

CLARK Notes

A Publication For CLARK Professionals

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CLARK GRIP Finance Program

CLARK Material Handling Financial Services recently released the CLARK **Great Residual Incentive Program (G.R.I.P.)**. This finance package features two critical elements :

- Higher Residual Values
- Lower Monthly Payments

Farruk Ghani, Vice President of Finance & Technology who spearheaded this program commented, "CLARK'S GRIP has been well received by our dealers, who are actively participating in the program quoting new deals as well as revising earlier quotes - providing our customers with great savings and incentives to purchase CLARK. We have received great feedback on this program and our dealers are excited with the opportunities the program provides. We have held regional teleconferences and both explained this program to dealers and listened to their feedback. One change we

have made is GRIP minimum order criteria has been revised to the lesser of 3 Riders or \$75,000 of minimum financed or leased amount."

Please review this CLARK opportunity with your sales professionals to ensure that they have a complete understanding of this program. One dealer recently commented, "This program is very aggressive. We have run numbers probably 10 different ways and even with our best internal lease offerings, we cannot match this deal. Great job! We should be able to win some deals utilizing this program."

If you have any questions contact your Regional

Sales Manager or Farruk Ghani.

The GRIP program and its specific guidelines are posted on the front page of the CLARK Dealer Intranet for your review and for reprint. Additionally a frequently asked question sheet for GRIP is attached with this newsletter.



**Material Handling
FINANCIAL SERVICES**

CLARK Dealer Stimulus

Truck Rules

- [War Chest Program Extension](#)
- [War Chest Redemption Form](#)
- [Trade In Program](#)
- [Rental Development Program](#)
- [Recognition Program](#)
- [C2C Warranty](#)

Parts Rules

- [Parts Stimulus Rules](#)

Finance Rules

- [CMHFS G.R.I.P](#)

The latest in I.C. Exhaust Emissions, Clark Simpson

We haven't been worrying a lot about regulations on exhaust emissions lately but it's probably appropriate to summarize where things are today and where we see them going.

On the Spark Ignited (gasoline, LP, and CNG) scene, the current level that we call "Tier 3" is in effect in all of the US except California and there are no plans to further reduce emission levels in the future. California (CARB) has a new rule in effect with engines built in 2010 where the emissions must be reduced to the lower levels we know as "Tier 4" There is no new technology involved; the specified level of HC + NOx is just cranked down tighter. In fact most of us won't need to make any changes in either parts of software to meet the Tier 4 requirements; it's just a matter of recertification. What that means for Clark products is an SQ 5379-LEX for the Mitsubishi and SQ 5461-LEX for the GM 4.3 recertified engine. You will need these SQ's for trucks sold into California. The good news is you can add the recertification sticker to any engine not placed in service. It also means that you cannot import a Tier 3 truck into California with out adding the recertification sticker. It is interesting to note that all of these fuel systems run at "stoichiometric" with just the right amount of fuel to match the air supplied.

What that means is that the amount of fuel you burn depends on how much horsepower you use. Snappy acceleration will burn more fuel.

The real action these days in emissions is in the diesel world. We currently have engines that are known as either "Interim Tier 4" or "Tier 3" Both of these specifications have a relatively low NOx requirement that can be met with conventional fuel injection pumps and special injection timing. These engines generally meet the lower NOx numbers by cooling down the fuel charge through retarded injection timing or Exhaust Gas Recirculation (EGR). The result is usually lower power or increased smoke. What seems bizarre is the latest low emission diesels make more visible smoke and burn more fuel than the older engines.

The real anguish will happen for us in 2012 when the diesel engines in the horsepower sizes we use must meet the really low NOx numbers that the On Highway engines must meet in 2010. One method used is really aggressive ECR where exhaust gas is added and then run through a heat exchanger between the turbocharger and the engine intake manifold (Charge Air Cooling). The other method is known as exhaust after treatment. Turns out that if you add a special catalyst after the engine and inject Urea (that's right, the same

stuff that is in fertilizer and cow manure) it will capture the NOx and turn it back into Nitrogen. The trade name for this is SCR which means Selective Catalytic Reduction, (it's not the same SCR that we had in electric lift trucks). Most of the 18 wheelers will have a system of injecting a liquid carried in another tank to clean up the exhaust.

In addition to cleaning up the exhaust you also have to get really good at injecting the fuel. We probably will see what is known as "Common Rail" injection systems that use a really high pressure pump (20,000 psi or more) and a computer controlled fuel injector to inject multiple "squirts" of fuel. The good thing is these 4 or 5 squirts of fuel during one firing cycle reduce the peak pressures and resultant temperatures. They also dramatically reduce noise level. You can expect to see a diesel idling with no more noise than a gas engine!

What it means to Clark and other Off-Road manufacturers is major change in the design of cooling systems, exhaust systems, electrical systems, diagnostic systems, etc. These engines also produce major increases in power for a given displacement. The good news is that they probably get better fuel economy, are much quieter and reduce the Carbon Dioxide output. How cool is that!!!

CLARK T-Series Chargers...AMP Up Your Sales!!!!

In our continuous effort to bring to your dealership and sales team competitive new product offerings CLARK Aftermarket Parts is pleased to announce the addition of the T-Series of industrial battery chargers. The T-Series features two distinct product families, the TS and TL.

The TS Series is a great cost effective charging solution for used truck applications and light duty requirements. This charger features:

- LED Indicators
- 120V Plug In to 480V 3 Phase Hardwired Units
- 30-140 AMP Outputs
- 5 Year Transformer and 3 Year Unit Warranty

For heavy duty, high cycle applications CLARK of-

fers the TL family of chargers. This is a line of chargers designed for robust requirements. It features:

- Microprocessor Controlled Technology
- Digital Display
- Start Delay Option
- Push Button Memory Readout
- 220V Single Phase to 480V 3 Phase
- 100 Amp to 240 AMP Outputs
- 7 Year Transformer and 5 Year Unit Warranty

CLARK Aftermarket Parts will be stocking these chargers in Louisville and will them available for immediate shipment with your CLARK freight prepaid stock order.

CLARK will be conducting a national advertising campaign to drive business to your dealership. Please watch for these ads in the coming weeks.

Very importantly these chargers can be included in your CLARK finance package when selling new equipment. So now when you quote a CLARK truck you can quote a CLARK charger, helping to ensure your customer stays "charged up on green!"

For more information on the TL-Series and TS-Series of industrial battery chargers you may contact Jerry Casey at 859 422 6403 or your Regional Sales Manager.



**T-SERIES
CHARGERS**

**TOTALIFT[®]
CHARGERS**

Best Wishes to Bruce Camenisch

After 31 years with CLARK, Bruce Camenisch is retiring. His last day will be Friday March 19, 2010. Please join us in wishing him good luck in his retirement and to thank him for his years of service. His direct line is (859) 422-6433 or email him at brucecamenisch@clarkmhc.com

We are pleased to announce the appointment of Tom Stakleff as a Product Specialist, replacing

Bruce. He will be reporting directly to Mark Dyster, Product Manager, Sr.

Tom has over fourteen years of experience in the material handling field. His previous experience includes forklift sales experience from a CLARK dealership as well as a versed comprehensive knowledge of CLARK and competitive brand products.

Tom is a graduate of the University of Akron, in

OH where he earned a BS in Industrial Management.

His knowledge in the forklift industry will be valuable to his success at CLARK.

Please join us in welcoming Tom to the CLARK family.

His contact information will be

tomstakleff@clarkmhc.com

or (859) 422-6433.



Over 80 of Bruce's CLARK family attended his retirement dinner recently. Everyone in attendance had their chance to stand and "say a few words", mostly very nice, about their time working with Bruce. He will be missed and we wish him well in retirement.



Galvanized PWX's and HWX's

We have had numerous requests for galvanized low lift pallet trucks needed for the food industry and other corrosive applications. Until now, we have not offered this option but that is no longer the case as we now have ESQ 5702 available. This new ESQ only adds a couple weeks to

standard lead time, has a list price of \$2,175 and includes:

- Galvanizing the main frame, fork assembly, pull rods, elevating brackets and other components of the lift linkage.

- Hard chrome plating on all pivot pins
- Sealed single load wheels

Please keep this new offering in mind for your customers who could benefit from it as well as any potential new customers whose doors this may open for you.

PartsPRO Update

Updates 310 and 311 for PartsPRO are available for you to download from the CLARK Intranet and run at your leisure. Update 310 includes many new and revised illustrations along with new TI Bulletins and a new SI Bulletin. Update 311 is a data update including new PICs and an update to many of the data files within PartsPRO.

These two updates can be run simultaneously without needing to have the other users shut down their PartsPRO programs first, but, there is also a new PDF Index page included with these updates.

SERVICE MANAGERS

There is a new SI Bulletin included in Update 310. Please open to the

“Recently Released & Revised SI Bulletins” and print the new bulletin and distribute it to the distribution list shown at the top of the bulletins. The bulletin is regarding the proper installation of the Steer Potentiometer on the ESX model trucks.

Show Us Your Vans

We would like to share photos of CLARK service vans from around the country. If you have a good digital image send it to us and we will share them with the dealer network.

Vans are an excellent

source of visibility for both our businesses. CLARK has an award winning service van package available for your consideration. Contact Connie Davies for specifics.



CLARK Dealer Meeting Held in Qingdao, China

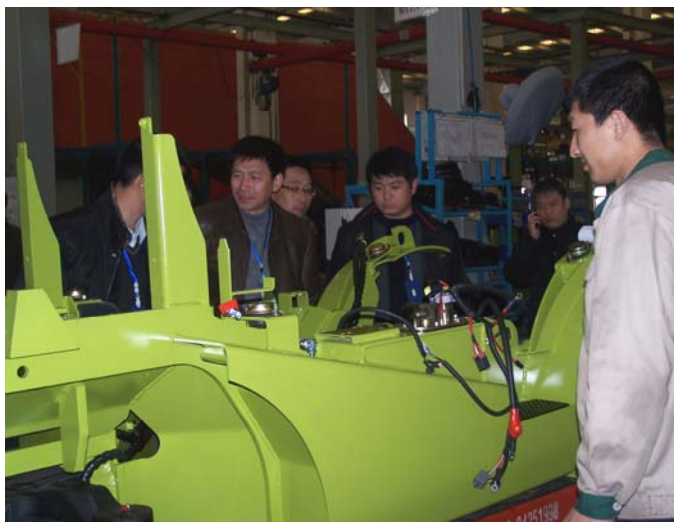
CLARK Material Handling Asia hosted a dealer meeting for 12 dealers on March 4 and 5 at our plant in Qingdao.

The meeting included a review of current prod-

ucts, a walking tour of the production line, as well as formal discussion time.

The meeting, hosted by CI Kim, Managing Director/Sales and Marketing for the Asia Di-

vision said the meeting was a success and that CLARK has “very solid” plans in action to continue the companies growth in this important region.



March & April LP Tank Promotion



FREE



#1 in LP TANK Purchases
WINS \$100
VISA® GIFT CARD

#2 in LP TANK Purchases
WINS \$75
VISA® GIFT CARD

#3 in LP TANK Purchases
WINS \$50
VISA® GIFT CARD

March • April 2010 Total Purchase Dollars