



CLARK®



FORKLIFT-NEWS FOR EUROPE, MIDDLE EAST AND AFRICA

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Simply the best

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EDITORIAL



Egon Strehl
Managing Director
Clark Europe GmbH

Dear Reader,

Clark Europe GmbH has been able to achieve, once again, two digit growth rates in all sectors of the business in 2008. Despite the weakening market in the two last quarters of 2008, we were again able to generate growth above the average. At this point I would like to express my thanks to all employees, our committed troop of dealers and our faithful customers. It is without doubt that even we cannot alienate ourselves from the current global financial and economic crisis. Nevertheless, we see ourselves as being forearmed for a difficult business year in 2009. What is this confidence based on? We have a sturdy foundation and, together with our dealers, we make up a hard-hitting, strong unit. In addition, we have as well the good image as also the technological potential to win additional market shares. We have also taken up the cause for 2009 of exploiting existing potential in all markets with absolute consistency and hard work. So: Let's get on with it!

Your

PUBLISHING INFORMATION

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**Market study: Clark in 1st place
in the category price to performance ratio**

Particularly valuable

What is the current state of customer satisfaction in the fork-lift truck sector? This question was used by the US technical publication Modern Materials Handling (MMH) to go to the heart of the matter. 1300 experts responded in the study. Even though it was to be expected, it was still very satisfying to discover: 1st place in the category price to performance ratio went to Clark.

Evaluation by experts in the field

The comprehensive market research project by MMH – an institution amongst the US print media in the field of logistics – surveyed a total of 40 product and brand attributes in six individual categories. The core of the survey was the satisfaction of the customers who use fork-lift trucks in manufacturing facilities and in sales and logistics centres. The participants in the survey were experts in the field who are involved in the testing, specification and procurement of fork-lift trucks for their manufacturing locations and sales and logistics centres.

Clark: "Built to last"

Clark climbed to the top step in the category price-performance ratio ("Value") in the MMH survey. Egon Strehl, Clark Europe GmbH: "We see this result both as an incentive and an obligation. On the one hand, we will do everything possible to make considerable gains also in other categories when the next survey takes place. On the other hand, Clark will continue to offer what the market needs above everything else: absolutely robust, functional fork-lift trucks at competitive prices."



Journalists entertained in Mülheim an der Ruhr: European technical press days 2008

A genuine success story



The event in mid-December has the potential to become a tradition. After the excellent results from the previous year, Clark Europe GmbH hosted the European technical press days for the second time in December 2008. 13 technical journalists from Germany, Great Britain and Italy used the two-day event in the Clark headquarters in Mülheim an der Ruhr to gather everything worthwhile knowing about Clark.

Growth above the market average

The set of figures presented for 2008 confirmed the direction towards growth which Clark Europe was once again able to force after the strong results from the previous year. The increase in turnover amounted to 64 percent in 2008. The delivery quota of Clark machines in 2008 was around 19 percent above the level of the previous year. The strong result in new equipment business was accompanied by a 29 percent increase in the turnover in spare parts.

Live conference with South Korea.

Strong interest was expressed in the forecast for the financial year 2009, within the framework of which Clark Europe GmbH targets results once again in excess of the market average. The driving forces for 2009 were presented both locally in Mülheim and from South Korea: Via Video-Live-Stream, the Clark Management in South Korea were available for a question and answer session with the journalists.

2009 activities coming into focus

The Clark team around Managing Director Egon Strehl concentrated particularly on the special characteristics of Clark machines, such as the new CQ20-30 and their own production, and discussed the personal and structural expansion of Clark Europe GmbH. In addition, one of the other subjects was the concept incorporating the Clark sales offices for improved dealer support as well as marketing strategies and the social commitment of Clark.

PEOPLE AND MARKETS



Hard work

TS Bau GmbH, a subsidiary of Thyssen Schachtbau Group, has more than 100 construction machines in use. This includes

two Clark fork-lift trucks which show their performance paces under the most difficult of environmental conditions underground – wet, dusty, muddy and cold. The theme at TS Bau. "The Clark fork-lift is absolutely the best, a fully technically mature fork-lift in all relevant aspects. We are very satisfied." Clark dealer Stapler Service Jena GmbH had recommended the Clark unit to TS Bau GmbH after other stackers had proven not to be up

to the application underground. It is more than likely that TS Bau GmbH will, in future, choose the robust Clark stackers again as a result of the performance spectrum. Since the company, with locations in Jena and Riesa, is active in all those areas where everything is demanded from both man and machine: in civil engineering and industrial construction, construction of disposal sites, road, rail and mining construction, in demolition work with rubble recycling, specialist mining work and in piping work, trench-free pipe laying as well as in water pipe and sewage pipe construction.



NEW COLLEAGUE

Multi-lingual, flexible, experienced in export business. In **Yeny Lechert**, the team of Clark Europe GmbH is reinforced by a stalwart support in the sales division.



Yeny Lechert, who speaks fluent Spanish amongst other languages, and who has been working in export business since 1998, has been a member of the sales team since November 2008 and is responsible for South Africa, the Netherlands, Egypt, Greece and Spain.



Image: J. Crocker

ProMat 2009: Clark at the leading North American trade fair for material handling and logistics

A Strong Performance

Logistics experts from all over North America answer the call to the ProMat in Chicago (Illinois). The most important exhibition event for material handling and logistics in the country attracted tens of thousands in January 2009, once again, to learn the latest about logistics equipment, systems and technology and to experience them at first hand. With six fork-lift models present: the Clark Material Handling Company.

Six models in the exhibition luggage

The 35,000 visitors to ProMat were able to view the Clark models GEX25, TMX20, ECX32, HWX40, ESX17 and the new CQ25. Strong interest was shown also in the partially dismantled C25C which demonstrated the efficient, effective and compact engineering approach of Clark units exemplary. The 300 m² exhibition area of Stand 612 not only showed innovative fork-lift truck technology that you can touch, but also was established as a platform for energetic information exchange. You could not miss the presence of Clark North America at Promat 2009 from 12th to 15th January, however. A metre-high banner informed the visitors of the result of a representative independent sector study which gave first place to Clark in the category "Price-Performance-Ratio".

ProMat 2009: 700 exhibitors

More than 700 exhibitors from industry and trade were present in the exhibition area of approx. 28,000 m² showing solutions for the flow of goods, manufacturing, sales and stores operations. The well-attended exhibition was accompanied by training sessions and conferences.



The exhibitor's focus was on the subjects of fork-lift trucks and lifting equipment, cranes and conveyor systems, barcode printers and stores management systems, pallets, racking and packaging machines, amongst other things.



Tecklenborg GmbH from Döbeln reinforces the Clark dealer network

Partners in Logistics

Clark Europe GmbH was able to win over a well-respected logistics expert from Saxony in the form of Tecklenborg GmbH from Döbeln as one of its dealers. The partnership agreement was signed at the beginning of January by the managing director Steffen Kossmann and Clark Sales Manager Rainer Glässer.



A profile of Tecklenborg GmbH

Tecklenborg GmbH ("Partner in Logistics") has been selling fork-lift trucks since 1991. The company, which now offers commercial vehicle service as an Iveco contract workshop, and covers the entire area of fork-lifts, including sales, rental and service, extended its range step-by-step by products from the side and telescopic fork-lifts sector. Since the summer of 1999, Tecklenborg GmbH, with its seat in the dynamic region between the Saxony metropolises of Chemnitz, Dresden and Leipzig, has been operating under the present name, with the additional designation "Commercial

vehicles – Fork-lift trucks" since the operation was able to expand by the acquisition of the Iveco contract workshop.

"Well-known brand, good performance"

The track record of the 38 employees company over the last ten years was characterised by continuous growth, and the new partnership with Clark will provide an additional impulse to the business. "Well-known brand, good price-performance-ratio" Tecklenborg certified Clark, whereby the low maintenance requirement of the equipment, the safety factor and the compact design are of particular importance.

It is particularly important that it is possible to meet even better the demands and wishes of the customers. In the field of new and used fork-lift trucks, Tecklenborg currently offers carrying capacities of 1.5 to 50 tons, the most varied of drive types as well as reach trucks and racking storage and retrieval vehicles. The sales programme also covers heavy load, all-terrain and telescopic fork-lift trucks, side fork-lift trucks and four-way fork-lift trucks. The service spectrum extends from 24 hour breakdown service via UVV testing and inspection/repair work up to exhaust gas analysis and fork-lift truck driver training.

Clark dealer since 2009: Meier fork-lifts in Ingolstadt

New Force in the Free State of Bavaria

Meier fork-lifts in Ingolstadt has been a new partner with Clark Europe GmbH since 2009. Managing director Werner Meier signed the dealer agreement with Sales Manager Rainer Glässer in the Clark Europe GmbH headquarters in Mülheim an der Ruhr.



"We will take you to the top"

Active in the heart of Bavaria since 2004, Meier fork-lifts ("We will take you to the top") have primarily been serving the region around Ingolstadt, Neustadt, Neuburg and Pfaffenhofen. The performance spectrum of this young company is wide-ranging: Used and new fork-lifts, the rental fleet with fork-lifts (carrying capacities: 1 to 5 tons; lifting heights: 3 to 6 metres) and delivery service by their own truck as well as repair and maintenance for all common makes in the fork-lift and stores technology sector make up their competences. In addition, Meier fork-lifts also offers driver training/fork-lift driver

certification locally or in the training centre and UVV testing for fork-lifts and lifting platforms.



"Clark is simply the name for fork-lifts"

"Regionality and rapid reaction times are our strength" stresses company boss Werner Meier and has around 200 companies as his customers at the present

time. The products and services of Meier fork-lifts are used, amongst others, by Kessel (Lenting), Bauhaus (Ingolstadt), Hörl Getränkemärkte, Klassing (Denkendorf) and the Builders Centre Mayer (Ingolstadt & Neuburg). If it goes to Meier, Clark fork-lifts will also find their way in: "The fork-lift as such is robust and customer-friendly. Clark is simply a name that everyone recognises and has, particularly in recent years, gained an excellent reputation." Above all, the compact design, the low acquisition costs and the efficiency of the equipment would impress him personally, alongside the close collaboration with Clark.





Excellent performance rewarded at the dealer conference

„And the winner is ...“

Although it is not an Oscar, for committed Clark dealers it is a highly respectable recognition of successful performance. The award of Top 3 of the German Clark dealers was certainly the high-point of the dealer conference at the end of January 2009.

Marketing strategy 2009 presented

At the conference of 22 German Clark dealers in Moers on the lower Rhine, an intimate group discussed, amongst other things, "Market trends and demands for the Clark brand", together with the marketing strategy and sales plan for 2009. Egon Strehl, Managing Director Clark Europe GmbH: "We view our dealers as an advisory body for our company. They are the connecting link between development and sales, user and practice."

Retrospective view 2008 – Preview 2009

Managing Director Egon Strehl, Sales Manager Rainer Glässer and Sales Director Rolf Eiten illustrated, in addition, the market as a whole with a retrospective view of 2008 and the preview of 2009, presented good results for Clark from the preceding year and reported on the personnel developments in Clark Europe GmbH. The retrospective view of an eventful 2008 also covered the successful launch of the GEX and GTX models.

Winners of the Value category.

The energetic activities of Clark in the marketing area were presented by Marketing Manager Ingo Rose, who also briefly presented to exhibition plans for

2009. The results of the customer satisfaction survey by the US magazine Modern Materials Handling were received with particular interest, in which Clark was way ahead of the competition in the category "Price-Performance-Ratio" (Value). Particular emphasis was placed on the subject of product development by Andreas Krause, Development Manager of Clark Europe GmbH. In consideration of different markets and demands made of fork-lift trucks, Krause indicated clearly the advantages of local research and development centres. In conclusion, Markus Jöckel, Director Parts & Distribution, informed the dealers of the Clark spare parts service.

Gold – Silver – Bronze

Awards for outstanding dealer performance in 2008 formed the high point of the dealer event in the Van der Valk Hotel in Moers. The three best German dealers of the preceding year were awarded certificates in Gold, Silver and Bronze. Hald & Grunewald from Baden-Württemberg were awarded the highest distinction, Kowalski Transportgeräte and Technik Center Alpen - both dealers with their headquarters on the lower Rhine in North Rhine Westphalia – silver and bronze.



Idyll on the Lower Rhine: The Van der Valk Hotel in Moers was the location for the Clark conference.



The award in gold was accepted by Sabine Marquardt, authorised representative, on behalf of Hald & Grunewald GmbH. Hald & Grunewald ("The whole world of the fork-lift truck") has its headquarters in Herrenberg and guarantees blanket support for fork-lift trucks throughout Baden-Württemberg with 20 service technicians. Their customer list includes, amongst others, OBI, EnBW, Ritter Sport, Daimler and Porsche.



The silver award was accepted for Kowalski Transportgeräte GmbH by Managing Director Dietmar Kowalski. Together with his son Michael, Dietmar Kowalski directs the fortunes of the company, which, amongst other things, employs ten customer service technicians and sales staff and truck drivers to provide the region of greater Mönchengladbach and the left bank of the Lower Rhine, including Duisburg, with efficient fork-lift truck solutions.



The bronze award was accepted on behalf of the Technik Center Alpen GmbH ("Our performance. Your profit.") by authorised representative André Schwarte and sales expert Michael Langguth from the TCA associate Agravis. Starting off exclusively as specialists for agricultural technology, the portfolio of the Technik Center Alpen now includes construction machinery, articles for home and garden and, since March 2006, Clark fork-lift trucks.



Best sales results 2008 in the Netherlands: ClarkLift Nederland

The most successful Netherlands Clark dealer of 2008 has their headquarters within sight of the city of Eindhoven: ClarkLift Nederland B.V. Managing Director Don Vernooij received the gold award for best sales results on behalf of his company for their efforts. Sales Manager Rainer Glässer, who presented the award in the name of Clark Europe GmbH, was impressed in Sint-Oedenrode also by the growth of the successful Netherlands Clark partner. The 35 employee company took a decisive step towards expansion in the middle of December 2008 with

the relocation to larger premises. The Netherlands company now has more than 2,500 m² commercial floor area (total plot area: 3,200 m²). The portfolio of ClarkLift Nederland covers, in addition to sales and rental of fork-lift trucks, pallet lifting trucks and stores technology, services such as maintenance and repair.



Best sales results 2008 in Belgium: Deceuninck



In one of the most important regions of west European industry the Clark dealer Deceuninck was able to extend the success gained in the previous year. The committed fork-lift truck experts Hendrik Deceuninck and Kathleen Descheemaker from Izegem/West Flanders in Belgium recently received the gold award for "Best Sales Results – Clark Fork-lift Trucks

in Belgium 2008". The award was presented by Sales Manager Rainer Glässer. The company Deceuninck was founded in 1995 and today employs around 17 members of staff, largely involved in the technical area. Hendrik Deceuninck brought with him two decades of Clark experience into the company, a Clark Europe GmbH dealer since 2005. The company has already recorded considerable success in the food, construction and metal industries and the conditions for further growth locally are good.

28 years old and not a bit tired: Clark fork-lift trucks in use And runs, and runs and runs

Abdulla Odi Bzoor, fork-lift driver at STAR Arab Industrial Company is enthusiastic: "The conditions in our production facility in Ramallah are extremely hard. I am really glad that my Clark fork-lift gives me reliable service on a daily basis." As such, this is not unusual, since Clark is well-known for its "Built-to-last" qualities. However, the specific Clark fork-lift truck that Abdulla Odi Bzoor has been driving himself for 15 years, was already purchased in 1981.

"The Forklift" has therefore accompanied the 65 employee company, founded in 1970 in the West Bank, being one of the leading manufacturers of cleaning agents for household and industrial use in the area, over a good proportion of its successful path, and will continue to be a reliable partner in the future.



Collaboration of Geotrade with Clark provides the basis for reinforced presence in Italy

Successful launch of a new partnership

Since October 2008, the contract has been cut and dried – in November 2008, the new partnership between Clark Europe GmbH and the Italian Geotrade SRL was presented to an extended public. More than 100 visitors, representing 85 of the 119 Italian provinces, were received at the new Clark Dealer Geotrade in the north Italian town of Pontenure for an open day.

Excellent conditions

The invitation to Pontenure was also taken up by Clark Europe GmbH of course. Managing Director Egon Strehl made the journey together with Clark's Sales Manager for Italy, Gianandrea Galli, to Pontenure in order to get an idea of the new partner locally. The welcome for the Clark ambassadors was warm and was expressed by Giorgio Bassanetti, CEO of the Geotrade parent company Hitesco, and Geotrade Sales Manager Piercarlo Brandolini. Egon Strehl: "We are impressed. The capabilities of Geotrade with its tight sales and marketing network, the extensive knowledge in the field of fork-lift trucks and the infrastructure conditions at the headquarters in Pontenure are really impressive." Actually: With 3,000 m² of indoor area for exhibitions, spare parts stores and workshops, a further 15,000 m² external floor area and generously dimensioned offices, the Hitesca headquarters are certainly impressive.

Green offensive impressed

Almost the entire range of fork-lift trucks was presented to the technical public at

the presentation weekend in Pontenure. The equipment could be inspected and tested. End users and dealers expressed themselves to be very impressed. An ideal occasion for reinforced Clark presence in Italy, the third largest market in Europe presented itself: "Of the 40,000 units required by the market each year, approx. 20,000 units are made up of counterbalance fork-lift trucks", according to Egon Strehl, "87 percent are electric units as opposed to the European average of 50 percent. Just our environment, therefore."



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Energetic partnership at eye-level

In his speech, Giorgio Bassanetti described why Clark has been able to beat a whole series of competitors in the selection of a new fork-lift truck supplier. Initially he spoke of the performance capabilities of "The Forklift", and emphasised also the excellent world-wide reputation of the



Clark brand. In addition, Geotrade and Clark would represent, on both sides, dynamic, competitive and well-organised companies, being the best starting position in order, in the shortest possible time, to be able to play an important role on the Italian market. To suit the actions to the word Egon Strehl handed over, at the end of his speech, a clock as a symbol of the new era.



International technical exhibition for distribution, material and information flow with Clark dealer Hald & Grunewald

LogiMAT 2009



From the 3rd to the 5th of March 2009, at the new state exhibition grounds at the airport in Stuttgart, exhibitors and decision takers from industry, commerce and service industries come together to find competent partners. The LogiMAT, International technical exhibition for distribution, material and information flow is coming up. At the largest annual intra-logistics exhibition in Europe, the Württemberg Clark dealer Hald & Grunewald represents the colour green in Hall 7 – Stand 434.

Motive subjects in the field

At the LogiMAT, the technical visitors will get a complete market overview covering everything which is important for the intra-logistics sector. International exhibitors show innovative technologies, products, systems and solutions for rationalisation and cost optimisation of the company-internal logistics processes.

Focus points at LogiMAT exhibition

The LogiMAT has focus points for the exhibition, amongst other things, on fork-lift

trucks, conveying and stores technology, stores and production control/robotics, on solutions for packaging, measurement and franking, on loading technology and environmental technology.

Mobile logistics experts on site

Hald & Grunewald, who have a presence at LogiMAT on an exhibition area of 63 m², and who recently was awarded a gold for the most successful German Clark dealer in 2008, also have been able to make a name for themselves for special tasks throughout

Germany. Rock in the Park, Hockenheim Ring, Concerts by Genesis, Herbert Grönemeyer or Bruce Springsteen. All these events have one thing in common: Fork-lift trucks rented from Hald & Grunewald. Thanks to the wide range of equipment for all-terrain fork-lift trucks, with and without four-wheel-drive, industrial fork-lift trucks and telescopic fork-lift trucks, the stages and platforms for the events can be erected and dismantled with ease. The Württemberg Clark partner also scores points with on-time delivery thanks to their own low-loader and rapid on-site service.

Tom & Clarky capture the hearts of the children

The social commitment of Clark Europe GmbH has two new faces: Tom & Clarky. The comic figures are the main acts in the edited Kindergarten Set by Clark which Clark dealers can order for distribution to local kindergartens. These are to be supported by the play and painting utensils, and the children will be inspired by Tom & Clarky. A set consists of a drawing book, wax drawing crayons, a memory game as well as stickers and balloons.

