



▲ CROWN INTUITIVE DISPLAY: Through the C-5's display, real-time truck performance feedback is provided to the operator or technician. No more fumbling with a laptop, handsets or dongles to get truck feedback and diagnostics. Simply use the intuitive keypad and you're on your way.

INTEGRATED TRUCK TECHNOLOGIES

Access123

THE BRAINS BEHIND THE BEIGE: Access 1 2 3[®] Comprehensive System Control is the platform through which the truck automatically collects data, monitors functions and controls truck systems to support desired levels of performance and productivity.

For example, it communicates a wealth of information about truck systems: powertrain, exhaust, cooling and more. It also senses truck speed and direction, position of forks, thermal ranges, operator performance levels, functions selected and more.

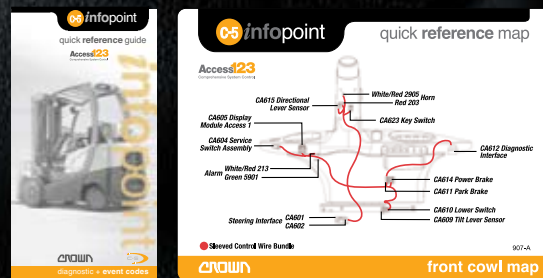
The display serves as an interface, facilitating two-way communications between the truck, operator and technician when and where needed.

BOTTOM LINE: Well-controlled, safe, highest-performing truck.

FINE-TUNED PERFORMANCE: Crown C-5 Series trucks are not one-size-fits-all. In fact, through integrated truck technologies, users and managers are able to modify truck performance to the task, operator and desired fuel consumption.

SIMPLIFIED TECHNICAL SUPPORT: Technicians and managers can access the system via the display, see event codes and access supporting documentation from InfoPoint[®] reference maps.

InfoPoint tells the technician what it is, where it is, and what it does. The technician can quickly get to the heart of the problem—and solve it—fast.



▲ INFOPOINT: The InfoPoint maps, quick reference guides, and Access 1 2 3 messaging are the IC industry's first on-board diagnostic system.

FUEL BALANCE INDICATOR: NO MORE RUNNING OUT OF GAS

The Crown C-5 Series features a breakthrough fuel monitoring system that results in less wasted fuel and time changing fuel tanks unnecessarily.

A patent-pending technology, eSmart[™] Accurate Fuel Tracking, uses an algorithm to measure fuel bottle factors for accurate fuel measurements. Via an LED indicator on the display, refueling advice begins when the system senses 16 minutes of remaining fuel.



What's more, the system also tracks fuel consumption data that's available through the Crown InfoLink[®] system. With this software, managers can access and use fuel data by operator, truck, fleet and location to measurably reduce fuel costs and inefficiencies.



▲ eSmart[™] ACCURATE FUEL TRACKING takes the guesswork out of refueling.

UNPRECEDENTED VALUE



CUTTING-EDGE SERVICE PROGRAMS THAT WILL REDEFINE YOUR VIEW OF LIFETIME COSTS.

Beyond offering the industry's best IC truck, total value for Crown customers is realized through a number of cost-saving, productivity-enhancing programs, including:

- ▶ Dramatically extended service intervals—less service, more uptime.
- ▶ The best warranties in the industry—often double the competition.
- ▶ Access to Crown's proven service and support network.
- ▶ What's more, we've developed an unprecedented offer we call the **CROWN CONFIDENCE PLAN**. It includes 24 months (or 2,000 hours) of routine maintenance.

// GLOBAL SUPPORT NETWORK

Crown offers access to the best network of sales, service and support professionals throughout the world. This includes the Crown Integrity Parts and Service System[®], offering a proven way to reduce labor and parts replacement costs.

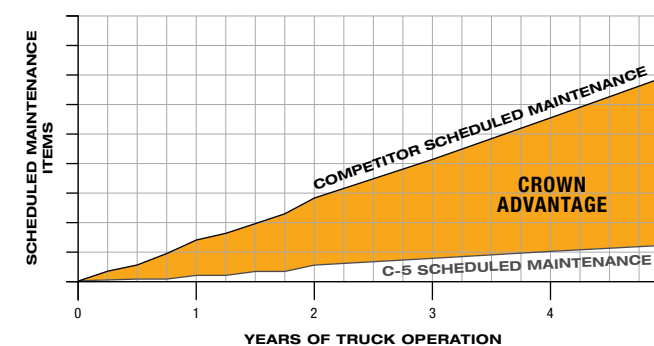
You'll also benefit from state-of-the-art facilities, featuring the latest equipment and tools, service expertise, complete product and part inventories, well-stocked service vans and more.

// LESS SERVICE ADDS UP

Throughout the life of your truck, you'll experience the cost-saving, uptime-generating benefits of less maintenance.

The chart illustrates the dramatic reduction in maintenance touch-points for the C-5 versus the leading competitor. While they require 610 touchpoints in the first 2,000 hours, the C-5 requires 79. Not only can you **save \$4,500 in parts and service labor** in the first 5 years, the competitor truck is in the maintenance shop 4 times more often due to scheduled maintenance.

// SCHEDULED MAINTENANCE COMPARISON*



* Scheduled maintenance in chart above based on data from Crown and competitor service manuals.

// CROWN CONFIDENCE PLAN

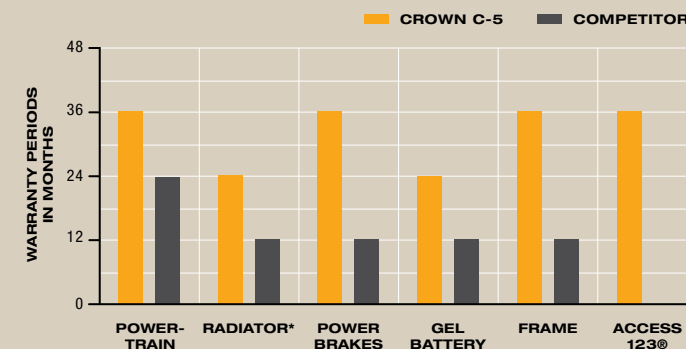
Choose Crown and you get confidence and value. And with each C-5 truck, **you'll receive routine maintenance for up to 24 months or 2,000 hours**. This adds up to immediate payback along with long-term performance.

▲ THIS CHART reflects costs of recommended scheduled maintenance for Crown and the leading competitor. The result: significant savings over the life of the truck.

// INDUSTRY-LEADING WARRANTIES

Standing behind our word has always been a standard business practice at Crown. But, nothing's standard about the warranties on the C-5 Series.

Customers can rest assured that Crown trucks are ready to serve—with **standard warranties that far surpass any competitor**. We'll stand behind our truck so your technicians don't have to stand over them.



// BOTTOM LINE: LOWER LIFETIME COSTS

At the end of the day, a major factor for choosing one lift truck over another is total cost over time.

Crown takes a long-term approach to value with the C-5 Series through the combination of a truck that's engineered for uptime, leading warranties, cutting-edge service programs and global support.

Add these factors and it's clear: the unprecedented value delivered by Crown will save you money.

* Crown radiator values based on selection of ODC option.