

Subject: **The Exclusive Raymond 4700 Series 4 Wheel Sit Down Rider.**

To: Authorized Sales Manual Holders (*Americas*)

Date: April 1, 2006

In keeping with The Raymond Corporation's strategy to provide you with a complete Class I offering to enhance your ability for account control in your customer base, we are pleased to introduce the exclusive Raymond 4700 Series of four-wheel, sit-down rider, counterbalanced lift trucks.

The 4700 Series boasts leading edge models with features unique in the industry to enable the Raymond sales professional to meet customer needs as never before.

Featuring Raymond's ACR System with AC power in both traction and lift systems, the 4700 Series does not stop there. A unique steering system provides industry-leading maneuverability, and oil-cooled disc brakes are standard on the smaller models. The 4700 Series doesn't just meet the competition, it beats it!

The New Line-up 4700 Series

Model 4700	C30	C40	C50HM	C50	C50L	C60
Replaces DSD	C30	C40	N/A	C50	C5E	C60

The Highly Maneuverable 4700 C50HM

With the 4700 series, Raymond introduces the model 4700 C50HM. This 5000 lb rated truck takes a full 5000 lbs to 156" yet is the most compact 5K truck in the industry. This highly maneuverable truck shares multiple key features with the lighter capacity C30 and C40 models, which include:

- Dual, powered, counter-rotating drive wheels, which enhance turning ability
- A unique frame design 2" narrower than our most compact competitor
- A frame profile that allows for a steer axle that can achieve a 95° steer wheel turn

All of these features, and more, allow the 4700 C50HM to pivot about a center point midway between the two drive wheels, like a 3-wheel truck, whereas the conventional 4-wheel design pivots about the outside edge of the drive tire. This results in a turning radius that is 3" shorter than our most compact competitor, and as much as 7" better than the rest!

Market Leading Features:

- Designed for operator comfort and performance, the Raymond 4700 series boasts industry-leading, world class ergonomics in the operator compartment design, including not only a standard vinyl semi-suspension, fully-adjustable seat, but also control levers ergonomically designed to minimize operator fatigue in high shuttle applications.
- The ACR system with AC power on both drive and lift systems reduces maintenance costs and provides peak performance through the battery charge life.
- Speed and performance equal or exceed the best in the industry.
- With oil-cooled disc brakes that can be easily removed and serviced, if needed, in less than one hour per wheel, high cost brake maintenance is a thing of the past (currently available on the C30-C50HM models).
- Standard side-removal battery compartment.
- Bolt-on overhead guard – converts to drive-in-rack requirements quickly.
- Full featured electronic control systems provide standard BDI with lift interrupt plus component monitoring with warning lights.
- Standard Raymond Warranty

Take Order Date: April 1, 2006

Customer Ship Date

Shipments will follow in standard lead time from stock units to be stored in Greene (8-10 weeks). Special factory orders will require 18-20 weeks.

Order Entry and Support

With the introduction of the 4700 Series, all Class I trucks will be supported from Raymond headquarters in Greene, NY. Contact the following for support:

Order Entry: Ann Fairchild – Phone (607)-656-2471
Sales Engineering: Rick Woerter – Phone (607)-656-2341
Field Service Support – Phone (607)-656-2200

This Launch package includes:

- 4700 Series Lift Truck Brochure
- ACR Brochure
- Sales Manual Pages
- Price pages
- Product Specifications and Product Reference
- 4700 Series Customer Video / CD
- Press Release

Check out the following on the Winner's Edge:

- 4700 Specification Sheet
- 4700 Series Lift Truck Brochure (PDF)
- Key Selling Features (PDF)
- Key Selling Features (Video)
- Product Walk Around Feature Points (PDF)
- Product Walk Around (Video)
- 4700 Series Interactive
- Photos and Diagram (JPG Image)

The Raymond 4700 Series four-wheel counterbalanced lift trucks – Raymond exclusives...industry leading performance, low cost of operation, ergonomics and comfort. When coupled with the Raymond EASi Pacer, DSS and the RTW, you have the best Class I offering available anywhere for your warehousing and distribution customers.

Good Selling!



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