



Scouting Report

Crown Product Position

- **Power-** The C-5 delivers unparalleled power with a Crown-John Deere designed 2.4L, 60 hp diesel derivative power plant.
- **Cooling-** Superior cooling with a standard dual open core radiator, along with an On-Demand-Cooling option that includes a self clearing radiator.
- **Power Brakes-** Unmatched braking performance with optional hydraulic full circle brakes that last two to three times longer than drum brakes.
- **Service-** Access 1 2 3® Comprehensive System Control offers unmatched performance, reliability and diagnostics. In addition, eSmart™ provides accurate fuel tracking.
- **Warranty-** Best in the industry, 36 mth/6,000 hrs on Power Train, 24 mth/4,000 hrs on ODC, and 36 mth/6,000 hrs on Power Brake.

Competitor Position

1. Brand

- Name Recognition
- Quality

2. Price

- Incentives
- Big Pockets

3. SAS

- System of Active Stability will react to driving conditions to help prevent tip over

4. Green

- Fuel Economy
- Promotes Environmental Responsibility

5. Experience

- Over 40 Years of I.C. Truck experience

Crown Response

1. Many people in the world drive Toyota automobiles, but we are talking about lift trucks

- Toyota lift trucks are not built to the same quality standards as a Camry
- Toyota I.C. Engines are designed for their Automobiles, not Industrial lift trucks

2. The C-5 will cost considerably less over time due to a Industrial design, generous use of steel and extended maintenance intervals

3. The C-5 does not need expensive components to prevent tip over's because it's built into the design

- The C-5 Intrinsic Stability System includes:
 - heavier counter weight
 - tilt interlock
 - dead engine braking and steering
 - hill hold
 - ramp speed control

4. When programmed to competitors performance levels, the C-5 uses less fuel than anyone, plus it can be tuned for very high productivity when needed

5. Nations best Dealer Network

- Branches and dealers have sold and serviced I.C. Trucks for decades
- C-5 includes proven systems like Access 1 2 3®
- John Deere is one of the most trusted companies in the world

C-5 Series vs. Toyota 8 Series



5,000 lb Cushion Tire

Crown Spec Advantages

- John Deere 2.4L Industrial Diesel Engine provides 60 hp
- Highest low end torque in the industry
- 130 fpm lift speed
- Best in class ergonomics
- Crown FlexSeat™
- Dual Open Core Radiator
- On-Demand Cooling option with self clearing radiator
- eSmart Accurate Fuel Tracking
- Intrinsic Stability System
- One Touch Parking Brake
- Access 1 2 3® Diagnostics with Info-Point® System
- Crown Power Brake option
- Drive Axle size (C-5 112 mm vs. Toyota 75 mm diameter)
- Extended Service Intervals
- 36 Months/6000 hrs on all major components
- Easy Service Access - hood opens 95 degrees with removable side and floor panels
- LP tank removal is the lowest and easiest in the industry

Crown Demo Tips

- Open hood to show the John Deere engine and place a cup of water to show low vibration levels
- Demonstrate ingress/egress, head & shoulder clearance and leg & foot room
- Demo Crown FlexSeat
- Demo forward and rearward visibility using objects to show that you can see objects much closer than that of the Toyota
- Start up the C-5 over a pile of shredded paper to illustrate how the ODC works
- Use one finger to depress the brake pedal on C-5's equipped with the Crown Power Brake to show the low pedal force
- Demonstrate the benefits of Access 123 by creating a fault code. Disconnect the Fuel Lock Off switch located above the air cleaner
- Have operator experience driveability over docks, etc.
- Show accessibility of all components by removing covers
- Demonstrate LP bottle removal



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Competitor Position

1. Brand

- Name Recognition
- Automotive Heritage
- Over 50 years experience

2. Green

- First in the Industry to exceed the EPA's low emissions requirements
- Leader in clean air technology

3. Power

- K25 offers the most horse power in the industry
- Over half of their competitors use their engines

4. Ergonomics

- Finger tip controls
- Swivel seat for rearward travel
- Single control lever for all hydraulic functions

5. Service

- On-Board Diagnostics
- Easy Access
- Nissan Genuine Parts

Crown Response

1. Many people in the world drive Nissan automobiles, but we are talking about lift trucks

- Nissan I.C. engines were designed for cars not lift trucks
- Nissan truck is a 'me too' design with nearly identical componentry and engine layout as others

2. All I.C. trucks on the market, including the C-5 meet or exceed the EPA requirements for emissions

3. The Nissan standard engine is the K21 (56 hp). The K25 optional engine offers 63 hp but cost an additional \$415. John Deere 60 hp diesel-derivative engine is standard on the C-5

4. The C-5 offers Best in Class Ergonomics

- Best ingress/egress
- Best visibility
- Crown FlexSeat™
 - widest seat bottom
 - dymetrol mesh
 - flexible seatback
 - shoulder cutouts
- One touch park brake

5. Nations best dealer network

- Access 1 2 3® Display and InfoPoint provide fastest and easiest troubleshooting
- C-5 offers the best warranties and longest service intervals in the business
- Dealer Network has serviced I.C. trucks for decades
- John Deere is one of the most trusted brands in America

C-5 Series vs. Nissan Platinum II Series



5,000 lb Cushion Tire

Crown Spec Advantages

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- 130 fpm lift speed
- Best in class ergonomics
- Crown FlexSeat™
- Dual Open Core Radiator
- On-Demand Cooling option with self clearing radiator
- eSmart Accurate Fuel Tracking
- Intrinsic Stability System
- One Touch Parking Brake
- Access 1 2 3® Diagnostics with Info-Point® System
- Crown Power Brake option
- Drive Axle size (C-5 112 mm vs. Nissan 75 mm diameter)
- Extended Service Intervals
- 36 Months/6000 hrs on all major components
- Easy Service Access - hood opens 95 degrees with removable side and floor panels
- LP tank removal is the lowest and easiest in the industry

Crown Demo Tips

- Open hood to show the John Deere engine and place a cup of water to show low vibration levels
- Demonstrate ingress/egress, head & shoulder clearance and leg & foot room
- Demo Crown FlexSeat
- Demo forward and rearward visibility using objects to show that you can see objects much closer than that of the Toyota
- Start up the C-5 over a pile of shredded paper to illustrate how the ODC works
- Use one finger to depress the brake pedal on C-5's equipped with the Crown Power Brake to show the low pedal force
- Demonstrate the benefits of Access 123 by creating a fault code. Disconnect the Fuel Lock Off switch located above the air cleaner
- Have operator experience driveability over docks, etc.
- Show accessibility of all components by removing covers
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Competitor Position

1. Brand

- Name Recognition
- “All American” built & owned by Americans
- Earth moving equipment heritage

2. Power

- Throttle-body fuel injection
- Drive-by-wire throttle control
- Standard K25 engine (63 hp)

3. Ergonomics

- 3 seat choices
- Memory tilt steering column
- PDS (Pedestrian Detection System)

4. Service

- Extended 500 hour Service Intervals
- Free loaner truck
- 3 yr/6,000 hr warranty on Power Train
- On-board diagnostics

Crown Response

1. CAT would like everyone to believe that they have an “All American” made lift truck

- The trucks are designed in Japan and built on the same assembly lines as Mitsubishi lift trucks
- The C-5 was designed and built in the USA

2. The John Deere engine on the C-5 offers 60 hp and derived from their diesel construction equipment. Larger components and cast-iron head will lead to longer life

3. The C-5 offers Best in Class Ergonomics

- Best ingress/egress
- Best visibility
- Crown FlexSeat™
 - widest seat bottom
 - dymetrol mesh
 - flexible seatback
 - shoulder cutouts
- One touch park brake activation

4. Nations best dealer network

- Access 1 2 3® Display and InfoPoint provide fastest and easiest troubleshooting
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C-5 Series vs. CAT C5000



5,000 lb Cushion Tire

Crown Spec Advantages

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- 130 fpm lift speed
- Best in class ergonomics
- Crown FlexSeat™
- Dual Open Core Radiator
- On-Demand Cooling option with self clearing radiator
- eSmart Accurate Fuel Tracking
- Intrinsic Stability System
- One Touch Parking Brake
- Access 1 2 3® Diagnostics with Info-Point® System
- Crown Power Brake option
- Drive Axle size (C-5 112 mm vs. CAT 75 mm diameter)
- Extended Service Intervals
- 36 Months/6000 hrs on all major components
- Easy Service Access - hood opens 95 degrees with removable side and floor panels
- LP tank removal is the lowest and easiest in the industry

Crown Demo Tips

- Open hood to show the John Deere engine and place a cup of water to show low vibration levels
- Demonstrate ingress/egress, head & shoulder clearance and leg & foot room
- Demo Crown FlexSeat
- Demo forward and rearward visibility using objects to show that you can see objects much closer than that of the Toyota
- Start up the C-5 over a pile of shredded paper to illustrate how the ODC works
- Use one finger to depress the brake pedal on C-5's equipped with the Crown Power Brake to show the low pedal force
- Demonstrate the benefits of Access 123 by creating a fault code. Disconnect the Fuel Lock Off switch located above the air cleaner
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- Show accessibility of all components by removing covers
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C-5 Series vs. Yale GC050VX (Veracitor)



5,000 lb Cushion Tire

Competitor Position

- 1. Price**
 - National Account Base
- 2. Ergonomics**
 - Full Suspension seat that swivels.
 - Brake pedal layout with Monotrol pedal
 - Adjustable Armrest with Touch Point mini levers or joystick
- 3. Durability**
 - Automotive approach
- 4. Customer Base**
- 5. Service**
 - VSM (Vehicle System Manager)

Crown Response

- 1. The C-5 will cost considerably less over time due to an Industrial design and extended Maintenance intervals**
 - Compare our features to theirs and establish a value
 - Yale always quotes the Mazda engine and demos the GM engine
- 2. C-5 “Best in Class” ergonomics**
 - The C-5 has the best Ingress/Egress in the industry.
 - The Crown FlexSeat™, made with dymetrol mesh, reduces stress points
 - Too much distance between the brake pedal and gas pedal on the Yale
 - Veracitor armrest is susceptible to damage and heat transfer, and prohibits easy entry/exit
- 3. The C-5 uses a true Industrial Engine and Transmission, and generous steal where it counts**
- 4. Nations best Dealer network - John Deere experience**
- 5. Diagnostics Option is expensive on the Yale**
 - Access 1 2 3® Comprehensive System Control is standard on the C-5

Crown Spec Advantages

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- Highest low end torque in the industry
- 130 fpm lift speed
- Best in class ergonomics
- Crown FlexSeat™
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- On-Demand Cooling option with self clearing radiator
- eSmart Accurate Fuel Tracking
- Intrinsic Stability System
- One Touch Parking Brake
- Access 1 2 3® Diagnostics with Info-Point® System
- Crown Power Brake option
- Drive Axle size (C-5 112 mm vs. Yale 75 mm diameter)
- Extended Service Intervals
- 36 Months/6000 hrs on all major components
- Easy Service Access - hood opens 95 degrees with removable side and floor panels
- LP tank removal is the lowest and easiest in the industry

Crown Demo Tips

- Open hood to show the John Deere engine and place a cup of water to show low vibration levels
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C-5 Series vs. Hyster S 50 FT Fortis



5,000 lb Cushion Tire

Competitor Position

1. Price
 - National Account Base
2. Ergonomics
 - Full Suspension seat that swivels
 - Brake pedal layout with Monotrol pedal
 - Adjustable Armrest with Touch Point mini levers or joystick
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 - VSM (Vehicle System Manager)

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 - The C-5 has the best Ingress/Egress in the industry.
 - The Crown Flex-Seat, made with dymetrol mesh, reduces stress points
 - Too much distance between the brake pedal and gas pedal on the Hyster
 - Fortis armrest is susceptible to damage and heat transfer, and prohibits easy entry/exit
3. The C-5 uses a true Industrial Engine and Transmission, and generous steel where it counts.
4. Nations best Dealer network.
 - John Deere experience
5. Diagnostics Option is expensive on the Hyster.
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