

Farewell Jos Lisman:

INTERNATIONAL BUSINESS HAS ENRICHED MY LIFE!

When Jos Lisman stood down from the board in 2004 he was succeeded by his son, Koen. Jos continued his links with the company however, and has since worked three days a week. Now the time has come for the real farewell: after 37 years of Lisman, Jos is retiring on 1 December. A farewell conversation with an inspired trader.

"I wish everyone lots of luck and success for the future!"

Jos Lisman

making offers for machines: paper factories in Sweden, beer breweries in England, large contractors in the south of France, the Skoda factory in Czechoslovakia. I have always enjoyed that."

ALWAYS ENTERPRISING

Jos has also been busy for several years with Rentpower, a company that supplied traction batteries for electric vehicles, and with the agency for Kenhar, a leading manufacturer of forks. Rentpower was later sold. He also put a lot of energy into the purchasing of multipurpose components for lift trucks for a company in India. "That didn't turn into anything, unfortunately. Not everything that you take on as an entrepreneur becomes a success." The current economic crisis does not worry Jos. "Of course measures have to be taken. But Lisman is a strong company; we have built up a reasonable amount of resilience over the years. Because we are privately financed, we will not have any problems."

GOOD YEARS

Jos looks back on good years in which he enjoyed working very much. "With my brother Anton and Gert Versteeg, the management was a

good threesome. And we have fantastic personnel." He also has good memories of his business partners. "People come and go. But in May I looked up an old 85 year old contact in Palm Springs. The connection is still there; these are the good things." Jos would like to thank all trading partners and dealers for the confidence they have shown and good business. "I wish everyone lots of luck and success for the future!"

CAUTIOUS START

Jos, the older brother of Anton, was born in 1944. After his technical college education in Apeldoorn, he did military service. He then started work for the Ford importer and then for Simca-Chrysler. He explains: "In those days my father had already started the company, and my brother Anton was already working for him. But because it was still small-scale, they couldn't afford to take me on as well. So I started to promote international business for Lisman, alongside my normal job. When that started delivering possibilities and revenue, I moved to the company definitively in 1972."

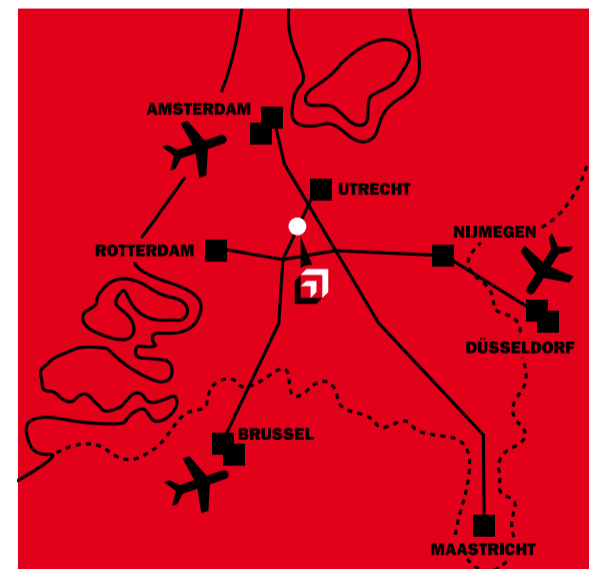
ACTIVE TRADING

Jos has always had a focus for purchasing and sales. While Anton concentrated mainly on Benelux, Jos was busy with the international trade. "In the early years we started setting up our database of lift truck ownership for dealers throughout Europe. This meant we were very well informed when a local industry started to perform less well. So we knew when such-and-such a dealer suddenly had fifty machines not being used in their yard. We were then able to buy them and move them to other countries." He thinks that the business has enriched his life in many ways. "I went everywhere

There is a lot of room for your internal transport ambitions in IJsselstein!



Lisman Vorkheftrucks wishes you a wonderful festive season and good business in the New Year!



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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03 THE NEW WEBSITE

A specialist web-developer has been commissioned by Lisman to work on a new website, which will offer you lots of interesting possibilities. The new site will go 'live' at the start of 2010.



03 DRIES VAN DIEREN, 40 YEARS OF SERVICE

Many of our employees stay with us their whole working life. We are happy about this, as it means we can keep valuable knowledge within the company. Dries van Dieren is one of these employees.

04 REAL FAREWELL JOS LISMAN

After 37 years of Lisman, Jos is retiring on 1 December. A farewell conversation with an inspired trader.



04 DOING GOOD BUSINESS IN THE NEW YEAR



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Message from the directors...

After years of steady growth in a favourable market, Lisman Vorkheftrucks has had to adapt to changing circumstances over the past year. This has been a big challenge. The global financial crisis has caused a crash in the market which has resulted in a dramatic reduction in demand. We have taken measures to guarantee the continuity of our company.

Added value

With a streamlined organisation and improved efficiency, we are aiming to further develop our market-leader position in the international used machine wholesale market. And this is good news. Because now that we have optimised our business processes, we are in a better position than ever before to support lift truck traders all over the world with the purchasing and selling of used internal transportation and access equipment. This is our added value. Our strategy also remains unchanged: a clear focus on quality, diversity and long-term relationships with our business partners.

Long-term relationships

We have always preferred long-term, also when it comes to our employees. We are therefore very proud of the forty years of service from Dries van Dieren. You can find out more in this edition of Lismannews. Jos Lisman, one of the founders of our company, is also a man for the long-term. Now he is retiring from Lisman Vorkheftrucks after 37 years of service. You can read his farewell interview in this edition.

Investment in the future

*Jos Lisman is not gloomy about the future – and neither are we. In these difficult times, Lisman is continuing to invest. We are investing in innovation for our range of products and targeting new markets. We have also recently moved into our third premises in the industrial park in IJsselstein. And in the short term we are launching our completely new website. This is all good news that you can find out more about in this edition of Lismannews. We hope you enjoy reading it, and as always we will be happy to see you in IJsselstein to show you our latest expansion. **The directors***



New building, the third business premises on Kamerlingh Onneslaan from the provincial road



NEW BUILDING READY

Last August it was time and Lisman Vorkheftrucks was ready to start using its third business premises in IJsselstein. We are now very prominent in the Lagedijk industrial park. The new premises on the Kamerlingh Onneslaan are built in the same familiar style as our premises on Techniekweg (A-hall) and Archimedesstraat (C-hall). Because this new building is nicely situated in sight of the connecting, provincial road, the design of this location is however a bit more luxurious.

TRANSPARENT BUILDING

The new building (B-hall) has a striking, transparent front. It is extremely suitable for showing high-quality used machines because the construction only requires a limited number of steel supports. This creates a magnificent open space. The covered storage capacity is no less than 6,000 m². You can find machines with greater lifting capacities (from 4,000 kg), as well as rough-terrain trucks and telescopic platforms. On the upper floor there are stackers, orderpickers, pallet trucks and industrial tractors. Just like our premises on the Archimedesstraat, the new location is exceptionally suitable for storing machines that were previously taken care of on the Techniekweg. There is always a dispatch employee on hand to assist you. After finalising a sale, machines can be transported directly from both locations.

COME AND HAVE A LOOK

With three premises situated within an invisible triangle, just 250 metres apart from each other, Lisman offers you a total area of 22,000 m² covered storage with more than 1,600 warehouse trucks, lift trucks and access equipment. Do you want to come and have a look? You are very welcome. If you report to our main branch on the Techniekweg, you can come and visit, test and select our stock of used equipment at your leisure. One of our Area Managers will be happy to guide you through our various halls with a price list. And if you want, we can also provide you with a technical demonstration. There is of course also coffee ready for you in the A, B and C halls.



New building, ground floor interior



New building, Kamerlingh Onneslaan, side view

And because a tour of the extensive range can last a while, we will also be happy to offer you lunch in our company restaurant at our main branch. We look forward to you visiting our showrooms and think that a tour of Lisman will certainly lead to a purchase that you find appealing.

Sneak Preview: THE NEW WEBSITE WWW.LISMAN.NL

Lisman is not just investing in a large stock of fork-lift trucks and modern premises, but also in digital resources. The website is therefore being given lots of attention. A completely new version of the website will appear soon at www.lisman.nl. A preview.

NEW FUNCTIONS

A specialist web-developer has been commissioned by Lisman to work on a new website, which will offer you lots of interesting possibilities. You will be able to navigate very easily through our stock of machines to make a selection. With a login code, you can also gain access to the protected part of the website: 'My Lisman'. Here you can view previous transactions on your own personal page – your Lisman history. You can also receive tailored information from us via this page. The new site will go 'live' at the start of 2010. By then you will find the information on our site that you need to request your personal login code, which will give you access to 'My Lisman'. We hope that you will enjoy this new portal for used machines, and find it easy to use!



Stock selection function



My Lisman

DRIES VAN DIEREN 40 YEARS OF SERVICE

Job-hopping is very common in business life. Employees come and go, on the lookout for better opportunities. Lisman Vorkheftrucks is an exception as far as this is concerned. Many of our employees stay with us their whole working life. We are happy about this, as it means we can keep valuable knowledge within the company. Dries van Dieren is one of these employees. Last August we celebrated his forty years of employment with us. Portrait of a 'Lisman icon'.

STARTED WORK YOUNG

In 1968 Dries van Dieren was taken on by Jos Lisman as a fifteen year old school-leaver. "I started work so young because my results at school were disappointing", he says. "My father sent me to the job centre and they referred me to Lisman. I felt at home straight away." Dries was employed to do all kinds of things: from cleaning machines and scraping off paint to making repairs. After a few years at Lisman, Dries thought it was time for something different. He moved over to inland shipping. But it quickly became apparent that he couldn't do without fork-lift trucks and the company. He came back never to leave again.

EXPERIENCED TECHNICIAN

Over the course of time Dries developed into being a self-reliant technician. In the early years he often carried out complete revisions of engines and transmissions. Dries gained a wealth of experience in this field, and we still reap the benefits of this in the company every day. He is happy to share his specialist knowledge with others. Dries has a fondness for repairing heavy machines. The number of container handling machines that he has prepared for transportation is countless. "It was not always the best, outside in the cold with limited resources, but it always gave me a kick when I brought a job to a good end", he says.



Dries van Dieren

EARLY BIRD

In the early years Dries demonstrated lots of machines to visiting clients. This usually took place on Saturday mornings. Dries, always up early, waited at the premises in his Chevrolet Camaro until Jos Lisman tapped on his window. And Dries still switches his alarm off at seven every morning, and switches all the installations on before his colleagues arrive. On work days Dries works on machines. But his love for vehicles carries through to his private life. In his free time he devotes himself to his son Jan, who is a creditable go-kart racer. As pit-crew, Dries uses his wealth of experience to ensure the professional go-kart is perfectly race-ready.

SIMPLY ENJOYING WORKING

Dries is not the first Lisman employee who has reached his 40 year anniversary with Lisman. His colleague from the very beginning, Ad de Rooij, went before him. Ad started his well-deserved retirement last year. Dries is still not thinking about stopping, however. "I have lived through all the growth and development at Lisman Vorkheftrucks. A lot has changed, especially after the growth boom and the move to IJsselstein. But the good atmosphere has always stayed the same. There is openness and honesty and we have fun. That's why I still enjoy coming to work after 40 years." He laughs: "I am only 57 so I can still go ahead at 'full steam' for a while yet."

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 Electric 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 mast. Two and four-wheel drive. Very suitable for the industry, construction and agricultural sector.



TELEHANDLERS

Rotating and non rotating telehandlers. Terrain trucks with four-wheel drive and four-wheel steering.



AERIAL PLATFORMS

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



SCISSOR LIFTS

Man-up scissor lifts, Electric, diesel or bi-fuel propulsion, 2 or 4-wheel drive. With and without stabs.



CONTAINERHANDLING EQUIPMENT

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