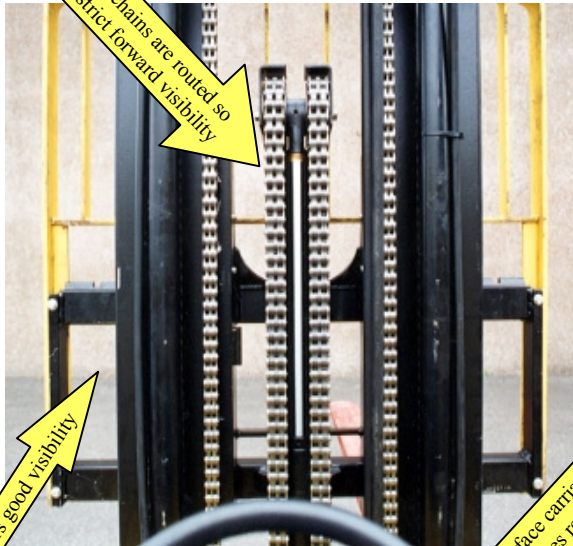
HYSTER

LINDE

FEATURE	HYSTER	LINDE	BENEFIT
Ergonomically Designed Levers	The control valve levers are shaped and bent to accommodate all hand sizes.	The Linde design provides seat side hydraulics but the handles are not ergonomically bent or shaped.	 The Hyster hydraulic controls are easier to use, have a sure grip rubber coating, and are ergonomically designed. 
Finger Tip Hydraulic Function Control	The seat side hydraulic control valve design puts the hydraulic control functions at the operators finger-tips; no leaning or bending to activate hydraulic controls.	The Linde design of seat side hydraulics have the control levers very close together and a very unusual actuation pattern.	
Soft Sure Grip Rubber Coated Levers	The soft sure grip rubber coated hydraulic control levers are pleasing to the touch and provide a sure grip on control levers.	The Linde design does not have the soft sure grip rubber coating but a hard rubber knob.	



INCREASED PRODUCTIVITY, REDUCED PRODUCT DAMAGE



HYSTER

LINDE

FEATURE	HYSTER	LINDE	BENEFIT
Mast Assembly Design	The Hyster Vista mast design provides the operator with one of the industry's best all 'round visibility. The mast channel, lift chains and main lift cylinders are widely spaced for stability and good forward visibility.	The Linde mast design has narrow spaced mast channels and old style carriage support plates which limits visibility at truck bed height.	 The Hyster mast is of a more modern design and provides better visibility.
Open Face Carriage Assembly	The open face carriage design also contributes to good forward visibility at truck bed height.	The Linde mast also features an open face carriage, however; the narrow spaced channels and carriage support plates limit visibility.	

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