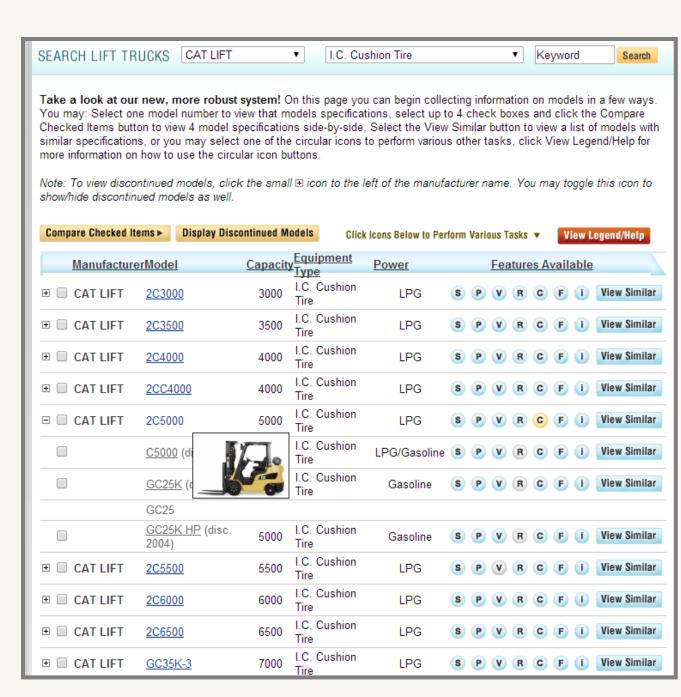


EQGURU Program

SEARCH OEM

- Search by OEM and/or equipment type
- Expand current model list to view discontinued models
- "One-touch" icon
 function allow users to
 access specific data
 with a single "click" of
 the mouse



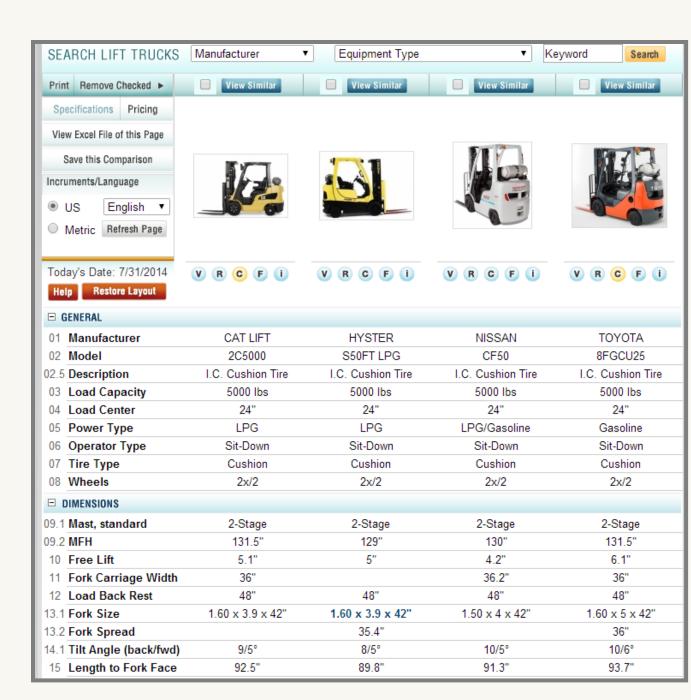
SELECT SIMILAR MODELS

- Select and View
 Similar models related
 to a particular forklift
 and its capacity
- Expand current model list to view discontinued models
- Select multiple models to compare in a side-by-side presentation

Compare Checked I	tems ► Display Discor	ntinued Mo	dels Click	Icons Below to Pe	erform	Vari	ous 1	Tasks	•	V	iew L	egend/Help
Manufactur	erModel	Capacit	Y Type	Power			<u>Fe</u>	atur	es A	vaila	<u>able</u>	
□ CAT LIFT	2C5000	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Similar
□ □ CLARK	C25CL	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Similar
	C25C (di		I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Similar
	CGC25											
☐ CROWN	C5 1000-50	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Similar
□ DOOSAN	GC25P-5	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Similar
□ DOOSAN	GC25E-5	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	i	View Simila
□ НАМЕСН	G25ST-16	5000	I.C. Cushion Tire	Gasoline	S	P	V	R	C	F	Ü	View Simila
П НАМЕСН	G25SHT-16	5000	I.C. Cushion Tire	Gasoline	S	P	V	R	C	F	Ü	View Simila
☐ HELI	CPYD25C	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
☐ HYSTER	S50FT Advance Plus	<u>5</u> 5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
☐ HYSTER	S50FT Advance LPC	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
HYSTER	S50FT Gas	5000	I.C. Cushion Tire	Gasoline	S	P	V	R	C	F	Ü	View Simila
■ HYSTER	S50FT Advance Plus2 LPG	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
☐ HYSTER	<u>S50CT</u>	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
☐ HYSTER	S50FT LPG	5000	I.C. Cushion Tire	LPG	S	P	V	R	C	F	Ü	View Simila
■ HYSTER	S50FT Advance Plus Gas	<u>s</u> 5000	I.C. Cushion Tire	Gasoline	S	P	V	R	C	F	i	View Simila
☐ HYSTER	S50FT Advance Plus2 Gas	5000	I.C. Cushion Tire	Gasoline	S	P	V	R	C	F	Ü	View Simila
■ HYSTER	S50FT Advance Gas	5000	I.C. Cushion	Gasoline	S	P	V	R	C	F	i	View Simila

VIEW SIMILAR MODELS

- Compare SimilarModels
- Highlight Specs
- Modify Specs
- Save comparison
- Save in Excel
- Modify
 - Units of Measurement
 - Language
 - Spec Layout



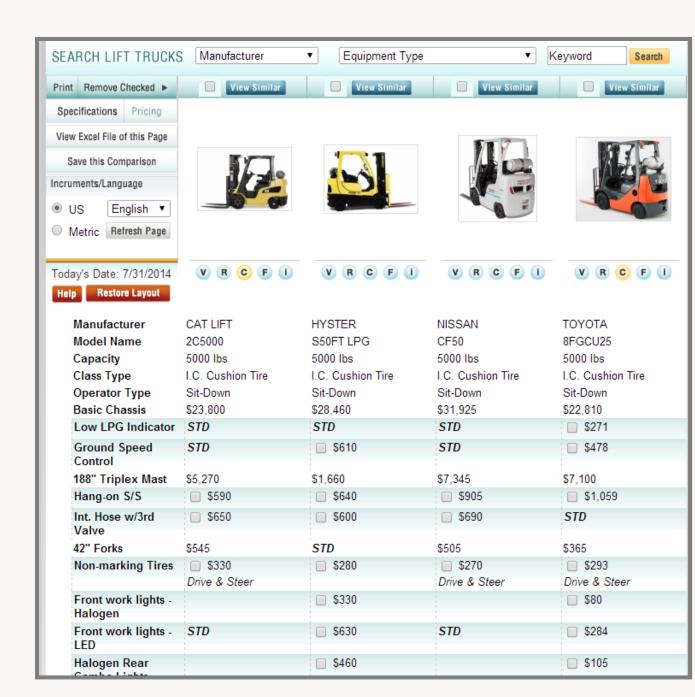
HIGHLIGHT SPECIFIC INFORMATION

- Compare SimilarModels
- Highlight Specs
- Modify Specs
- Save comparison
- Save in Excel
- Modify
 - Units of Measurement
 - Language
 - Spec Layout

□ PERFORMANCE								
24.1 Travel Speed, w/load	11 mph	10.3 mph		10.6 mph				
24.2 Travel Speed, empty	11.5 mph	10.6 mph	10.6 mph	10.6 mph				
25.1 Lift Speed, w/load	125 fpm	92 fpm	118.1 fpm	124 fpm				
25.2 Lift Speed, empty	130 fpm	110 fpm	127.9 fpm	127 fpm				
26.1 Lower Speed, w/load	99 fpm	102 fpm	98.4 fpm	98 fpm				
26.2 Lower speed, empty	99 fpm	88 fpm	98.4 fpm	98 fpm				
28 Draw Pull, max	5840 lbs	3263 lbs	3638 lbs	4200 lbs				
30 Gradeability	37	23.6	28	31				
□ WEIGHT								
32 Service Weight	8110 lbs	8621 lbs	7940 lbs	8000 lbs				
33.1 Front Axle w/load	11470 lbs	11841 lbs	11375 lbs	11310 lbs				
33.2 Rear Axle w/load		1780 lbs	1565 lbs	1690 lbs				
34.1 Front Axle, empty	2800 lbs	3399 lbs	2590 lbs	2820 lbs				
34.2 Rear Axle, empty	5340 lbs	5222 lbs	5350 lbs	5180 lbs				
☐ TIRES & BRAKES								
34.9 Steering	Power	Power	Power	Hyd Power				
36 Tire Size, front	21 x 7 x 15"	21 x 7 x 15"	21 x 7 x 15"	21 x 7 x 15"				
37 Tire Size, rear	16 x 6 x 10.5"	16 x 5 x 10.5"	16.25 x 6 x 11.25"	16 x 5 x 10.5"				
38 Wheelbase	55"	56.3"	55.1"	58.5"				
39.1 Tread, front	35"	35.1"	35"	35"				
39.2 Tread, back	35"	35.1"	35"	36"				
40 Underclearance, min.	3.1"	3.6"	3.1"	2.8"				
41 Underclearance, at frame	5.4"	4.9"	4.1"	4.3"				
42 Brakes, service	Hydraulic Foot	Hydraulic Foot	Drum & Shoe	Foot, Hydraulic				
43 Brakes, parking	Mechanical Hand	Mechanical Hand	Hand/Mechanical	Hand lever				
□ POWER								
49.1 Engine Manufacturer	Nissan	Mazda	Nissan	Toyota				
49.2 Engine Model	K25	2.0L	K21	4Y-ECS				
50 Rated Output @ rpm	63 @ 2700 Hp	44 @ 2600 Hp	55 @ 2700 Hp	51 @ 2570 Hp				
51 Rated Torque @ rpm	139 @ 1600 lb-ft	82 @ 1800 lb-ft	111.4 @ 2000 lb-ft	118 @ 2100 lb-ft				

COMPARE OEM PRICING

- Expand current model
 list to view
 discontinued models
- Compare current OEM list pricing
- Build and configure a comparable lift truck
- Utilize our proprietary
 "Dealer Box" to
 compare competitive
 market pricing



COMPARE OEM PRICING

- Expand current model list to view discontinued models
- Compare current OEM list pricing
- Build and configure a comparable lift truck
- Utilize our proprietary
 "Dealer Box" to
 compare competitive
 market pricing

Operator Type	OIL-DOWII	OIL-DOWII	OIL-DOWII	OIL-DOWN
Basic Chassis	\$23,800	\$28,460	\$31,925	\$22,810
Low LPG Indicator	STD	STD	STD	\$271
Ground Speed Control	STD	□ \$610	STD	\$478
188" Triplex Mast	\$5,270	\$1,660	\$7,345	\$7,100
Hang-on S/S	▼ \$590	№ \$640	№ \$905	
Int. Hose w/3rd Valve	№ \$650	€ \$600	€ \$690	STD
42" Forks	\$545	STD	\$505	\$365
Non-marking Tires	s330 Drive & Steer	₹ \$280	€ \$270 Drive & Steer	
Front work lights - Halogen		\$330		\$80
Front work lights - LED	STD	□ \$630	STD	\$284
Halogen Rear Combo Lights		\$460		\$105
LED Rear Combo Lights	STD	□ \$770	■ \$305	\$265
Cloth Seat	\$165	\$350		\$80
List Price Date	4/16/2014	5/23/2014	4/1/2014	5/29/2014
	Option Total: \$1,240	Option Total: \$1,520	Option Total: \$1,865	Option Total: \$1,3
	Sub Total: \$30,855	Sub Total: \$31,640	Sub Total: \$41,640	Sub Total: \$31
	Discount: 20	Discount: 20	Discount:	Discount: 20
	% \$6,171	% \$6,328		
	Tax: 8 % \$1,974	Tax: 8 % \$2,024	Tax: 8 % \$1,998	Tax: 8 % \$2,0
	Freight: 750	Freight: 700	Freight: 750	Freight: 575
	Misc.	Misc.	Misc.	Misc.
	Adjust. Total: \$-3,446		Adjust. Total: \$-13,907	-
	Total: \$27,408	Total: \$28,036	Total: \$27,732	Total: \$27
	CAT LIFT	HYSTER	NISSAN	TOYOTA
	2C5000	S50FT LPG	CF50	8FGCU25
				Print Rese

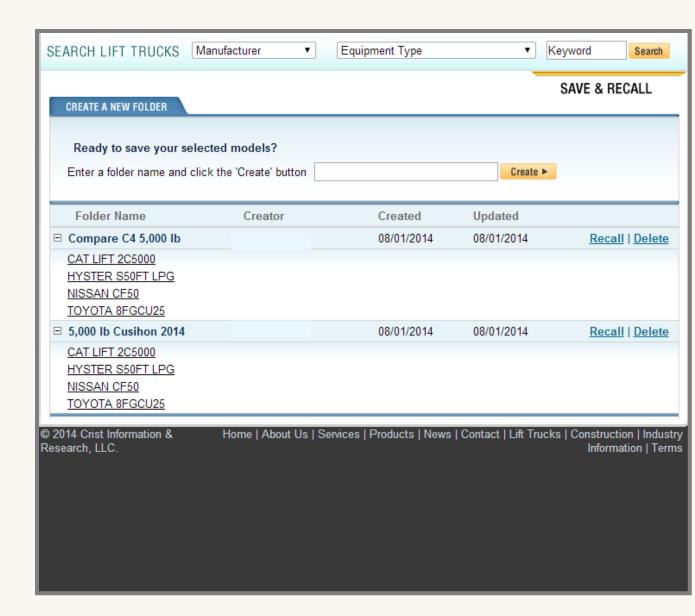
SAVE/PRINT EXCEL

- Download to Excel format
- Save in Excel format
- Use Excel format to merge with internal documentation

	L15 ▼ (* f _*								
	A B		С	D	E	F			
1 MCFA Demo Excel Download Date: 7/31/20									
2									
3	3 1 Manufacturer		CAT LIFT HYSTER		NISSAN	TOYOTA			
4	2	Model	2C5000	S50FT LPG	CF50	8FGCU25			
5	2.5	Description	I.C. Cushion Tire	I.C. Cushion Tire	I.C. Cushion Tire	I.C. Cushion Tire			
6	3	Load Capacity	5000 lbs	5000 lbs	5000 lbs	5000 lbs			
7	4	Load Center	24"	24"	24"	24"			
8	5	Power Type	LPG	LPG	LPG/Gasoline	Gasoline			
9	6	Operator Type	Sit-Down	Sit-Down	Sit-Down	Sit-Down			
10	7	Tire Type	Cushion	Cushion	Cushion	Cushion			
11	8	Wheels	2x/2	2x/2	2x/2	2x/2			
12	9.1	Mast, standard	2-Stage	2-Stage	2-Stage	2-Stage			
13	9.2	MFH	131.5"	129"	130"	131.5"			
14		Free Lift	5.1"	5"	4.2"	6.1"			
15		Fork Carriage Width	36"		36.2"	36"			
16		Load Back Rest	48"	48"	48"	48"			
17		Fork Size	1.60 x 3.9 x 42"	1.60 x 3.9 x 42"	1.50 x 4 x 42"	1.60 x 5 x 42"			
18	13.2	Fork Spread		35.4"		36"			
19		Tilt Angle (back/fwd)	9/5°	8/5°	10/5°	10/6°			
20	_	Length to Fork Face	92.5"	89.8"	91.3"	93.7"			
21		Overall Width	42"	42.1"	42.1"	41.9"			
22		Overall Height Lowered	83"	85"	83.1"	83.3"			
23		Overall Height Raised	179.5"	178"	179.3"	179.5"			
24		Overhead Guard Height	81.5"	84"	82.1"	80.7"			
25		Turning Radius	79.5"	78.7"	78.3"	77.6"			
26		Right Angle Stack	96"	93.6"	94.4"	94.3"			
27		Travel Speed, w/load	11 mph	10.3 mph		10.6 mph			
28		Travel Speed, empty	11.5 mph	10.6 mph	10.6 mph	10.6 mph			
29		Lift Speed, w/load	125 fpm	92 fpm	118.1 fpm	124 fpm			
30		Lift Speed, empty	130 fpm	110 fpm	127.9 fpm	127 fpm			
31		Lower Speed, w/load	99 fpm	102 fpm	98.4 fpm	98 fpm			
32		Lower speed, empty	99 fpm	88 fpm	98.4 fpm	98 fpm			
ÎÎ Î	H ← H specs 🖫								

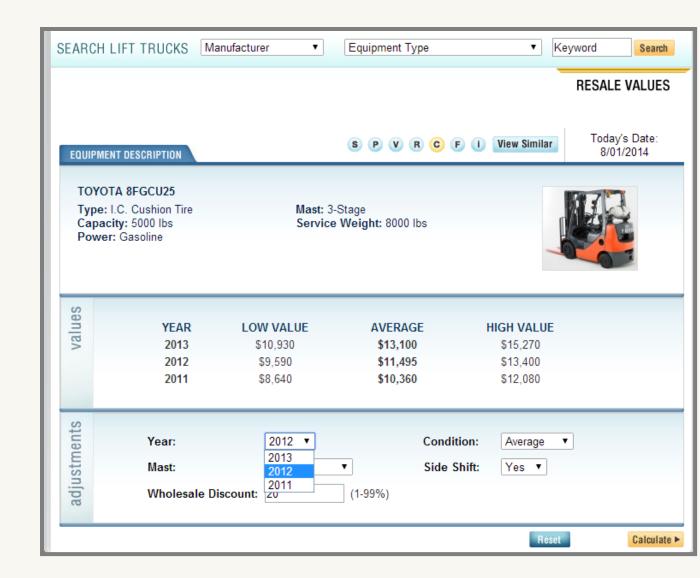
SAVE/RECALL

- Save comparisons
- Recall comparisons to review or modify
- Track Creator, DateCreated & UpdatedDate



RETAIL RESALE VALUES

- Resale Values
 spanning 10 years
- Use adjustments to accurately assess a valid resale value
- View Low, High &
 Average resale values
 to evaluate the current
 market resale value
 range



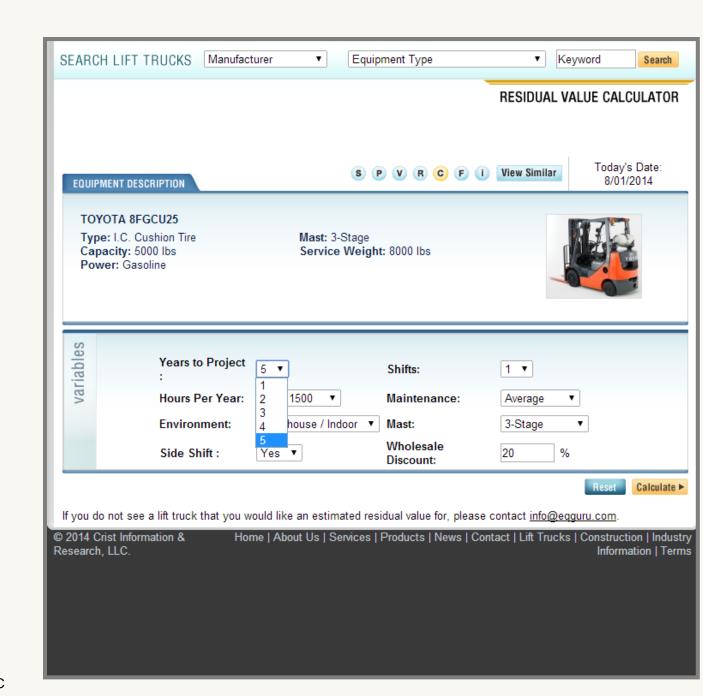
MODIFIED RESALE VALUES & NATIONAL GRAPH

- ✓ View an accurate forklift resale value particular to a <u>specific</u> forklift
- View a "quickreference" Value Graph to compare your modified Value to the national average



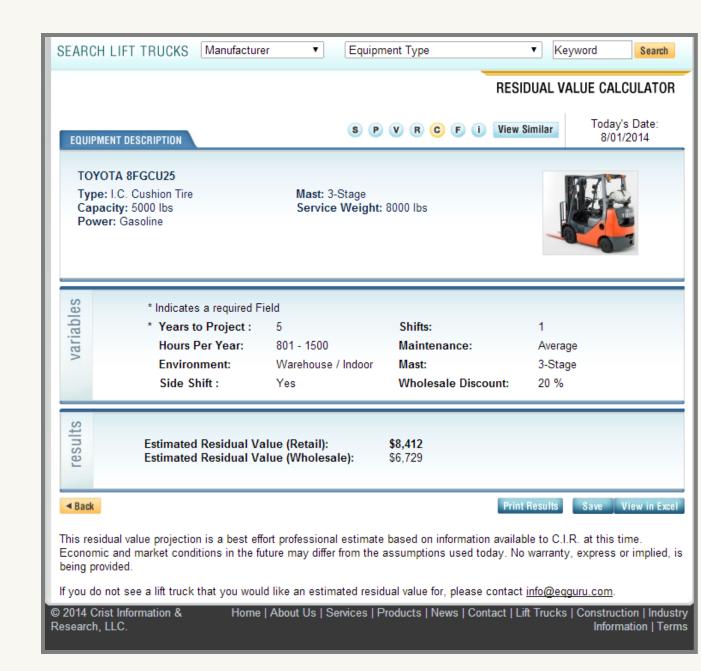
CALCULATE RESIDUAL VALUES

- Utilize our proprietary
 Residual Value
 Calculator to
 determine an off-lease
 retail resale value
- Calculate future resale value by modifying important and crucial variables
- RV values are more accurate than current Resale Value to determine a future value



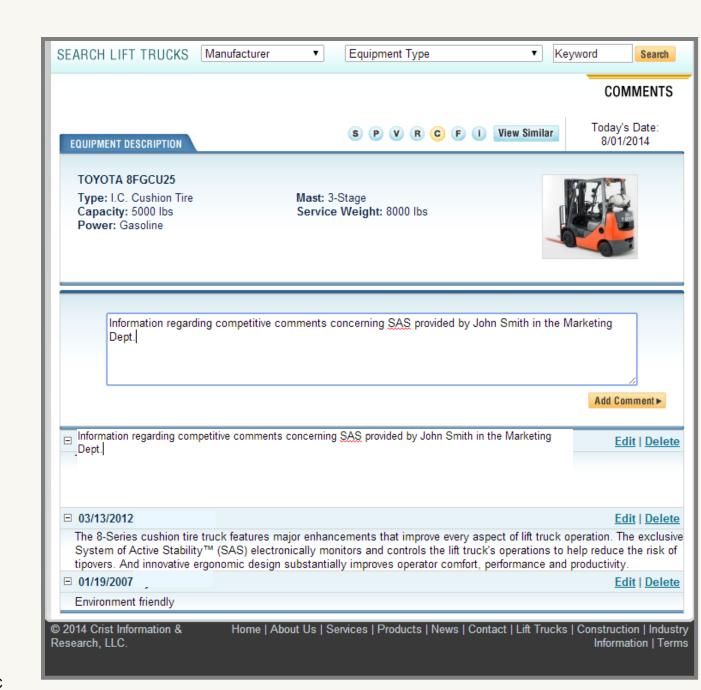
CALCULATED RESIDUAL VALUE

- View, Print or Save your customized Residual Value for records and future reference
- Estimated Retail and Wholesale Residual
 Valuations available
- Used by many Leasing and Finance companies



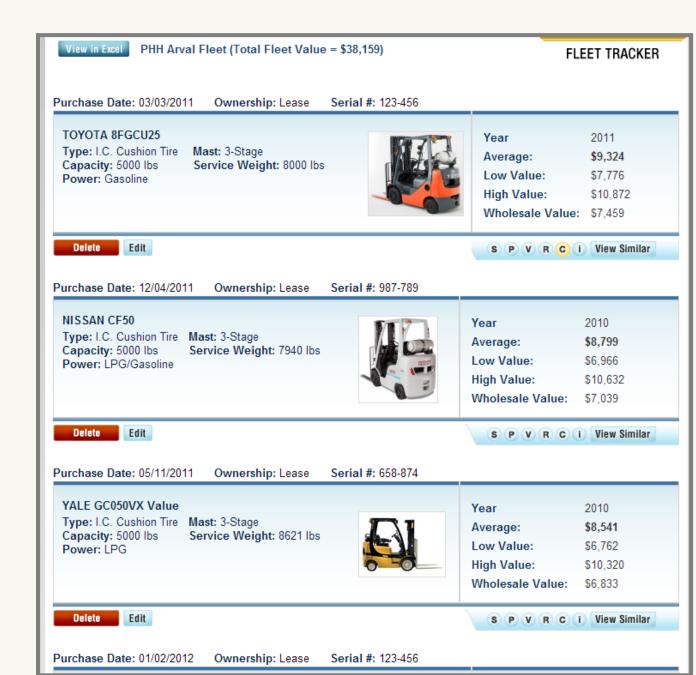
COMMENTS PER INDIVIDUAL MODEL

- Comments created by designated members of specific groups
- Comments can be used to share important and competitive information with staff
- Illuminated "C"-icon represents documented comments ,available to review
- All comments are password protected



FLEET TRACKER

- Build and Save fleet details
- Use our modifiable
 Retail Values or
 Residual Values to
 assess current and or
 future fleet value
- Track fleet value for insurance purposes
- "Fleet Tracker"
 maintains ongoing
 fleet value, which
 adjust routinely with
 quarterly revisions



ONLINE GLOSSARY & HELP MENU

LIFT TRUCK GURU

- Complete Online Glossary
- One-Touch Help Menu

Tire Type: Identifies functional elements as well as common features and structures of lift truck

tires. Most common types include: cushion and pneumatic tires.

Transmission Speed The number of speeds of a transmission, referenced as Front/Back.

F/R:

Transmission Type: Assembly of gears and associated parts by which power is transmitted from the engine

to a driving axle.

Transistor Control: A speed control for operation and reduced battery drain.

Travel Speed, empty: The maximum speed a lift truck can travel without a load.

Travel Speed w/load: The maximum speed a lift truck can travel carrying a full load, or rated capacity.

Tread, front: The distance from the centerline of a front tire to the centerline of its matching tire.

Tread, rear: The distance from the centerline of a rear tire to the centerline of its matching tire.

Triple Stage: A telescoping mast, which is comprised of three, connecting masts, same as 3-Stage

Mast.

Triplex Mast: Same as Triple Stage and 3-Stage Mast.

Turning Radius: The radius of a circle created by outmost projection of a lift truck when the operator has

the steering mechanism in the tightest turning position.

Two-Stage Mast: A telescoping mast that is comprised of two connecting masts: Limited Free Lift (FL) &

Full Free Lift (FFL).

Under clearance, Smallest distance between the wheelbase portion of a lift truck frame and a floor surface.

frame:

Under clearance, min.: Smallest distance between a lift truck and a floor surface.

Value Range: As an EQGURU header on the Page View report and screen, value range refers to the

listing of High and Low values for each year a model was in production. (See High,

Low).

Valves: A hydraulic device that controls fluid flow direction, pressure, or flow rate.

View Similar: When selected from a model display, this feature will display all models from the

database, which are similar to that particular model by EQ Type and capacity range.

Voltage: The measurement of the force which causes electrical current to flow in a conductor,

expressed in volts, examples: 24, 36, 48, 72 & 80 volts.

Wheelbase: The distance between the front axle and the rear axle of a lift truck.

Wheels: The numbers of wheels on a standard lift truck, generally designated by the class type.

Wholesale Percentage: A self-determined percentage entered by a user to calculate a machine's value to utilize

in a Wholesale environment. The EQGURU provides Retail Values.

Walkie: A motorized pallet lift truck with limited lift, which an operator walks with controlling

NEW MODEL INTRODUCTIONS

LIFT TRUCK GURU

- Forklift introductions displayed by year and quarter
- Summarized model introductions displaying new model features
- 24-hour introduction period from the time information is received

2014 First Quarter Model Introductions

Toyota 3,000 - 6,500 lbs (1ZS) Diesel Models TOYOTA 8FDU25(1ZS)

Type: I.C. Pneumatic Tire Mast: 3-Stage

Service Weight: 7990 lbs Capacity: 5000 lbs

Power: Diesel

General Comments:

Toyota has introduced their new tier IV diesel engine 3,000 - 6,500 lb capacity models. The new models include the new Toyota 1ZS 3-cylinder diesel engine.

Some of the features regarding the new diesel models include: In addition, the 8-Series small capacity diesel line offers additional benefits including:

- > New Load Sensing Power Steering Provides steering assistance only when needed, reducing demand on the engine and hydraulic system, while increasing fuel efficiency. Combined with the new 1ZS engine, it provides up to a 25 percent fuel savings over the previous engine.
- > Automatic Idle-up System (1) Allows feathering of the hydraulic lift lever under the loaded condition for fast, efficient and smooth load handling.
- > 'Eco" Mode (2) An Economy or "Eco" Mode to help improve truck fuel efficiency over the course of the work day with minimum power reduction by optimizing the performance curve of the engine to work conditions.
- > Auto Engine off(2) A programmable Auto Engine Off feature that automatically powers down the lift truck after a user programmable preset amount of time to save both fuel and unnecessary wear and tear on the engine.

8FDU15 - 3,000 lbs capacity

8FDU18 - 3,500 lbs capacity

8FDU20 - 4,000 lbs capacity

8FDU25 - 5,000 lbs capacity

8FDU30 - 6,000 lbs capacity

8FDU32 - 6,500 lbs capacity



Yale 3-Wheel ERP-VC Series YALE ERP030VC

Type: 3-Wheel Rider Mast: 3-Stage Electric



▼ Select Year & Quarter

□ 2014

First Quarter Second Quarter Third Quarter

□ 2013

First Quarter Second Quarter Third Quarter Fourth Quarter

□ 2012

First Quarter Second Quarter Third Quarter Fourth Quarter

□ 2011

First Quarter Second Quarter Third Quarter Fourth Quarter



- Forklift distributors and salespeople detailed and accurate competitive forklift data.
- Valuable "tried and true"

 interactive program to offer
 their dealers competitive
 forklift data, internal
 competitive comments,
 notes and marketing
 information
- Forklift dealers have at their disposal:
 - ✓ Up-to-Date & Accurate Competitive Forklift Data
 - OEM-SpecificCompetitiveComments
 - Powerful SalesTraining Tool