

DO YOU REALLY KNOW **THE TOTAL COST OF OWNERSHIP**
OF YOUR EQUIPMENT?



MANITOU
GROUP



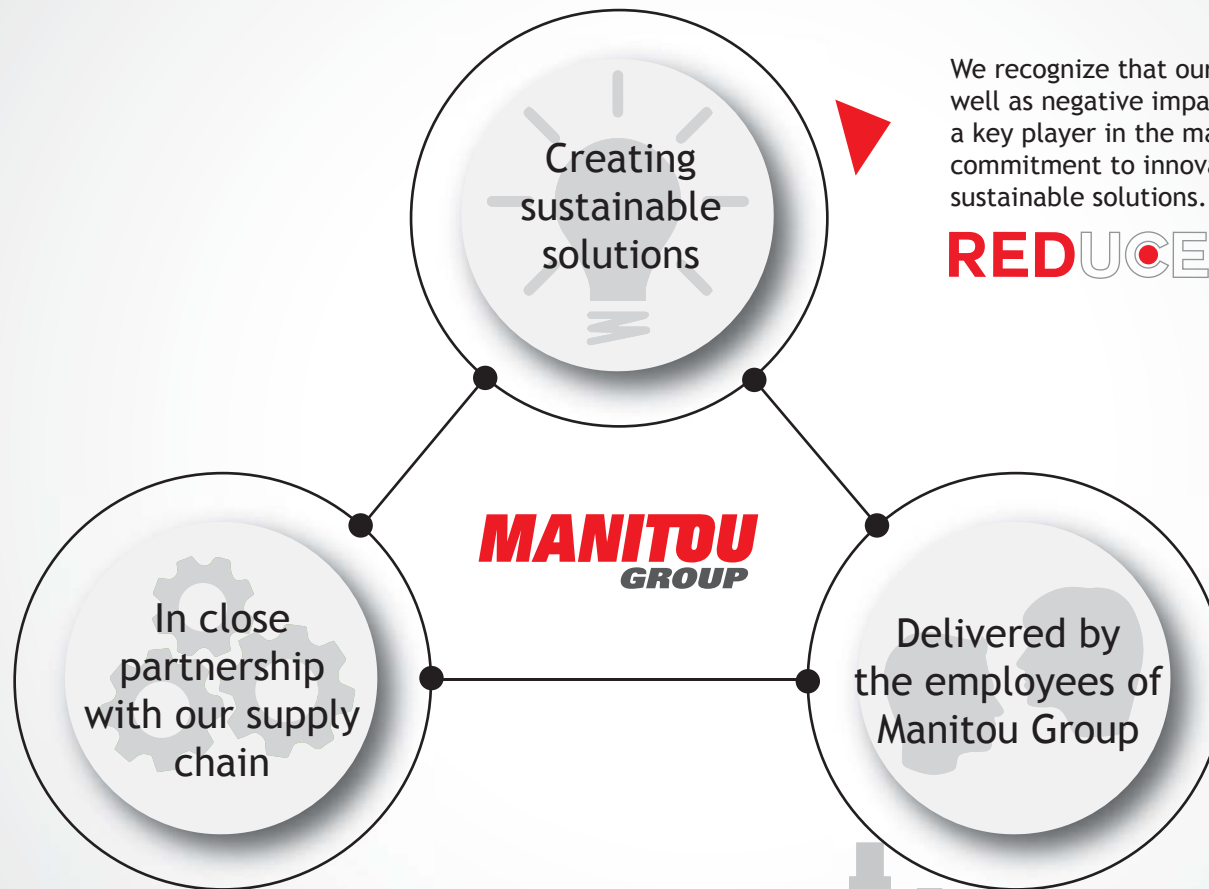
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MANITOU GROUP OUR CSR APPROACH

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.

REDUCE



REDUCE THE MANITOU GROUP'S VISION

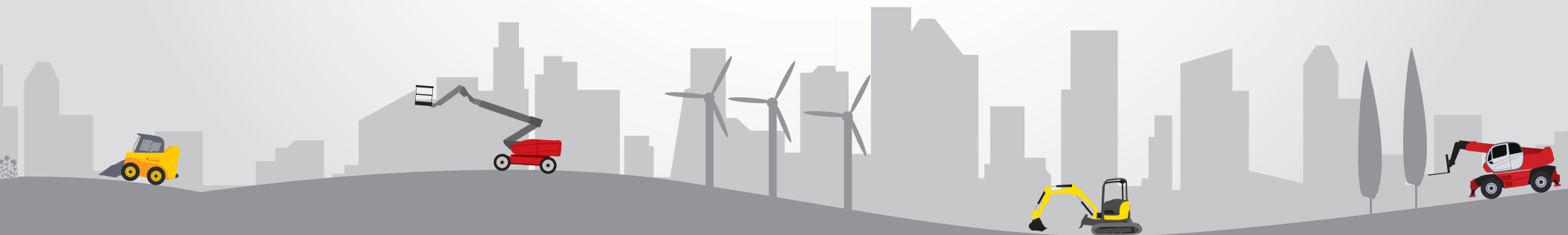
The REDUCE approach strives to improve our end-customers' quality of life at work and enhance their productivity. This calls for transparency of consumption data, reduced emissions, customers understanding their total cost of ownership (TCO), and greater emphasis on the health and safety of users.



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.

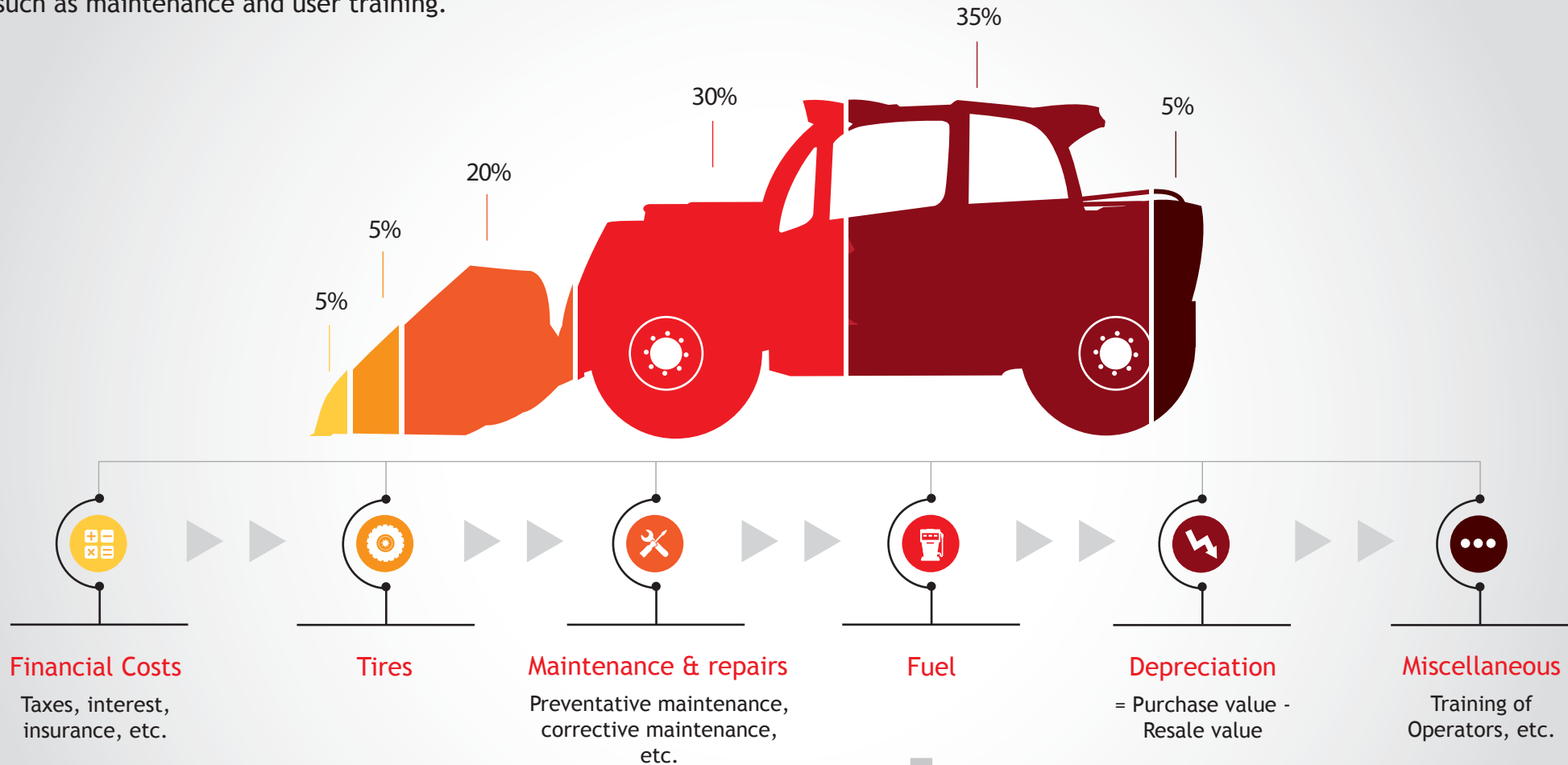


The REDUCE Fuel eco-program has implemented a transparent internal protocol to relay the fuel consumption measurements of our machines.



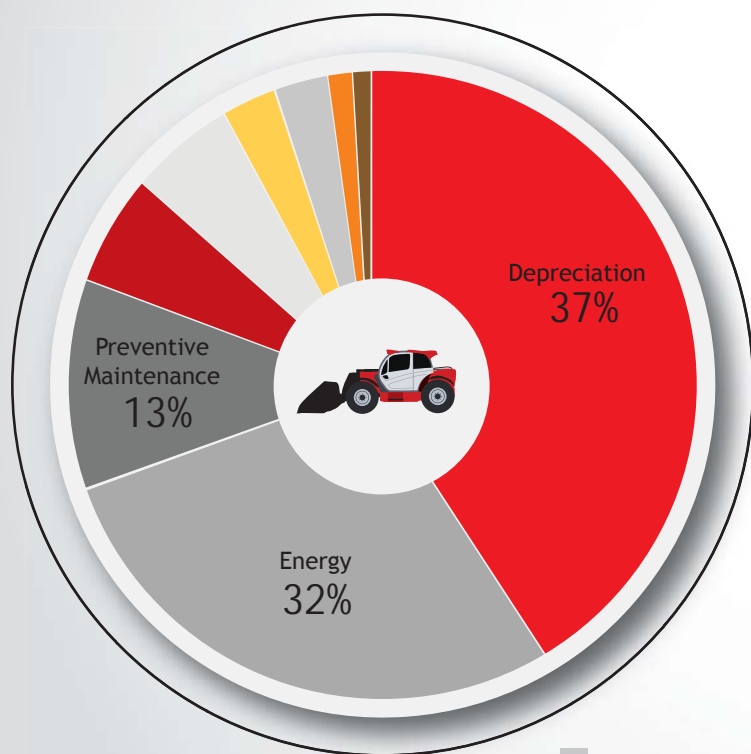
TCO WHAT IS IT ?

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.

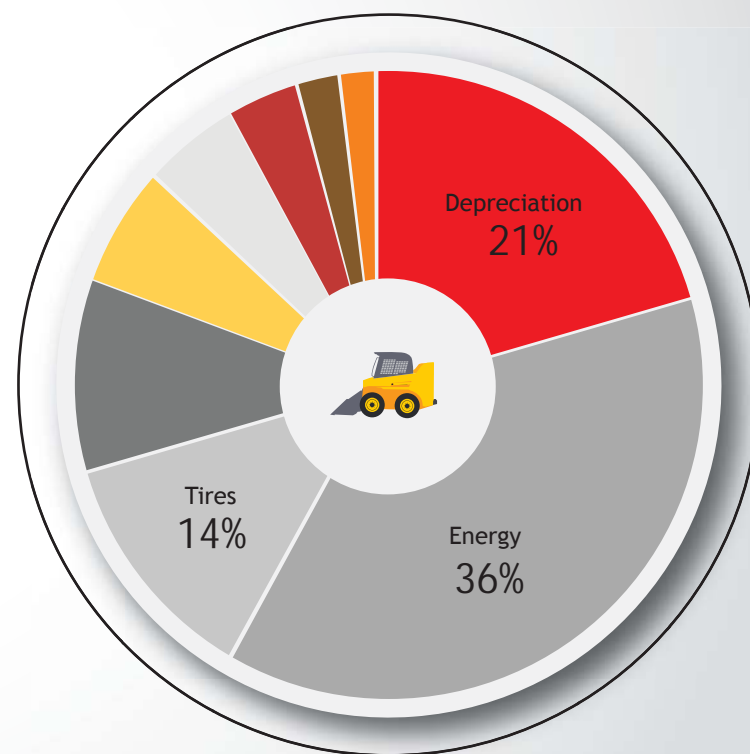


Manitou Group developed a TCO calculator to provide you with the total cost of ownership of our machines. The TCO calculator is a visualization tool for the various items of expenditure of a machine, to help you optimize the profitability of your production facilities. Manitou is the first manufacturer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

TCO for an agricultural telehandler



TCO for a skid steer loader for construction



Finance costs

- Financing
- Taxes
- Insurance

Tires

- Tires

Maintenance & repairs

- Preventive maintenance
- Corrective maintenance

Fuel

- Energy

Depreciation

- Depreciation

Miscellaneous

- Legal visits
- Operators
- Training

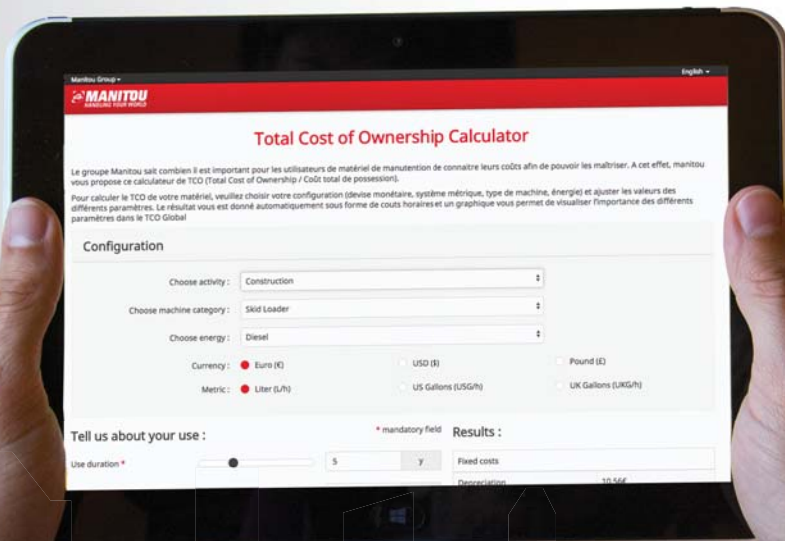


CALCULATE YOUR TCO!

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.



Receive your personalized report by e-mail.



To our calculator(s)
tco.manitou.com
tco.gehl.com
tco.mustangmfg.com



Enter your parameters.





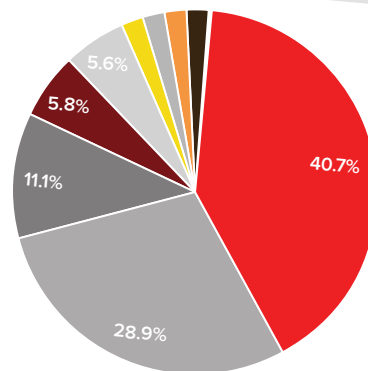
Your personalized result: hourly cost and breakdown of costs.

Results

Fixed costs	
Depreciation	\$11.21
Funding	\$1.55
Taxes	\$0.32
Insurance	\$0.80
Legal visits	\$0.27
TOTAL FIXED COSTS	\$14.14 per hour

Variable costs	\$7.96
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TOTAL COST OF OWNERSHIP : \$27.54 PER HOUR
TOTAL ANNUAL COST : \$27,540.84



■ Depreciation ■ Funding ■ Taxes ■ Insurance ■ Legal visits
■ Energy (including DEF) ■ Tires ■ Tracks ■ Preventive maintenance
■ Corrective maintenance ■ Operator Cost ■ Training



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.



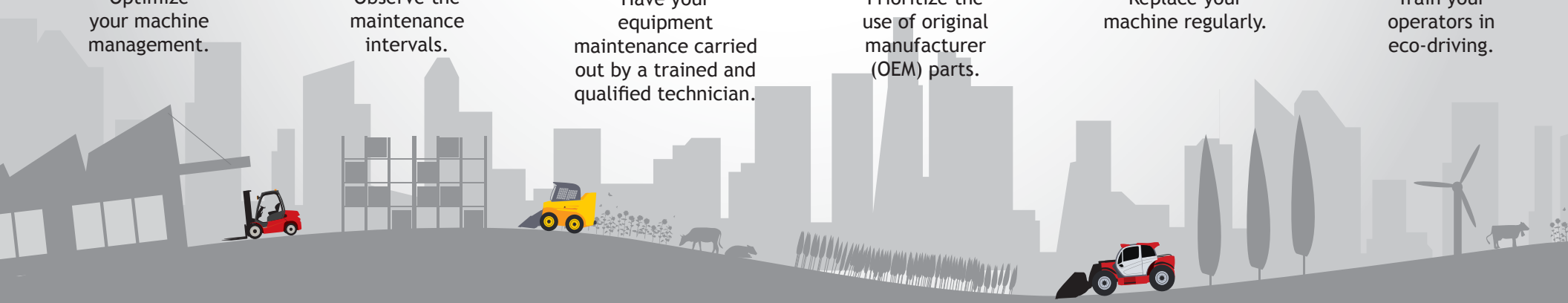
Prioritize the use of original manufacturer (OEM) parts.



Replace your machine regularly.

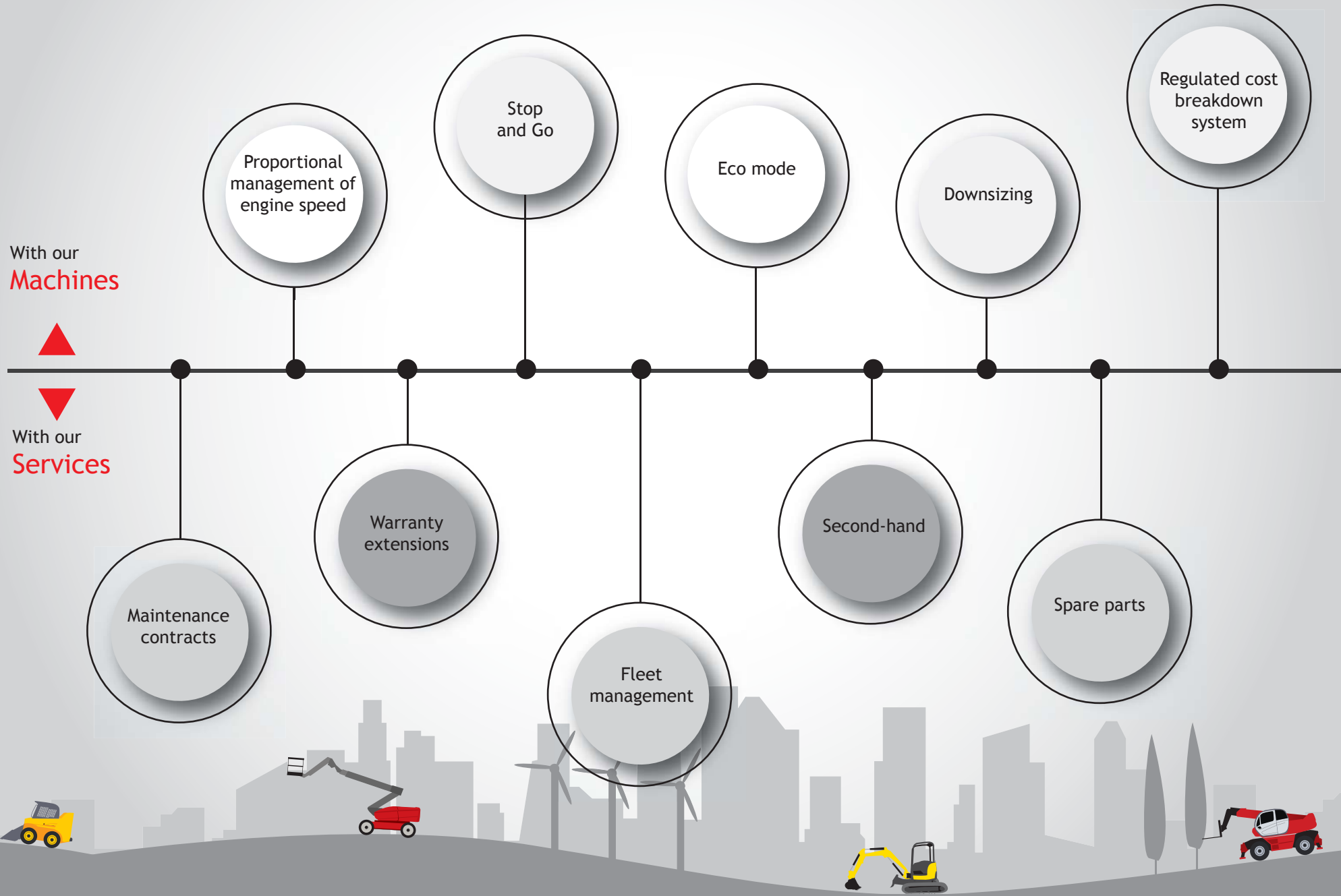


Train your operators in eco-driving.



MANITOU GROUP SOLUTIONS

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.

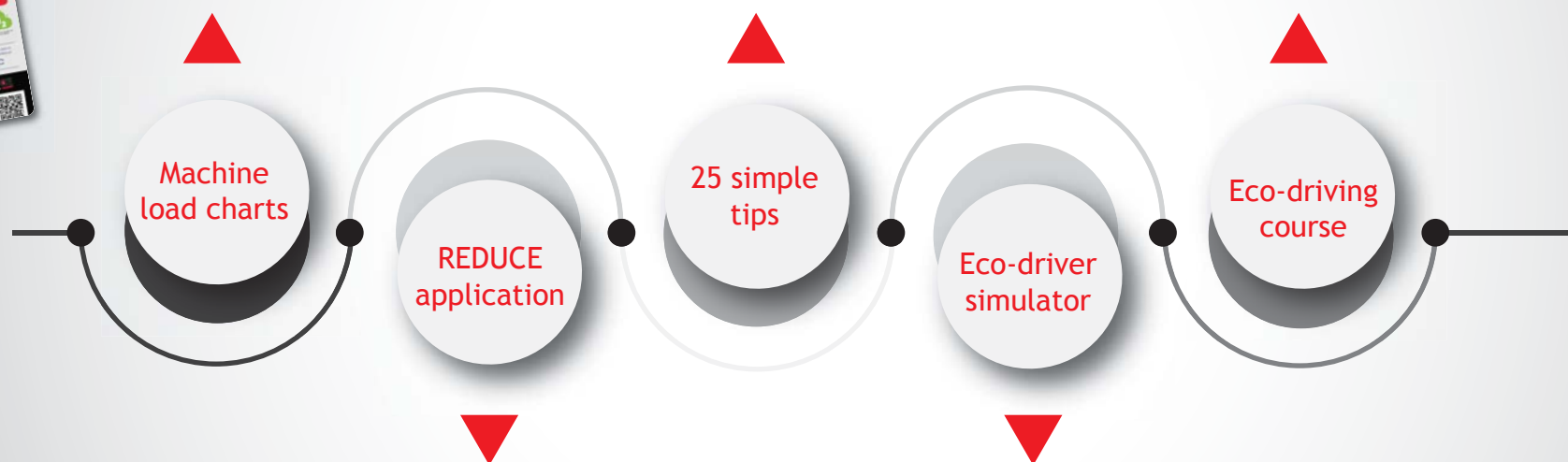


We indicate the consumption of our machines for the two activities representative of the machine, and the associated CO₂ emissions.

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.

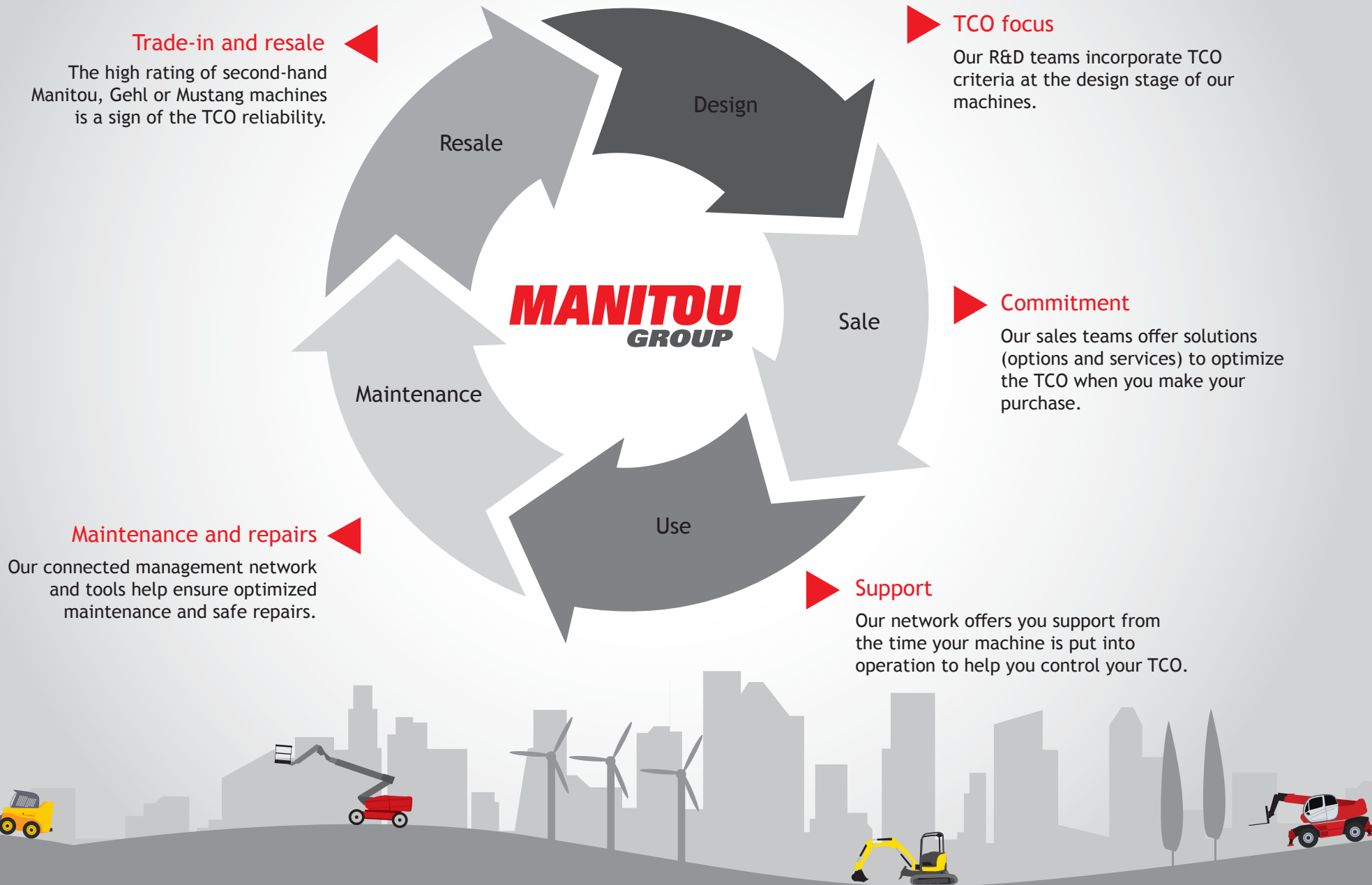
reduce.manitou.com

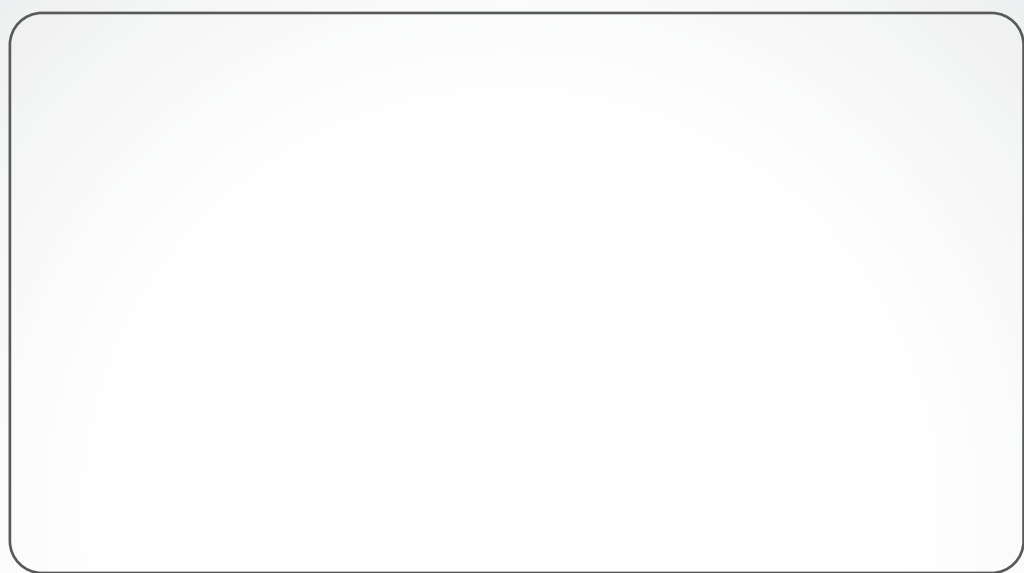
To raise your awareness of fuel costs and CO₂ emissions, Manitou Group has created an eco-driving simulator.



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.





MANITOU **GROUP**



Manitou Americas, Inc.

One Gehl Way - West Bend, WI 53095 - U.S.A.

Tel : 262.334.9461 - Fax : 262.338.7517

manitou-group.com

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