

## Forklift Owners Bill of Rights

As A Forklift Owner, You Have The Right To.....

**Resources:** You have the right to do business with a company that has more physical resources than anyone else; parts inventory, service vans, rental fleet, product line, six convenient locations and above all over 200 employees working together to insure your business runs as smoothly as possible.

**Peace of Mind:** You have the right to do business with a company that has been around for 60+ years and will be here for you today, tomorrow and for years to come.

**Product Line:** You have the right to over 115 models of lift trucks to choose from. There is no reason to look anywhere else!

**Unequaled Service:** You have the right to the service resources necessary to keep your fleet up and running - 70 dedicated service vehicles, 100+ mechanics, 6 locations, 24/7 availability, customized maintenance programs for every application and training for your mechanics and operators.

**Service Guarantee:** You have the right to service " Done Once, Done Right, On Time!"

**Maintenance Programs:** You have the right to more maintenance options than anyone in the industry. Full Maintenance, PM Maintenance, Special Accounts coordinator for unique billing/maintenance needs, PM Drop Program, Service Specials, Oil Sampling/Fluid Analysis to tell you what's going on with your truck and more.

**Cost Per Hour Tracking:** You have the right to know how much you spend on your lift trucks. 80% of the ownership of a forklift is maintenance and other related issues. How do you track your ownership costs? As a Johnson customer, you have the right to a no cost, Cost Per Hour tracking system which will tell you where and how you are spending your money, and when it is time to replace a unit.

**Parts Availability:** You have the right to 96% availability, over 28,000 line items and access to over 80,000 competitive parts through our Unisource parts matching program. You have the right to a professionally managed, customized parts consignment.

**Late Model Rental Fleet:** You have the right to over 600, late model rental trucks with an average age of 2.5 years. You have the right to a rental truck that runs like it is supposed to, when it is supposed to. You have the right to the broadest product range in the industry: Internal Combustion to Electric Pneumatic to Solid, 2500# to 36,000#, narrow Aisle to Outdoor applications, From big to small, we've got it all!

**Transportation:** You have the right to 9 late models, well maintained transport trucks that are the envy of the industry. You have the right to guaranteed pick-up and delivery for rentals, service, and new and used sales.

**Finance Options:** You have the right to more finance options than anyone else can offer. We can structure a lease contractor or rental purchase option using Johnson's own programs, or we can use other unique financing options available only to Johnson. You've got questions, we've got answers!

**Forklifts are our business, not yours. We encourage you to take the Johnson Challenge today and see what the others have to offer. Then stop by and see us... We know you'll be glad you did!**



**JOHNSON LIFT/HYSTER**