

**SMART
STRONG
SAFE**

CLARK MATERIAL HANDLING COMPANY



2019

CLARK NEWSLETTER

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2019

CLARK[®]
THE FORKLIFT

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CLARK MESSAGE

FROM THE PRESIDENT & CEO



Dennis Lawrence, President & CEO

What does 101 years in business look like? It looks like positive sales growth and strong profitability year over year, new product development strategies that rival the competition, annual expansion plans not seen at CLARK in years and a renewed emphasis on making a difference in the communities where we live and serve.

While we are proud of our long-standing heritage and commitment to customer satisfaction, our sights are set on the future of CLARK. As a leader and innovator in the material handling industry we know all too well the challenges to keep up with technology and maintain customer loyalty in these fast-paced times.

With the advent of online buying in the

world today, it is more difficult than ever before to be in "front" of a customer. As online ordering and box truck deliveries have changed the make-up in how the American public buys their goods, we at CLARK stand committed to the personal touch.

A customer has to feel that its business matters to a supplier. They have to feel confident that the goods and services they are about to buy will meet or exceed their expectations each and every day. They have to have faith and trust that their partners best interest is considered. They have to know that anyone can sell a forklift, but only CLARK can sell the original.

Whether it is the sales experience, after sales maintenance, or simply working with a company who has a high moral compass, the customer needs to feel good about his or her decision.

At CLARK, our team is dedicated to all of the above. It is not enough to simply sell a forklift, or provide aftermarket parts, or be supportive to the strongest dealer network across the globe, we have to be part of the customers solution by providing the right truck and part, at the right time, at a competitive price and in the end find opportunities to give back to the community that we all live and serve in.

CLARK does it all!

MISSION

CLARK IS COMMITTED TO THE PURSUIT OF EXCELLENCE IN THE DESIGN, MANUFACTURE AND DISTRIBUTION OF SAFE AND RELIABLE MATERIAL HANDLING PRODUCTS WHILE PROUDLY GIVING BACK TO OUR COMMUNITY.

VISION

ACHIEVE POSITIVE GROWTH IN UNIT SALES, REVENUE AND OPERATING INCOME YEAR OVER YEAR. GIVE BACK TO THE COMMUNITY WE SERVE. PROVIDE A SAFE AND PRODUCTIVE WORKPLACE ENVIRONMENT.

VALUES

- INTEGRITY
- EMPLOYEE COMMITMENT
- TEAMWORK
- PURSUIT OF EXCELLENCE
- CORPORATE CITIZENSHIP



WHO WE ARE

CLARK is recognized as being a Best Place to Work in Kentucky and is consistently recognized as a top 10 global forklift supplier. CLARK proudly employs a team of professionals who are experts in their field and possess a passion for their work and the company they work for. At our American Headquarters in Lexington, KY and our Parts Distribution Center in Louisville, KY, CLARK provides:



The CLARK History Hall is now open for viewing at our American Headquarters in Lexington, Kentucky. The History Hall highlights over 100 years of history of CLARK and our contributions to the material handling industry. This museum features a number of significant artifacts dating back to the start of the material handling industry in 1917. A highlight of the history hall includes a replica of Eugene Clark's office including his original, personal corporate seal. Also on display is a timeline of CLARK innovations and contributions to the material handling industry as a whole. Exhibits include a Trutractor, literature from over the decades, photos and a wide variety of marketing materials utilized by CLARK and CLARK Dealers to promote the company's goods and services.



CLARK - FORGING INTO A NEW DECADE



Rick Dahlke, National Sales Manager

While 2019 brought expected growth and more than a few surprises, 2020 looks to be a banner-year for CLARK as we head into our 12th decade.

2019 brought some serious excitement to Lexington over the course of the year.

First a record-setting PROMAT in Chicago that saw some expansion of the material handling sector that really emphasized the strong market that we have enjoyed over the past few years. An amazing ARA show in Anaheim where the CLARK GTS continues to make an impact. And who can forget the exciting annual CLARK sales incentive trip that this year took us to beautiful Puerto Vallarta. This year over 50 dealers earned this award. In September, CLARK again hosted their New Equipment Sales training which was attended by more than 50 new sales folks from the US, Canada and Mexico. And in its first full year, the CLARK S-Series truck proved that this is the best heart-of-the-line truck CLARK has ever built.

CLARK achieved several other milestones in 2019.

CLARK also realized, and began implementation of, a new Salesforce CRM system that will change much about how we do business going forward. This system will enhance all aspects of CLARK, including sales tracking, service inquiries, lead generation and follow up as well as warranty administration. This will provide great advantages to our dealers and salesmen for years to come.

We expanded Dave Nicolette's training group with the addition of Eddy Mercon. Our ability to provide tech training around the dealer network continues to expand and improve thus giving peace of mind to our salesmen that the CLARK equipment they sell is being serviced by qualified and trained technicians.

2019 brought the launch of new product offerings like the WPL25 Lithium powered pallet jack. The OSQ low level order picker and the re-design of the HWXE/PWXE. This new enhanced version of the HWXE/PWXE provide larger, wider drive wheels, a new handle, larger platforms and an improved operator experience with a larger, softer platform and padded thigh areas. The strongest is now the most comfortable as well. It was indeed a great year for new and improved product offerings.

2019 also saw the completion of the manufacturing expansion that has been taking place over the last couple of years. With these changes, CLARK Lexington is now assembling the HWXE/PWXE, the ESX, NPX, TMX

and ECX; and, is also building much of North Americas S-SERIES trucks.

Finally, the new CLARK R&D Center opened in Lexington ensuring a steady flow of new product enhancements for years to come. Personally, with all that CLARK has accomplished over the past few years, this, I think, is the most exciting development for the CLARK sales forces around North America. The ability to control and enhance areas of assembly, component acquisition, quality control, lead times and shipping will provide significant and continuous improvements of all our product offerings.

Yes, 2019 was a great year for CLARK sales, and, it looks like we are even better positioned for an amazing 2020! Watch for further announcements on what could well be the best year ever for CLARK sales.



Should you have any questions regarding CLARK products or aftermarket parts support please do not hesitate to call for more information at 1-866-252-5275 or visit www.clarkmhc.com

HWXE

OSQ



NEW EQUIPMENT

CLARK Walkie and Rider Pallet Trucks are enhanced with the introduction of the HWXE and PWXE models. At the core of the enhancements is a new gearbox providing improved handling and acceleration, expanded drive wheel options including smooth riding 5" wide rubber. Service improvements such as plug in type motor speed sensor and better gearbox oil access were also incorporated. On the HWXE rider model, the longer ride-on deck is now standard, and operators will appreciate improved comfort and reduced fatigue with the standard new foam cushion floor mat and kneepads. The dimple type plate and short frame rubber floor mat will still be available as options. Updated tiller handles add to the ergonomics and ease of operation. Also, a new FOSP (First Opening Second Pallet) trail-frame with streamlined fork profile is available for ordering. This unit is assembled in Lexington, Kentucky and the frame is now fabricated in the USA.

CLARK's latest product – the Order Selector Quick Pick, is a working platform vehicle that combines the attributes of an elevating work platform, an order-pickers with 1,000 lb. capacity, lift heights to 192" and a 2,500 Lb. towing capability all in a compact vehicle design. The CLARK OSQ can cut labor time in half for many routine activities by enabling a single employee to accomplish tasks that typically require two. Beyond huge efficiency gains, enhanced safety on this unit can also lower costs associated with lost time and product damage. The CLARK OSQ has many of the same industrial features and benefits as any other CLARK Forklift... I-Beam Nested Design Mast for Strength and Stability at higher heights, Zapi Controllers, LCD Dashboard Display, Electromagnetic Parking Brakes and of course, Regen Braking. A great addition to the CLARK family of products.



EXPANSION OF CLARK - LEXINGTON



S25



S25C



TMX



NPX



ECX



ESX



HWXE



PWXE

THE 8 MODELS WE ASSEMBLE HERE

CLARK NORTH AMERICAN HEADQUARTERS



CLARK is completing expansion of our American Headquarters in Lexington, Kentucky.

We're now in the final stages of adding a third facility to our manufacturing operation. As part of this expansion, we will begin re-shoring to Lexington, production of the heart-of-the-line internal combustion products, the S-SERIES. This expansion will enable volume production of the S-SERIES to be completed in Lexington; and, will bring our Kentucky footprint to 350,000 square feet to cover production of eight models: S-SERIES Pneumatic, S-SERIES Cushion, ECX, TMX, ESX, NPX, HWXE and PWXE.

"This is the third expansion of CLARK's Lexington campus in four years," said Scott Johnson, Vice President of Sales and Marketing for CLARK. "We completed a new R & D/Engineering Center in 2017, and in 2016 we expanded our manufacturing footprint to include high volume models previously produced in Mexico. To meet the growing demand for the company's electric and internal combustion products, CLARK will produce nearly 80% of its products in Lexington."



**FACILITY WILL REACH
350,000 SQUARE FEET**

2019

At a recent groundbreaking ceremony held in Lexington, Dennis Lawrence, CLARK's President & CEO commented: "This is an important step to position CLARK for the future. This expansion will enable us to improve our operations, drive out waste and reduce lead times. We are excited to be strengthening our investment in the Lexington area. The dedication and productivity of the local workforce is key to helping expand our production capacity. Our expanded facilities are important elements in our desire to exceed customer expectations and fuel global growth."

AFTERMARKET PARTS



Charlie Chwasz, North American
Aftermarket Sales Manager

Your CLARK lift truck is Built to Last[®]. It's important to keep it that way with CLARK OEM parts. CLARK OEM parts are a great way to optimize your lift truck's performance and get the most out of your CLARK lift truck.

CLARK OEM parts are highly dependable and designed to fit your CLARK lift truck. CLARK OEM parts are manufactured to the same high standards as the originals, for durability and longevity. CLARK OEM parts fit correctly the first time and every time. This will reduce down time and ultimately, your truck will be up and running sooner, helping to reduce your total cost of ownership.



Our 165,000 square-foot state-of-the-art facility in Louisville, Kentucky is kept stocked and ready to ship. This facility is strategically located close the UPS WorldPort airhub. Packages shipped by 9:00 P.M. can often arrive at your dealership by 7:00 A.M. the next day.

Not only do we have parts for current production CLARK lift trucks, we also have a large inventory of parts for older CLARK lift trucks. If you have a fleet of older CLARK lift trucks, rest assured that you can count on us to have the parts you need. In the rare case the part you need is not on-site, our team in Lexington will work to find the part you need and get it to you as soon as possible.

CLARK OEM Parts are backed by a strong factory warranty. And it's important to remember that warranty claims may be voided if sub-standard non-OEM parts are used on your CLARK lift truck. By using CLARK OEM parts, you keep down time to a minimum and up time to a maximum. You're also using parts that are designed to help keep your "Built to Last[®]" CLARK lift truck running as it should for years to come.

CLARK RAISING HOPE



Alan Sutherland, Public Relations
Manager

Our Mission, Vision and Values focus on our purpose of corporate citizenship and giving back to the community.

To that end, each employee is given 16 hours of paid time off to make a difference in our community. At the end of September 2019, 166 employees had given 2,134 hours to make a difference with 45 non-profit agencies. This year we closed our production plant for two days to enable our production employees to make a difference. On April 12th we sent out 53 employees on five projects and in October we will have another five agencies benefiting from our production and in October we will share another day with five organizations in the community.

In February we began an employee deduction program for our Raising Hope Philanthropy program and in June of 2019, 73 CLARK dealers joined us in this venture – since its inception we have given away \$51,000. 42 non-profit agencies have been the beneficiaries of this money and we know it is being put to good use.

Hope is being raised in each corner of the bluegrass and beyond. It is something that is at the core of CLARK and we continue to respond to the needs of the community to the best of our ability.

• ORGANIZATIONS WE SERVE IN THE BLUEGRASS •

Adopt a Highway
African American Foundation
Alzheimers Association
American Cancer Society
American Heart Association
Backpack program
Best Buddies
Bluegrass Community Foundation
Candlelighters program
Child Development Center
Clays Mill Elementary
Court Appointed Special Advocate
Citizens Police Academy
Dare to Care
Dixie Elementary
Elkhorn Middle School
Families in Transition
Foster Care Council
Foundation for Latin American Culture
and Arts
Flockers Against Cancer
Fraternal Order of Firefighters
Leadership Lexington Foundation

Lexington Fire Department
Future Farmers of America
Gatton College of Business & Economics
Georgetown Stingrays
Girls on the Run
Home of the Innocents
Homeplace
International Mosaic Down Syndrome
Jessamine Homeless Coalition
Jewish Federation of the Bluegrass
Kentucky United Methodist Home
KET
Kiwanis of the Bluegrass
KVC of Kentucky
KY Cancer Link
Lady Veterans Connect
Lexington Humane Society
Lexington Rescue Mission
Living Arts & Science Center
Martin Luther King Alpha Beta Chapter
Mobile Pantry
My Pink Navigator
Nashville Police Christmas basket

Northside Y
Ohavay Zion Synagogue Backpack
Program
Prevent Child Abuse Kentucky
Richmond Knights of Columbus
Saint Jude Children's Hospital
Salvation Army Christmas Lunch
Salvation Army Lemon Aid
Salvation Army Boys and Girls Club
Scarlet Hope
Southwest Pony Baseball
Special Olympics of KY
State conference Technology
Surgery On Sunday
The Nest
The Well
UK Markey Foundation
Yes Mamm
Waveland Historic Home
West End School
Woodford County High School Band
Woodford County High School Theater

DEALER NETWORK



	MAIN	BRANCHES	TOTAL
U.S.	82	63	145
CANADA	7	19	26
MEXICO	11	10	21
LATIN AMERICA	10	-	10

202

LOCATIONS ACROSS THE AMERICAS



CLARK not only invented the forklift over 100 years ago in 1917 and has continually focused on providing SMART. STRONG. SAFE. products; We are also focused on providing the same in our Dealer network.

SMART – CLARK dealers are continually trained and updated on the latest product developments and enhancement and how they will benefit the customer. They have access to all of CLARKS support systems

PartsProPlus®, Totalift parts and safety catalogs to ensure that the customers equipment is being serviced with the correct and highest quality parts.

STRONG – CLARK has one of the most mature and expansive dealer networks in the Americas with over 215 locations. The average dealer has represented CLARK more than 24 years.

SAFE – CLARK dealers are not only trained to provide

the correct equipment into the proper application to provide maximum return to the customer, the technicians are also trained on proper methods and procedures for maintaining the equipment to reduce down time and overall cost of ownership. They are also provided with the latest updates in diagnostic tools, software and service bulletins to insure the equipment is properly updated and running at its optimal performance level.

Looking for a CLARK dealer? Visit www.clarkmhc.com/home/DealerLookup



THE FORKLIFT

A Global Company

CLARK products excel in strong, smart, safe industrial designs. Lift truck owners and operators universally rely on CLARK lift trucks to increase productivity and profitability. CLARK products come in a wide range of capacities, fuel types, and options for use in manufacturing, distribution, warehousing, fabrication and more. CLARK lift trucks and original CLARK aftermarket parts are available through 550 worldwide authorized Dealer locations in 80 countries.

Visit our website for more information on CLARK and to locate a distributor near you.

We have you covered.



SMART ■ STRONG ■ SAFE

www.clarkmhc.com



**CLARK WILL BE EXHIBITING AT MODEX 2020, BOOTH #2019, FEATURING
NEW TECHNOLOGIES & CONTINUED PRODUCT INNOVATIONS.**



**LOOKING FOR MORE INFORMATION?
VISIT WWW.CLARKMHC.COM**

FOR ANY OTHER QUESTIONS, CALL 866-252-5275