

# Take The Riekes Challenge

## Compare Riekes Capabilities to those of Brand X

<u>Products – To Solve Your Material Handling Problems</u>	<u>Riekes</u>	<u>Brand X</u>
Supply over 100,000 products	YES	
Professional sales staff – Factory Trained with Field Experience	YES	
Full line of fork trucks to 36,000 pounds	YES	
Fleet Management Programs 1 – 100 or more units	YES	
Creative financing to fit your needs	YES	
System design integrating all products	YES	
AutoCad design capabilities	YES	
Installation and service support for all products	YES	
Detailed plant logistics studies	YES	
Supplier partners are all Market Leaders	YES	
Fast moving stock on hand in inventory	YES	
Large inventory of used equipment	YES	

<u>Rentals For Your Every Need</u>	<u>Riekes</u>	<u>Brand X</u>
Rental fleet of over 300 units	YES	
In stock capacity to 15,000 lbs. up to 60,000 lbs. available	YES	
High reach – propane – electric – rough terrain – pallet trucks	YES	
Well maintained – average 2 ½ years	YES	
Discounted rates for service customers	YES	

**Service – Fork Trucks and All Products We Sell**

**Riekes**

**Brand X**

40 Technicians averaging over 15 years of experience	YES
Factory trained with a ProTech tested certification	YES
Experienced in servicing all brands of fork trucks	YES
Guaranteed two hour emergency response	YES
24/7/365 service response provided	YES
Service vans carry parts inventory to match customer's fleet	YES
Corporate Service Trainer with step by step curriculum	YES
Yale Gold Star Certified shops	YES
Computer dispatched road service	YES
Cell phone communications for instant response	YES
Laptop equipped technicians with web access	YES
Real time information sharing and availability	YES
Maintenance/Parts manual online by serial number	YES
Mobile tire pressing – all locations	YES
Complete battery/charger repair department	YES
Operational/scheduled maintenance programs	YES
Full maintenance programs	YES
Computerized reporting and analysis of costs	YES

**Parts – We have the Part When You Need It**

**Riekes**    **Brand X**

Computer managed \$500,000 inventory	YES
98% stock fill rate	YES
Web based parts cross reference for all brands	YES
Parts usage reporting to control costs and facilitate change	YES
Customer matched inventory in each branch	YES
Emergency parts shipments directly to end user facility	YES
Courteous parts staff with industry best technician knowledge	YES
100% Yale fill rate in 24 hours	YES
Nationwide connectivity with \$50,000,000 inventory	YES
Tire application surveys to offer optional configuration	YES
Customer directed and designed Fleet Parts Programs	YES

**Fleet Management – Let Us Lower Your Costs by 15%**

**Riekes**    **Brand X**

One Source Management for acquisition and expenses	YES
100,000 units currently under Yale Fleet contracts	YES
Comprehensive plant survey of equipment and logistics	YES
Personalized fleet analysis and program	YES
5 “R” process of maximum fleet utilization	YES
Nationwide capabilities using the Yale Dealer Network	YES
Tailored financing including buy/lease back	YES
Total support for even mixed brand fleets	YES
Written reports documenting total cost and savings	YES
Quantifiable continuous improvement programs	YES
Transaction distilled down to one monthly invoice	YES

**People – Our Greatest Asset**

Team of problem solvers working for you	YES
Value driven staff	YES
Work environment that encourages initiative and innovation	YES

**Riekes   Brand X**

**Riekes - Company Capabilities**

Dedicated to Customer Satisfaction	YES
Locally owned and operated since 1936	YES
Financially strong with credit terms to match your needs	YES
Forklift Operator Training to meet OSHA rules	YES
RHSC Reducers	YES
Safety Committee working for you	YES
Comprehensive liability & work comp insurance	YES
Winner of countless industry awards	YES
Board member of MHEDA and numerous dealer councils	YES
Leader in productive use of technology	YES
Responsive communication using the latest tools	YES

**Riekes   Brand X**