DO YOU REALLY KNOW THE TOTAL COST OF OWNERSHIP OF YOUR EQUIPMENT?
The Manitou Group is committed to a CSR (Corporate Social Responsibility) approach, which is based on three areas of development: products and services, employees, suppliers and partners. In all the sustainable development projects we undertake, we have just one objective in mind: customer service. REDUCE is an example of this approach.

We recognize that our products and services have a positive as well as negative impact on health and the environment. Being a key player in the material handling industry means making a commitment to innovation in order to offer safe, efficient and sustainable solutions.

Creating sustainable solutions

Delivered by the employees of Manitou Group

In close partnership with our supply chain
REDUCE THE MANITOU GROUP’S VISION

The REDUCE approach strives to improve our end-customers’ quality of life at work and enhance their productivity. This calls for transparency of consumption data, reduced emissions, customers understanding their total cost of ownership (TCO), and greater emphasis on the health and safety of users.

REDUCE TCO (Total Cost of Ownership) gives you detailed information about the breakdown of expenses for your machine and helps you to optimize the profitability of your production tool.

The REDUCE Fuel eco-program has implemented a transparent internal protocol to relay the fuel consumption measurements of our machines.
TCO WHAT IS IT?

TCO stands for the total cost of ownership of an asset, more commonly known as, the user cost. This indicator considers fixed costs such as acquisition, interest, rent, and residual value. TCO also considers variable costs linked to the use of your machine, such as maintenance and user training.

- **Financial Costs**: Taxes, interest, insurance, etc.
- **Tires**: Preventative maintenance, corrective maintenance, etc.
- **Depreciation**: Purchase value - Resale value
- **Miscellaneous**: Training of Operators, etc.
- **Maintenance & repairs**: Preventative maintenance, corrective maintenance, etc.
- **Fuel**:

```plaintext
= Purchase value - Resale value
```
Manitou Group developed a TCO calculator to provide you with the total cost of ownership of our machines. The TCO calculator is a visualization tool for the various items of expenditure of a machine, to help you optimize the profitability of your production facilities. Manitou is the first manufacturer to offer users of material handling equipment this kind of information transparency.
CALCULATE YOUR TCO!

You can find our online calculator(s) at tco.manitou.com, tco.gehl.com, and tco.mustangmfg.com. You can enter your data such as your estimated working hours, purchase price, fuel costs, and loan interest rates. The results of your configuration will display on a graph and will show you the breakdown of costs associated with owning a specific machine.

Send Report

Receive your personalized report by e-mail.

01 Connect
tco.manitou.com
tco.gehl.com
tco.mustangmfg.com

02 Configure

To our calculator(s)
Enter your parameters.
### Results

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation</td>
<td>40.7%</td>
</tr>
<tr>
<td>Funding</td>
<td>28.9%</td>
</tr>
<tr>
<td>Taxes</td>
<td>11.1%</td>
</tr>
<tr>
<td>Insurance</td>
<td>5.8%</td>
</tr>
<tr>
<td>Legal visits</td>
<td>5.6%</td>
</tr>
<tr>
<td>Energy (including DEF)</td>
<td>5.6%</td>
</tr>
<tr>
<td>Tires</td>
<td>5.6%</td>
</tr>
<tr>
<td>Tracks</td>
<td>5.6%</td>
</tr>
<tr>
<td>Preventive maintenance</td>
<td>11.1%</td>
</tr>
<tr>
<td>Corrective maintenance</td>
<td>11.1%</td>
</tr>
<tr>
<td>Operator Cost</td>
<td>28.9%</td>
</tr>
<tr>
<td>Training</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

**TOTAL COST OF OWNERSHIP**: $27.54 PER HOUR

**TOTAL ANNUAL COST**: $27,540.84

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**Analyze**

Your personalized result: hourly cost and breakdown of costs.

**Optimize**

View our recommendations to improve your TCO.
CONTROL YOUR TCO

Manitou Group is committed to guiding you through the process of reducing the total cost of ownership. View all of our recommendations on tco.manitou.com, tco.gehl.com, and tco.mustangmfg.com.

Prior to purchase
- Make sure you know your machine’s fuel consumption.
- Sign up for a maintenance contract with the manufacturer.
- Understand the manufacturer’s extended warranties.
- Choose the machine most suited to your needs.
- Calculate the return on investment of certain options.
- Analyze the resale value of machines according to brand.

During use
- Optimize your machine management.
- Observe the maintenance intervals.
- Have your equipment maintenance carried out by a trained and qualified technician.
- Prioritize the use of original manufacturer (OEM) parts.
- Replace your machine regularly.
- Train your operators in eco-driving.
Reducing the total cost of ownership (TCO) for our customers is very important to Manitou Group. We want to provide you with innovative, environmentally friendly machines, as well as a range of services aimed at reducing your overall TCO.
REDUCE YOUR FUEL CONSUMPTION

Fuel consumption alone represents more than 30% of the total cost of ownership of your machine. That’s why Manitou Group has developed its REDUCE Fuel Eco-Program.

We indicate the consumption of our machines for the two activities representative of the machine, and the associated CO₂ emissions.

Our recommendations for use will guide you in reducing your consumption and your carbon footprint.

We have implemented an eco-driving module to train our network and users to reduce their machine’s fuel consumption.

View our online calculator to personalize your cycle and estimate your consumption, CO₂ emissions and the financial gain achieved.

To raise your awareness of fuel costs and CO₂ emissions, Manitou Group has created an eco-driving simulator.

reduce.manitou.com
PROLONG THE LIFE CYCLE

Being a key player in the material handling and ground engaging industries means making a commitment to innovation in order to offer safe, efficient and sustainable solutions.

TCO focus
Our R&D teams incorporate TCO criteria at the design stage of our machines.

Commitment
Our sales teams offer solutions (options and services) to optimize the TCO when you make your purchase.

Maintenance and repairs
Our connected management network and tools help ensure optimized maintenance and safe repairs.

Support
Our network offers you support from the time your machine is put into operation to help you control your TCO.

Trade-in and resale
The high rating of second-hand Manitou, Gehl or Mustang machines is a sign of the TCO reliability.
This publication provides a description of the configuration versions and options for Manitou products, which may differ for equipment. The equipment presented in this brochure may be part of a series, as an option, or it may not be available, depending on the versions. Manitou reserves the right, at any time and without notice, to amend the specifications described and represented. The specifications provided do not bind the manufacturer. For more details, please contact your Manitou agent. This is not a contractually binding document. The presentation of the products is not contractually binding. List of specifications non-exhaustive. The logos as well as the visual identity of the company are owned by Manitou and cannot be used without authorization. All rights reserved. The photos and diagrams contained in this brochure are only provided for consultation and information purposes. MANITOU BF SA – Limited company with board of directors – Share capital: 39 547 824 euros – 857 802 508 RCS Nantes © 2017 Manitou Americas, Inc. All rights reserved Printed in the U.S.A.