



CLARK

FORKLIFT-NEWS FOR EUROPE



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The whole world forklift-trucks

The South German Specialist Company, Hald & Grunewald, stands for more than 40 years of experience. The profile of a successful CLARK-dealer.

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Parts - easy to buy

CLARK's Parts Online Order System provides the three-in-one package. Order online, ask for prices and check availability.

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Moving moments

Enviied by millions of fans: Six CLARK-dealers at the 2006 Football World Championship with CLARK's VIP-tickets.

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EDITORIAL



Egon Strehl
Managing Director
Clark Europe GmbH

Dear Readers,

„How can we attract customers and satisfy their requirements better?“

This is the fundamental question that influences all activities within CLARK. One answer would certainly be: With teamwork and open communication. These are basic principles for a trusting co-operation between partners. The new journal ‚CLARK FORKLIFT NEWS FOR EUROPE‘ regards itself as forum of information for the whole CLARK family in Europe. The first edition of the ‚CLARK FORKLIFT NEWS FOR EUROPE‘ deals with new thoughts and useful things in view of EDP applications, it reports on people and markets, introduces a South German CLARK dealer, and reminds us again of the unforgettable moments during the 2006 Football World Cup. We hope you will enjoy this interesting reading.

Sincerely yours

MASTHEAD

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*Product Configurator
unique forklifts for all*

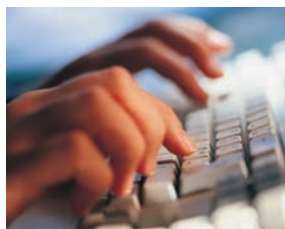
*Product Calculator
immediate prices*

Click by click towards your dream forklift

It is obvious: Forklift users are really the best experts regarding their own requirement profile in internal transport and logistics. Individual logistical tasks in any company will soon be solved by the unique configuration features of CLARK forklifts.

Quicker, more purposeful, of higher quality

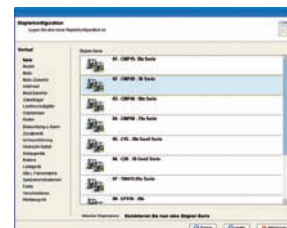
From autumn 2006, CLARK's customers / dealers will have the opportunity of using the services of a „Product Configurator“. A unique online product solution that ensures a direct connection from the end user / dealer to CLARK Europe. A proven easy system and function as never before, the Product Configurator will create conditions for an accelerated order handling and optimised use of forklifts.



Joint calculation

A helpful tool, particularly for dealers is the Product Calculator, CLARKpro. In addition to the calculation module, it contains a configuration level enabling the dealer to calculate individually specified forklifts. Case example 1: When the CLARK dealer receives an inquiry from a prospect, he will be able to raise a quotation immediately using

the calculator. Dealer-specific details regarding discounts, margins etc. are pre-determined. Case example 2: The calculator is also very helpful in advising the customer of the forklift type he requires, to calculate prices, and to prepare financing. The system completes the whole administrative requirements for customers, employees, documentation, order charts, and administration - Click by Click.



Efficiency by pushing the button

The basic principle is very simple. Initial information will be obtained from direct access to information from the Configurator online. Here, the user can manually select which of the options required in order to specify a CLARK model according to his wishes. Incompatible or incorrect specifications are rejected by the Configurator through an error indicator. If the user has made a correct selection, he can send an online-inquiry to the nearest CLARK dealer by entering his postal code. The dealer will then prepare the offer by using the Calculator, and after having received customer's confirmation of the order, pass the information to CLARK. Now, the unique forklift model can be constructed very quickly.





The whole world of forklift trucks

S Smash hit in the forklift truck business: A big event in the German forklift scene can be dated back to January 2004, namely the merger between the Hald and Grunewald Companies. Both were the largest full-service providers for forklifts in South Germany.

Big is beautiful

Since this merger, Irmintraud Hald-Marquard and Sabine Marquard have managed the 'Michael Hald & Grunewald Fördertechnik OHG' with principal place of business at Herrenberg near Stuttgart. 'The whole world of forklifts' is the slogan of this 50 employees' enterprise with a rental service for a forklift fleet of 285 own vehicles which is regarded as one of Germany's ten largest providers. Both enterprises were founded in 1965. From the very beginning they have concentrated on logistic activities, and, since 1983, particularly on low level transportation which has been their core business since 2003.

Robust. Long lifetime. Well-trieed.

In 1965, the Grunewald company from Stuttgart started dealing with CLARK forklift trucks, and the owners still have a

high opinion of 'Clark The Forklift' and of course the inventor of the forklift, with its robust technical design, proven electronic parts, long lifetime and well-trieed quality. The CLARK product is distinguished by its outstanding cost-performance ratio. It is available in LPG/diesel and electric. Irmintraud Hald-Marquard, Managing Partner, points out: 'Today, we can state that our decision to stand by CLARK was right. CLARK has a very good reputation in the field and it is the best product for the small and medium-sized industry. Our customers are fully satisfied. The forklift trucks are well-placed here, particularly since the electric series seems to be very successful.'

More service - more capacities

With 35 service fitters, Hald & Grunewald ensures a region-wide service of industrial trucks in Baden-Württemberg, a service which is appreciated by the larger German industrial enterprises. Regular customers include, among others, several paper mills, the forwarding company, Willi Beck, and the supermarket chain for building materials, OBI, as well as the energy supplier, EnBW, Porsche and the food producer, Ritter Sport.



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People and Markets

New power in product marketing



The twenty-headed team of CLARK Europe GmbH (Duisburg) has been reinforced significantly by Dipl. Wirt.-Ing. (FH) Ingo Rose. With effect from August 01, 2006, the 26 years old expert is

responsible for product marketing. His future functions will include market analysis, product development, sales documentation, communication systems, and product innovations. Dipl. Wirt.-Ing. Rose who also prepared his diploma thesis in CLARK's European Central Office, brings wide technical know-how to his task, particularly in the segment of material handling, in addition to know-how in managerial economics, he also special knowledge in marketing and sales.



The 'Handelsblatt' reports on CLARK: There is a growing public interest in CLARK.

Germany's leading financial and economic paper, the 'Handelsblatt', visited CLARK Europe GmbH in Duisburg recently. During a three hours' conversation with CLARK's

Managing Director, Egon Strehl, the 'Handelsblatt' editor, Wolfgang Gillmann, made inquiries about the background of the successful comeback of the traditional CLARK brand, the current economic situation of the forklift market - particularly with CLARK - and on the strategic orientation over the medium term.

The resulting report was published in the 'Handelsblatt' section 'Enterprises and Markets', late in July 2006. It aroused considerable attention among experts and the feedback of customers and German dealers was enormous. Focused on the target group of top decision makers, the 'Handelsblatt' (parent company: Düsseldorf) has a circulation of 150,000 numbers covering 500,000 readers.



Nach Insolvenz wird Vertrieb gestärkt

Handelsblatt

Das Unternehmen hat die Gabelstaplerherstellung wieder aufgenommen. Im Januar 2007... (The rest of the clipping text is too small to transcribe accurately.)

FAQs CLARK Parts Order Online System

- Q: What are the advantages when ordering using the CLARK Parts Order Online System?
 A: Quick, simple, time/place-independent ordering. Useful additional information for order procedures. Always updated information.
- Q: When can people use the system?
 A: Around the clock - 24 hours a day, seven days a week.
- Q: Does ordering take much time?
 A: No, because the basic forms were prepared on the basis of former orders, in order to speed up the process. As former data is stored, any user will be able to place an order quicker and more reliable than before.
- Q: Will we get an acknowledgement of the order?
 A: Yes, in form of the given order number. If this number is displayed, the order is regarded as being acknowledged.
- Q: Does the customer account also cover orders not placed via online?
 A: Yes, back orders (outstanding orders) will be displayed.
- Q: Is it possible that more than one of the staff members can use the online order functions?
 A: Yes, it is possible that more than one user on site can use the online order functions with the help of existing dealer access data.
- Q: Is it ensured that all transactions are safe?
 A: Yes. CLARK is using the latest technological developments to make all transactions safe. As all purchase data is locally stored, it is impossible to gain access from outside.
- Q: How much does the use of the online order system cost?
 A: Nothing. The use of the system is free of charge.
- Q: What kind of computer system is required, in order to use the program?
 A: The only application required for using the program is Internet Explorer, Version 5 or higher.
- Q: How much time is necessary to set up the computer program?
 A: No time. You will only need the browser and access data.
- Q: Does CLARK provide support in case of questions about the CLARK Parts Online Order System?
 A: Yes: Questions will be answered Europe-wide between 0900 a.m. and 0600 p.m. under the following telephone numbers:
 +49 (0) 0 20 65 / 96 17-12 and
 +49 (0) 0 20 65 / 96 17-14 or
 +49 (0) 0 20 65 / 96 17-24
- Q: Is it possible to test the online order system, in order to see how it works?
 A: Yes. Dealers may ask for access data for a 'test-drive' from Parts Support.

Spare parts - easy to buy

CLARK Parts Online Order System: Online ordering of parts - ask for prices - check availability.

Reliable. Efficient. Easy to use.

These are the premises under which the DCI CLARK Parts Online Order System was implemented and is integrated into its service. The online order system was particularly developed for the requirements of European CLARK dealers and makes the inquiry of prices and availability of all

parts possible. In addition for quicker and easier ordering of genuine parts - without prior training or instruction - without time/energy/money-consuming installations and clearing, for all dealers get their access data by e-mail and can immediately be logged into the CLARK server.

Flexibility in six languages

The system is immediately available in several relevant native languages, such as D, GB, ESP, F, I, NL. This means, the online system can also be used as alternative order path to telephone and fax. This way, dealers will have the opportunity to handle their orders in a flexible manner, because they can be placed 24 hours a day. The optimum ability to deliver by proven express delivery service is an additional benefit of the CLARK Parts Online Order System.

Comfortable and efficient buying

The layout of order masks have simple and clearly arranged forms. Parts ordering can be effected very quickly using the integrated 'goods basket'-function. Dealers begin with access to the 'guarantee order', 'express order' or 'stock order'. After entering the CLARK part number, the system displays - in addition to current price information and product details - the availability of goods, the user can immediately order his determined need and select the mode of delivery, e.g. part delivery, complete

delivery or delivery on call.



Integrated order administration

The order administration is an appropriate completion to the comfortable order system - containing delivery address, staff information and follow-up of orders, including order history, status of orders and account data. It is, of course, very simple to place repeat orders using the online solution.



From the beginning the FIFA World Cup 2006 fascinated fans from all over the world through spectacular goals, football titbits and nerve-racking matches.

This mega-event was crowned by the passion and colourful atmosphere of fans and the perfect organisation of the host country. Good reasons, why it was very difficult to secure tickets for the World Cup matches. In contrast to that, six CLARK dealers succeeded in getting tickets from the CLARK ticket-action which gave them the opportunity to take part in this World Cup as VIP ticket holders.



In the uproar of the Dortmund stadium (65,000 spectators), Dietmar Kowalski (Kowalski Fördertechnik) and his Polish colleague, Jaroslaw Manka (Elektroprogram) followed the dramatic preliminary round between Germany and Poland (1:0).



No less exiting was the match between England and Trinidad (2:0) in Nuremberg, were Peter Keogh (left photo in the middle) and Bernard Mahoney (left photo right side) from Hannaman Engineering enjoyed this match spoiled with best visibility and all-inclusive service among 41,000 fans. By the way, the tickets were presented by Jeff Green, CLARK Sales Manager (left on left photo).

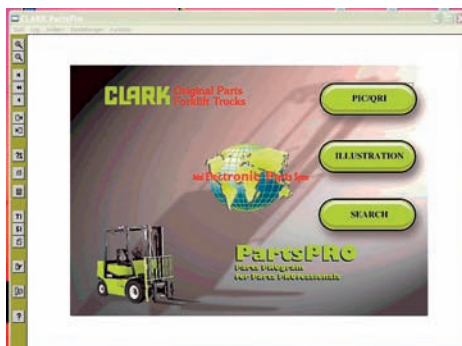
Valeri Gandolfi (Gandolfi Srl) and Mr. Bonavede (Liftcar) had the opportunity of watching the winner of this remarkable World Cup: Italy's 'Squadra Azzura' on the occasion of their match against the Czech Republic (2:0, 50,000 spectators) in Hamburg. All dealers were of the same opinion: The World Cup in Germany was an event of everlasting value full of moving moments.

So that your CLARK will continue to be a CLARK

The ultimate catalogue
- CLARK PartsPro System
- Genuine spare parts for trucks
manufactured since 1961

CLARK PartsPro System is regarded by the trade as leading system of electronic parts and service documentation. With this system, CLARK dealers and customers can identify any spare part for every single CLARK forklift up to the 1961 model, in an efficient and exact way. From the exhaust via filter, starting motor to warning light and valves. PartsPro ensures the availability of most relevant information, thus providing the unique opportunity of combining specific spare part documents for a vehicle fleet composed of different CLARK trucks/equipment.

In this way, the identification and purchase of right parts is simple and reliable, particularly since the catalogue can be updated continuously. The basic idea is:



Always getting the right part.

40 years 'Elektroprogram' 15 years CLARK dealer

The 22nd day of June, 2006 was a historical date for this Polish CLARK dealer. A double anniversary - 40 years 'Elektroprogram' and 15 years CLARK dealer - was celebrated in Posnan with live music, dancing, cocktails and barbecue. About 100 guests took part in this event, including official representatives of the Chamber of commerce.

Founded by Mr. Manka sen. on June 22, 1966, 'Elektroprogram' started selling CLARK's forklift trucks in 1991. Up to now, this firm is regarded as one of the most faithful partners of CLARK.

Egon Strehl, Managing Director of CLARK Europe GmbH congratulated Elektroprogram on behalf of Chairman Baik and the whole CLARK Group on this anniversary, presenting an award and gifts to mark the occasion.

