

No. 03 Lisman news

GB NOVEMBER '06

02 COME TO LOGISTICA '06 AS OUR GUEST

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03 LISMAN COMPANY DVD RELEASED

In this dynamic film you can see the most recent developments at both our locations and our newest production line for used machines.

03 COMPLETELY RENEWED WEBSITE

Our website www.lisman.nl is consulted frequently and intensively. During the past few years we have regularly updated our website, now the time has come to completely renew it. The new site will go live on 1 November 2006.



04 REINFORCEMENTS FOR LISMAN'S PURCHASING TEAM!

In the past purchasing was mainly a task for the Lisman directors, but because of recent strong growth, this important task is now partly in the hands of purchasing specialists.

04 LISMAN EXCLUSIVE IMPORTER OF MSI FORKS

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Lismannews is a Lisman Vorkheftrucks BV publication



MESSAGE FROM THE DIRECTORS

Here you are! We are proud to present the third edition of Lisman News. Our company newsletter is a very international medium: it is distributed worldwide in seven languages! We have received some very positive reactions from our clients and contacts concerning Lisman News.

INTERESTING NEWS

Our aim is to bring our company closer to you; and Lisman News helps by adding real value. We get many positive reactions to the news we publish in our company newsletter. You get to take a look behind the scenes and we keep you well-informed about the latest developments in our company. Again, in this issue of Lisman News we have some very interesting news for you, because Lisman is always on the move! In the following pages you can read more about our reinforced purchasing organisation, our new website and an attractive offer for the Logistica 2006 trade fair.

PERSONAL CONTACT

Lisman considers personal contact with clients and suppliers to be very important, but in these modern times, everything appears to revolve around speed and efficiency. E-mail and the telephone seem to have replaced personal contacts and meetings. We notice this too in our company.

Now that personal relationships are being pushed to the background in the negotiating game, we are pleased to discover that we have a large and loyal circle of clients. Unfortunately, only a small group are able to visit our premises, meet their Area Manager personally and inspect our machines for themselves. The fact that so many transactions are completed 'remotely' is something we see as an enormous vote of confidence.

CONFIDENCE IN THE FUTURE

This also gives us confidence in the future. In 2006 we expect to sell about 5,500 used machines to traders in more than 65 countries. With 65 dedicated colleagues we commit ourselves again each day to continue to strengthen our position as Europe's largest wholesaler of used internal transport material. And we can only do that with your support. We would therefore like to take this opportunity to thank you for the confidence you have shown in our company.



Anton Lisman



Koen Lisman



Gert Versteeg

ANTON LISMAN

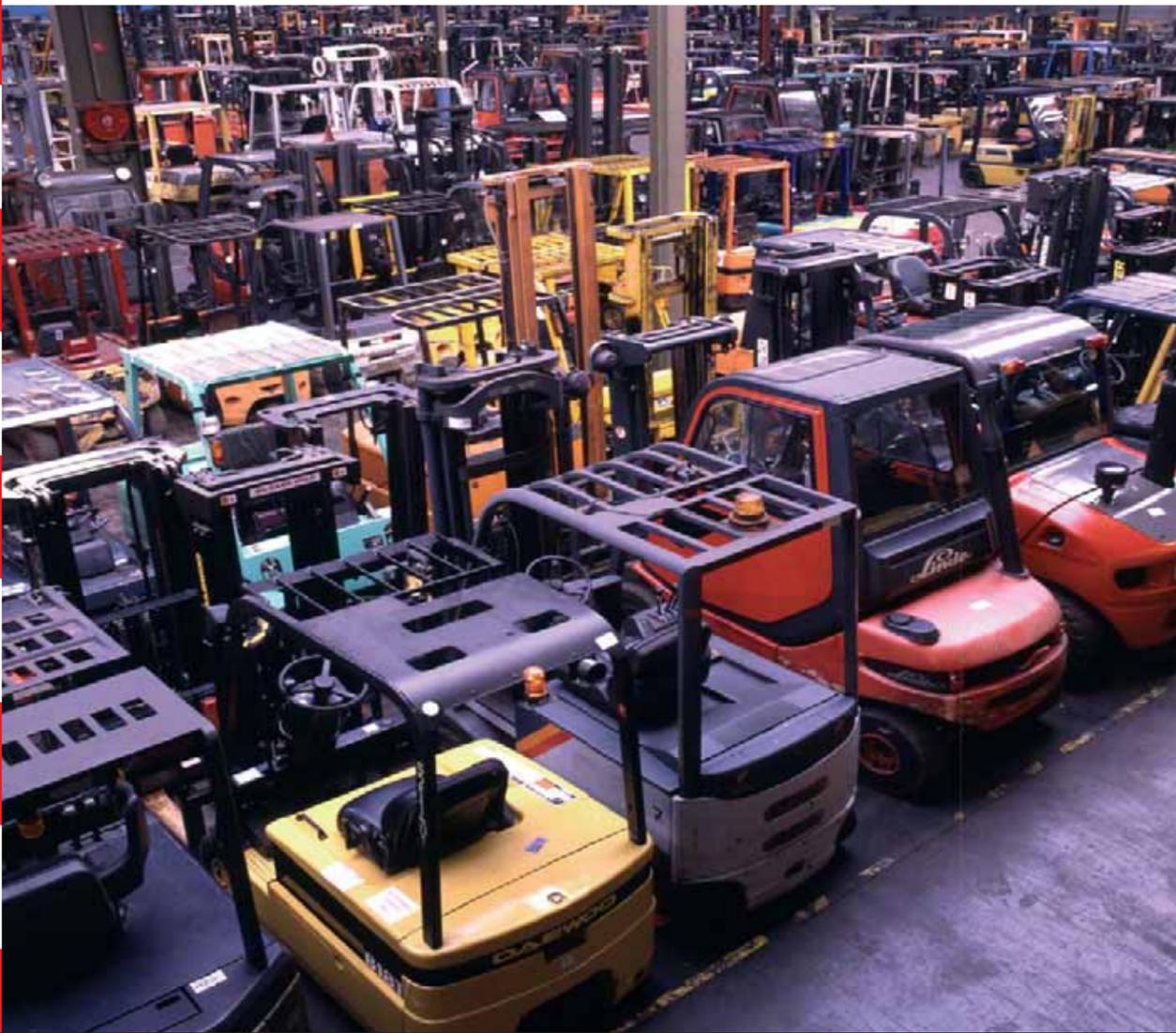
Anton has been working at the company for more than 40 years. Together with his brother Jos, Anton laid the foundations for Lisman's modern organisation and strong position in the market. Anton, the creative one at Lisman Vorkheftrucks, projects the image of our company in the Benelux.

KOEN LISMAN

Jos' son Koen is the third generation of Lisman's in the family-owned company. Koen and Anton are the owners of Lisman Vorkheftrucks. On completion of his business administration studies in 1996 Koen took up a commercial position in the firm. Nowadays, as a member of the board, he is responsible for all commercial activities.

GERT VERSTEEG

Gert has been working at Lisman Vorkheftrucks for more than 20 years and has almost 40 years of experience in the sector. Efficient, flexible and with the focus on clients, he is one of the founders of the current internal organisation. Gert is responsible for the general management at Lisman.



02

The international trade fair Logistica 2006 will be held in the Jaarbeurs exhibition centre in Utrecht from 14 to 18 November. More or less in our 'back yard': just 15 km's from our premises in IJsselstein. Lisman will be delighted to be your host!



COME TO LOGISTICA '06 AS OUR GUEST

“Combine a visit to the trade fair with a visit to our premises.”

BEST OF BOTH WORLDS

The Logistica trade fair is intended for exhibitors and importers of new machines, so Lisman Vorkheftrucks will not have its own stand. But we do invite you to combine a visit to the trade fair with a tour of our company. So you can have the best of both worlds: see all the innovations for internal transport and the largest stock of excellent quality used machines in Europe.

FREE TRANSPORT AND FREE ENTRANCE

If you contact your Lisman Area Manager, Lisman will arrange for you to be met at the airport or the station. We will take you swiftly to our premises where your complementary tickets for Logistica will be waiting for you. Of course, we will also arrange transport for you to Logistica and when you are ready, we'll complete the round trip to your

departure point. If required, we can arrange a hotel for you too. If you are planning to come to Logistica by car, please note that parking at the Jaarbeurs is very expensive. You can park your car at our premises and use our free shuttle service! During the trade fair Lisman Vorkheftrucks will also be open on Saturday.

INSPECT OUR LARGE COLLECTION

While you are in IJsselstein, why not take a tour round our company at your leisure. You can inspect the most recent additions to our stocks of used machines. And of course we would be more than happy to explain the latest developments in forklift trucks. For further information about Logistica 2006 please visit www.logistica-online.nl. On this website you will find numerous innovations in the area of internal transport, right in the heart of the Netherlands.

Come to Lisman and Logistica and receive **A FREE TOYOTA 8 SERIES!**

A combined visit to the Logistica trade fair and our company will certainly be worthwhile. We want you to know just how much we appreciate your visit. This is why we will have a splendid scale model of the Toyota 8 series forklift truck waiting for you.

The Toyota 8 series will be introduced in 2007, but Lisman has been able to obtain a limited number of exclusive miniatures. If you come and visit us in IJsselstein during the trade fair, this collector's item is for you!



LISMAN COMPANY DVD RELEASED



LISMAN VORKHEFTRUCKS BV

Presentation



During the CEMAT trade fair in Hannover last year we gave you a preview of our company DVD. But as you know Lisman is continuously on the move, which meant that we had to delay the definitive release of the DVD.

In the meantime we have captured the latest developments in our company. In this dynamic film you can see the most recent developments at both our locations and our newest production line for used machines. If you would like to receive a copy, please contact your Area Manager. You can also request the free DVD through our website www.lisman.nl, we hope you enjoy watching our DVD!

“Dynamic DVD with recent film of the locations and the newest production line.”

Completely renewed website WWW.LISMAN.NL

Our website www.lisman.nl is consulted frequently and intensively. During the past few years we have regularly updated our website, now the time has come to completely renew it. The new site will go live on 1 November 2006.

MORE USER-FRIENDLY

There is always room for improvement. That was our assumption when we started to critically analyse the Lisman website. We decided that we should particularly improve the user-friendliness and the site response times. And while we were at it, we applied our modern, fresh and lively looking house style that matches our company image. And last but not least, we have updated our company presentation to reflect the most recent developments in our organisation.

IMPROVED SEARCH FUNCTION

Perhaps the most important improvement is that in future it will be much easier for you to see what we have in stock. With a view to the continually growing number of machines and their diversity we have chosen to categorise the machines with pictograms. This means that you no longer have to enter all those parameters. Using the pictograms you can simply and quickly navigate your way round our stock and select the machines that interest you.

TAKE A LOOK

We invite you to try out our new search function. If you have any questions or comments about our website we will be pleased to hear from you. Your Area Manager will be delighted to hear your reactions to our new website, www.lisman.nl, because we will only be completely satisfied if you are satisfied too.



The start screen.



You can easily navigate your way round our stock.



Your selection from our stock summarised on one screen.

PRODUCT RANGE



FORKLIFT TRUCKS

From small to very large (Lifting capacity from 500 kilos to 60 tonnes). I.C (Petrol/LPG gas and Diesel) or Electrical powered. All brands of the World, Japanese and European. And always with the Lisman quality guarantee.



WAREHOUSE TRUCKS

All types of warehouse trucks: pallet trucks, stackers, orderpick trucks, low-level orderpick trucks, reach trucks and hi-rackers.



ROUGH TERRAIN FORKLIFT TRUCKS

Rough terrain forklift trucks with masts. Two and four-wheel drive. Very suitable for the industry, construction and agricultural sector.



TELEHANDLERS

Rotating, telescopic and fixed trucks. Terrain trucks with four-wheel drive and four-wheel steering.



ACCESS EQUIPMENT

Telescopic and articulated hi-rackers. Electrically driven, diesel or bi-fuel powered. With two-wheel or four-wheel drive, two-wheel or four-wheel steering.



SCISSOR LIFTS

Man-up scissor lifting tables. Electrically driven, diesel or bi-fuel powered. With two-wheel or four-wheel drive, two-wheel or four-wheel steering.



CONTAINER HANDLING EQUIPMENT

Machines with masts or reach stackers, suitable for moving full and empty containers.



SIDE LOADERS

These forklift trucks can pick up a load side ways and transport it on its own load bed. Available in diesel, LPG and electric versions, as well as two-way and four-way machines. Capacity from 1,000 to 10,000 kg.

03

REINFORCEMENTS for Lisman's purchasing team!

For a company like Lisman, purchasing is a strategic activity, and that is why it gets an increasing amount of attention. At Lisman we prefer to purchase at the supplier's premises. Traditionally it was mainly the Lisman directors who were involved with purchasing. But because of recent strong growth in the past few years, this important task is now partly in the hands of purchasing specialists. With this in mind, we have expanded and strengthened our international purchasing team.

MEET THE TEAM

Henny de Heus heads the team, until 1 July this year he was our buyer in France. Henny has all the experience necessary to be an effective Purchasing Manager. He is supported by Henk Barneveld who is responsible for purchasing abroad, including Germany. In addition two new team members have been appointed. Kouakou Adjoumani is not really new, because many of you know him as Area Manager for the sales department. From 1 October Kouakou has become our buyer for the United Kingdom. We have also appointed Jeroen van Tol to succeed Henny de Heus as buyer for France. Jeroen, who has extensive experience in the sector, lives near Lyon. Danielle Philipsen and Manon Stekelenburg continue to look after the purchasing back-office.



From left to right.: Henk Barneveld, Kouakou Adjoumani, Koen Lisman, Henny de Heus, Jeroen van Tol, Anton Lisman and Danielle Philipsen.

And it goes without saying that Anton, Jos and Koen Lisman will remain closely involved in the purchasing process.

FEEL FREE TO CONTACT US

The expanded Lisman purchasing team is now nine strong. A decisive and experienced group who are ready to get to know you better. No truck is too large for us, and no country too far. If you have any questions for our purchasing team, please contact our Purchasing Manager Henny de Heus, telephone number 0031 30 688 48 84 or send an e-mail to purchase@lisman.nl

“Because of recent strong growth, the purchasing task is now partly in the hands of specialists.”

LISMAN EXCLUSIVE IMPORTER OF MSI Forks

For more than twenty years we have been a leading supplier of fork-arms for forklift truck dealers and machine manufacturers. Now we can add the exclusive Benelux dealership for the major manufacturer MSI Forks to our portfolio.

PROFESSIONAL ADVICE

Lisman has a prominent position in the market for the supply of fork-arms to forklift truck dealers and machine manufacturers. Our excellent reputation is not only due to our high-quality product range but also to our considerable stock. Our role as advisor has an important part to play too. Our Spare Parts Managers Jaap Frantsen and Harold Tabbert are experts in fork-arms and have always been able to answer all your questions.

COMPLETE PRODUCT RANGE OF TOP FORK-ARMS

We are proud to have become the exclusive dealer for MSI Forks in the Benelux since last summer. MSI Forks in the United Kingdom has the largest fork-arm production facilities in the world. At Lisman, you can now choose from the complete product range of top fork-arms

From left to right.: Harold Tabbert, Jaap Frantsen and Kors van Manson.

manufactured by MSI Forks. If you would like to know how you can lift business with Lisman and MSI to a higher level, please contact one of our Spare Parts Managers, telephone 0031 30 688 48 84 or visit the website www.vorkenspecialist.nl



Lisman is centrally situated in the Netherlands and is only 30 driving minutes away from Schiphol International Airport at Amsterdam. Your Area Manager will be pleased to pick you up.

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