



**MATERIAL HANDLING
COMPANY**

CLARK
EQUIPMENT

CLARK
BUILT TO LAST.

CLARK f
EQUIPMENT C

CLARK

CLARK
THE FORKLIFT



CLARK

CLARK®
EQUIPMENT



CLARK
GAS TOW

CLARK



CLARK
POWERWORKER



CLARK
57

CLARK
EQUIPMENT



CLARK
HEAVY DUTY
CY/CHY 150 | 250

CLARK



CLARKAT
24 AND 30
TOWING TRACTOR

CLARK
Material Handling Europe
CLARK Material Handling Centre, D-43876 Mülheim
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INTRODUCTION

CLARK is *the* Material Handling Equipment Company.

Since its earliest days, CLARK has established a strong identity in the material handling equipment industry. Our products have earned a reputation for quality and excellence that few can rival. Our corporate mission and positioning, reflect that heritage.

CLARK is an evolving brand. New designs and new products bring power and purpose to the entire lineup of CLARK material handling equipment.

Our #1 goal is to positively impact a consumer's first contact with CLARK Material Handling Company and extend that positivity through to the quality, hands-on experience of owning and operating a CLARK industrial vehicle.

We are a company that:

- Is successful and creates value — in a powerful team together with dealers, customers, investors, neighbors, and society;
- Uses intelligent and innovative solutions to help our customers shape a successful future for their company;
- Thinks and acts in the long term, is reliable and trustworthy, and takes our responsibility for future generations seriously;
- Acts in a spirit of partnership with all of our direct and indirect partners — employees, customers, members of society, and the people in our local communities.

Innovative
Reliable
Value

1903

From an Electric Furnace to **Electric Forklifts:**



Eugene B. Clark — Founder

The CLARK that we know today is born in 1903 as the **George R. Rich Manufacturing Company** in Chicago, Illinois; the hub of the nation's railway network. It is formed by the Illinois Steel Company to manufacture drills that will survive the fast pace of boring railroad rails. In 1904, the George R. Rich Manufacturing Company is moved to a larger facility in Buchanan, Michigan. It is also at this time that **Eugene B. Clark**, an employee of the Illinois Steel Company, is asked to go to Buchanan as a consultant. After inspection of the new facility, the young mechanical engineer from Cornell specializing in electrical engineering judges that "the issues with this drill manufacturing company are not going to be solved by superficial analysis." He recommends that the parent company let him fully manage the Buchanan plant and make him an equal partner. As the Illinois Steel Company is now a captive customer, they accepted his offer.



1917



The Tructractor becomes the first production gasoline-powered industrial truck.

Mr. Clark quickly implements new operating procedures and renames the company the **Celfor Tool Company**; a derivative of the Latin words, "celeritas" meaning swift, and "fortis" meaning strong. Within a year, the young company is paying its bills on time and showing a profit under Eugene's supervision. In 1909, at the time when nearly all industry is involved in the transition from centralized steam power to electrical power, Mr. Clark embarks on his first trip to Europe. He has learned of superior steel castings being made there in a new process that uses an electric furnace. With a thorough study of the process, plans, and samples in hand Mr. Clark returns to America. He convinces his partners to finance an electric steel furnace, not only to furnish the requirements of Celfor Tool, but to sell to outside customers as well.

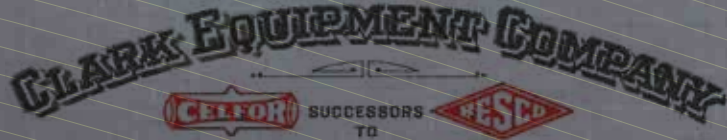


1920



CLARK introduces the world's first Internal-Combustion platform lift truck. The Truclift is the first industrial truck to use hydraulic power to lift a load.

With that new furnace and the completed construction of a second plant, the newly named **Buchanan Electric Steel Company** begins turning out castings in 1911. The ready supply of high-quality steel also encourages Mr. Clark's pioneering entry into the production of steel disc wheels for automobiles.



It is in 1916 that Mr. Clark uses his wide and growing favor from truck manufacturers to merge the Celfor Tool and Buchanan Electric Steel companies to form **Clark Equipment Company**.

Mr. Clark would go on to manage the Company until his death 36 years later.

1924



CLARK builds the Duat, "Do this, Do that", the first gasoline-powered, three-wheel tow tractor. With a 1,000lb capacity tiering attachment, the Duat becomes the world's first internal combustion lift truck.

1938



The Carloader is introduced. It is the world's first modern short-coupled, internal combustion forklift truck.

1942



The Carloader also becomes the industry's first electric fork truck capable of working a full shift. Wartime restrictions would postpone mass production until 1945.

1956

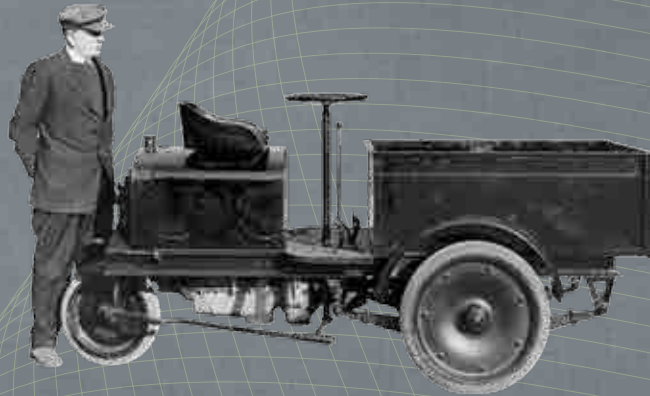


The industry's first nested I-beam upright is produced by CLARK. This upright design dramatically improves upright strength, load stability, and visibility.

CLARK's Long History of Firsts

It is also in 1916 when the Company designs and manufactures a new type of internal-gear truck axle, one of the first of its kind, the CLARK axle. The end of World War I sees Clark Equipment Company firmly established in the axle & cast steel business. Additionally, starting the development of the malleable-type spoke wheel will soon lead to a large volume of business with Dodge®, Chrysler®, Studebaker®, and International Harvester®.

It is in the latter half of 1917 when a few employees of Clark Equipment's Buchanan foundry cobble together a gasoline-powered shop buggy that has reverse steering and no brakes. They need it to transport sand and rough wheel castings to different areas of the quickly expanding foundry floor.



Two years later and with unexpected outside requests for these machines, Mr. Clark organizes a separate manufacturing company in Buchanan. In production the steering is redesigned and brakes are added. This three-wheeled hauler named the "Tructractor" will go on to sell over 75 units in 1919 and spend the next decade evolving and changing the entire course of material handling history.



In the twenties, CLARK begins manufacturing automotive transmissions and proprietary axle housings that will not be improved upon until the 1960's. The thirties bring innovations such as the venerable Carloader. It plays a significant role in the 1940's Allied war effort. After the War, CLARK solidifies its position as the major American forklift manufacturer with the Clarklift and C500 model families. The 1950's & '60's see CLARK as the first lift truck manufacturer to actively implement safety features into the design of forklifts. The CLARK System trucks of the 1980's and the Genesis line of the 1990's extend our winning streak. The 2000's see the reinvention of the CLARK family and the industry's first 100% AC electric, zero-turn radius, four-wheel large capacity forklift.

1967



The introduction of the industry's first electric, three-wheel rider forklift, the TM15/20, firmly establishes this product as an industry standard.

1983



The CLARK Industrial Truck Division pioneers the operator restraint system increases operator protection in case of tipovers. The patent for this safety innovation was offered to all lift truck manufacturers, royalty-free.

1995



CLARK is the first lift truck manufacturer to provide a free copy of the *Employer's Guide to Material Handling Safety* on every truck. CLARK is also the first lift truck manufacturer to achieve ISO 9001 certification for all its plants worldwide.

2013

Celebrates
100 years

of
CLARK

2012



CLARK diversifies its material handling offerings by acquiring the Evergreen Electric Vehicles Company. By manufacturing and offering this versatile line of people movers and industrial vehicles, CLARK again positively positions itself in today's global market as a leader in materials handling equipment.

2007



A first for CLARK, the GEX20/30/32 is a 100% AC 80V electric, pneumatic-tired truck that offers a zero-degree turn radius providing unmatched maneuverability in a lift truck of this size.

2003



The CLARK Gen2 Series is introduced to the global lift truck market. Solely designed and manufactured by CLARK Material Handling, the Gen2 sets a new standard for building reliable and hard-working lift trucks.

WORLDWIDE

The CLARK of Today: Who We Are

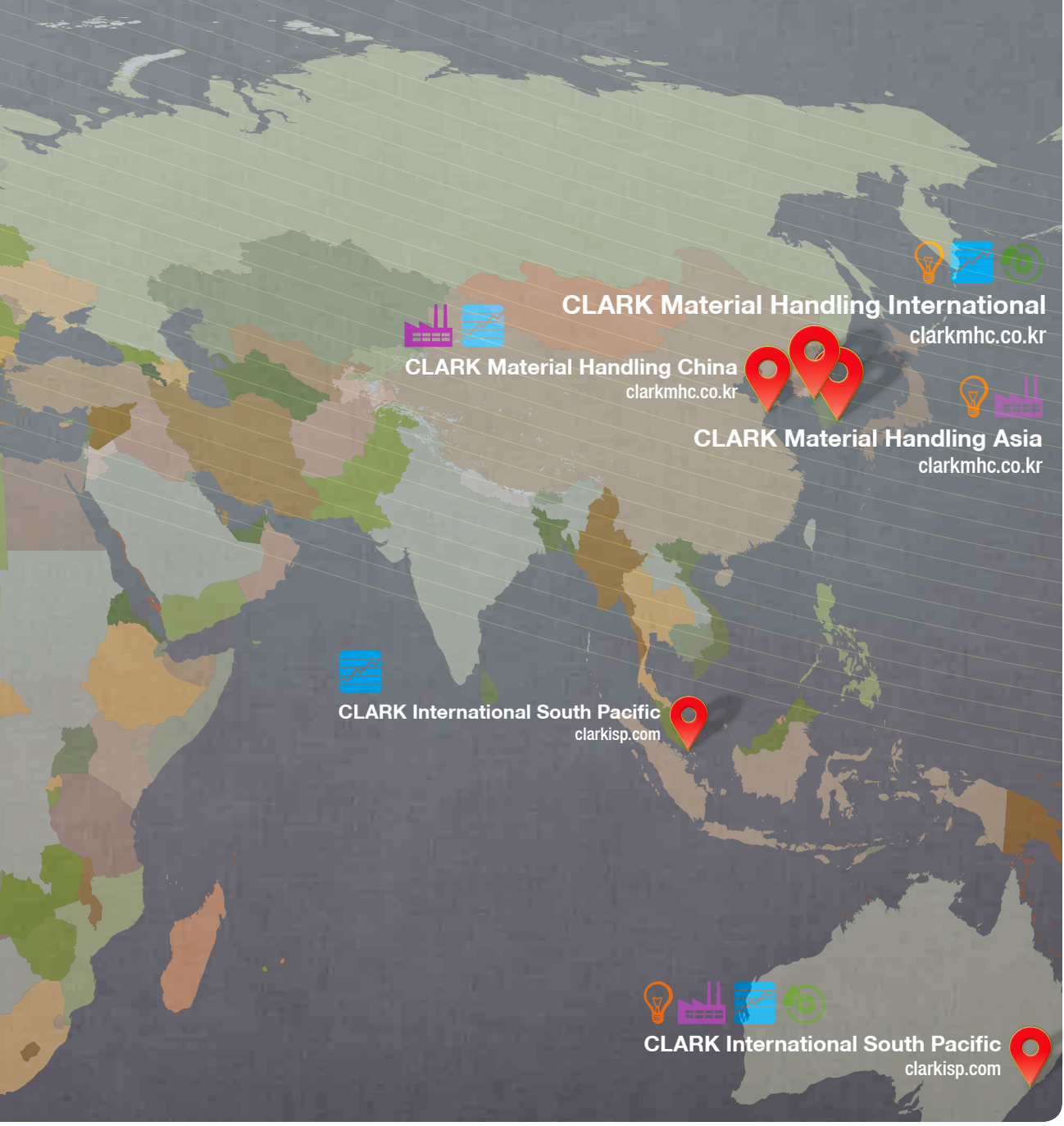
Since those early years, the material handling industry and the needs of our customers have grown exponentially. Approaching our 100th year of building material handling equipment, we are as proud of the products and services we provide today as we have ever been. CLARK has experienced substantial growth in sales of lift trucks and service parts; this is a direct effect of the unmatched knowledge and skills of our seasoned team of engineers, fabricators, customer service agents, service support, financing agents, field representatives, and core management.



Presently, there are over 350,000 CLARK units operating worldwide. CLARK offers one of the broadest global product lines in the industry covering all five major ITA classes of lift trucks ranging from 1,500 to 18,000 lb capacities: I.C. pneumatic, I.C. cushion, narrow-aisle stackers, electric riders, and powered hand trucks.

What we Do: **One in the Same**

CLARK extends this superior level of local support to customers almost anywhere on the planet. We currently operate with **over 500 global dealer locations spanning 93 countries**, continue to invest in worldwide operations, and position ourselves to exceed our valued customers' expectations. In 2012, we opened a custom-designed, full-service factory in San Luis Potosi, Mexico that will support the production needs of North & South America. At CLARK, we believe that **Customer Satisfaction is the only true measure of success** and *we're not anywhere close to stopping*.



WORLDWIDE

-  Research & Development
-  Manufacturing
-  Equipment Sales & Marketing
-  Parts Sales & Distribution

Over the past nine decades, CLARK has been one of the industry's most progressive and responsive manufacturers; continuously seeking innovative ways to improve product, expand service, and provide value to its customers. Through our Product Development & Value Engineering program, we work together with suppliers to minimize costs and improve the quality & efficiency of our products.

AND

Expanding the CLARK Brand: Looking Forward

CLARK forklifts cover all five ITA Classes for the North American market. CLARK lift trucks have the same durability and reliability that have been at the center of our manufacturing philosophy for nearly 100 years of manufacturing material handling equipment.



The all new, indoor/outdoor 100% AC GEX40/50 is the latest addition to the CLARK electric sit-down rider family. This 80-Volt, 4-wheel solid-pneumatic tire lift truck offers generous options with up to 10,000 lb capacities. And making its first appearance with the CLARK lineup in over 25 years, the all-new 100% AC CTX Tugger brings 7-metric tons of towing capacity to its compact frame.

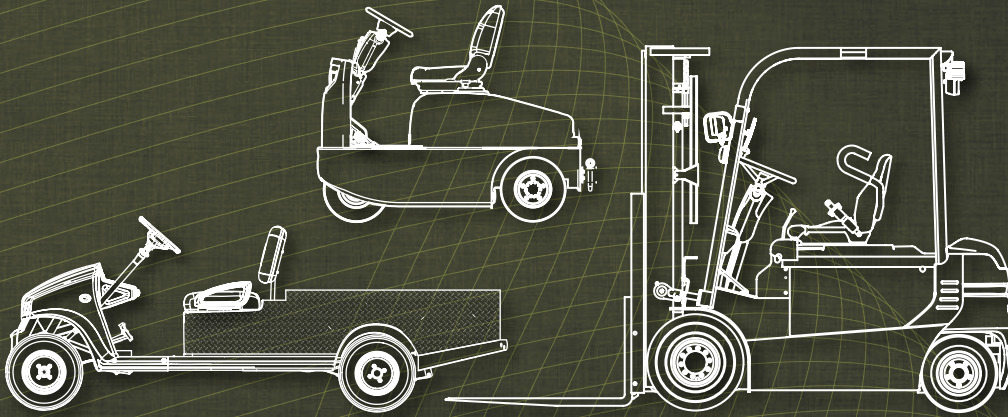


Industrial Vehicles

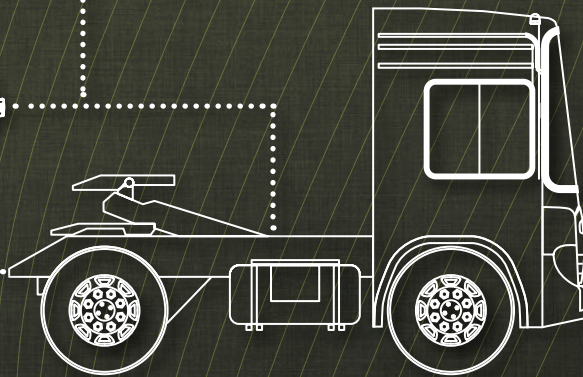
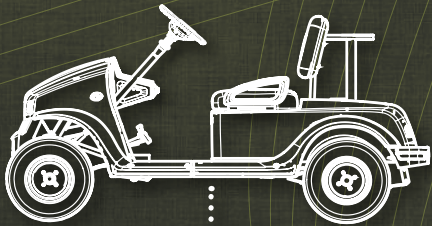
CLARK has expanded its product offering to include industrial vehicles and personnel transports. We believe these products are a natural complement for CLARK's existing and future customers. Modern designs and proven technology make these vehicles an affordable and easy to maintain choice for applications like manufacturing/distribution centers, government installations, resorts, gated communities, large industrial complexes, and so many more. And as always, CLARK industrial vehicles are fully supported by our sales, aftermarket parts, financial services, and technical after-the-sale support.

to the **Evolution** of the Brand and Its Products

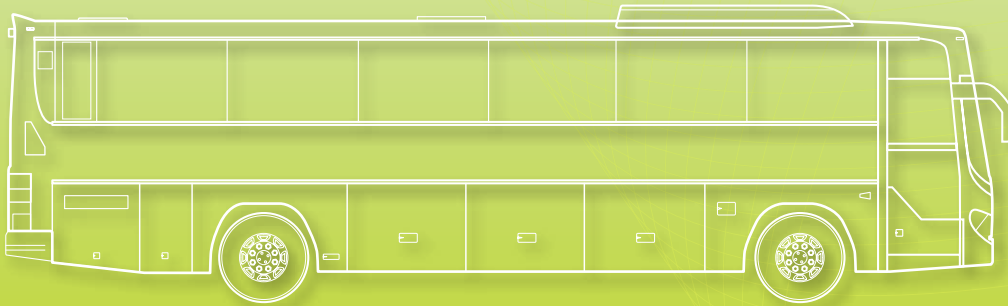
Industrial & Material Handling Equipment



Personnel Vehicles



Logistic Equipment



Commercial Vehicles

THE BRAND

CLARK

Lifting Hope: CLARK Philanthropy . . .

As a core value, CLARK sets governing principles of supporting our local communities through philanthropy and community stewardship. CLARK recognizes the importance of being a good corporate citizen and the value of charitable and non-profit organizations in our communities. We provide support for projects and initiatives that reflect the values of our company and help improve the quality of life where we work and live.



We believe that **giving back is a responsibility and a privilege** for every company.

CLARK as a company is an active partner to the communities we serve. We reach out to those in need through philanthropic and service-oriented programs; in particular focusing on meeting the physical needs of families and children. We continue to be a proud sponsor of youth programs, feeding the hungry, and building homes for those less fortunate. We also dedicate resources that provide assistance and financial resources to fight cancer, diabetes, and heart diseases.



What we do **today,**
becomes our **tomorrow.**

CLARK

and Community **Stewardship**

Through our “Volunteer Paid Time Off” program, CLARK employee volunteers have spent countless hours building affordable housing, completing cleanup projects, and serving at youth & homeless shelters, schools, retirement homes, and animal shelters; **always bringing a smile and Raising Hope** to those in need. CLARK has also donated nine pallet jacks to select non-profit organizations through our “Raising Hope” Pallet Jack giveaway program.

Over the past several years, CLARK’s philanthropic work has been recognized in our community with the receipt of the “We Care” award, Salvation Army’s Corporate Volunteer Award, a local children’s home “Community Partner of the Year” award, and most recently God’s Pantry “Volunteer Partner of the Year” award.



Social **responsibility** is woven into Our **DNA**.

CLARK[®]
RAISING HOPE

EUROPE

At **CLARK**, We Believe **Customer Satisfaction**,

CLARK Material Handling Company

Europe



Duisburg, GERMANY

Utilizing competitive pricing with best-in-class financing options, and an emphasis on factory training, our Corporate European Headquarters in Duisburg makes the purchase and maintenance of your CLARK forklift as cost-effective and easy to maintain as possible.

Add in our network of over 150 full-service CLARK dealership locations featuring well stocked parts departments, new equipment inventory, and regional fleets of short & long term CLARK rental units.

And finish with a centrally located Parts Distribution Center in Duisburg, Germany; one that services all European, African and Middle East CLARK customers through sales and service technicians connected to the best proprietary parts and service lookup system in the industry: PartsPRO®Plus.



Duisburg, GERMANY

All of this makes us Simply **the Best Service Organization in the Industry.**

is the Only **True Measure** of Success



Valued Customer,

From humble beginnings to this year and beyond, we continue to serve as stewards of the CLARK brand. Our focus will always be about more than just building "The Forklift." Through our industrial vehicles to our philanthropic efforts, CLARK employees strive to support our brand and nourish the communities we serve.

As we move into the future we will continue to build upon this solid foundation for the CLARK generations to come; and while CLARK enters the next chapter of its proud history it does so with the anticipation of company and community growth and prosperity.

At the end of the day we hope our products, our dealers, and our corporate initiatives improve the lives of those around us.

Thank you for spending this time with us today.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Eiten'.

Rolf Eiten
President & Chief Executive Officer

EUROPE

circa 2007 CLARK 90th Anniversary



CLARK MATERIAL HANDLING
COMPANY

THIS IS WHAT WE DO



AND THIS IS WHO WE ARE

BUILT TO LAST™



CLARK

CLARK

CLARK
EQUIPMENT

CLARK TRUCK
BY CLARK
THE SPRINGFIELD PLACE

CLARK

CLARK
HANDLING

CLARK

CLARK

CLARK

CLARK

CLARK
EQUIPMENT

MATERIALS

LEFT ATTACHMENT
Application engineered

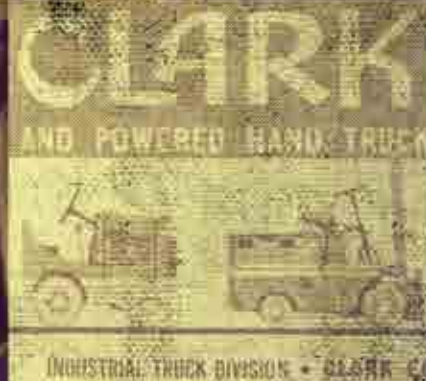
CLARK

CLARK

CLARK



CLARK
BUSHAWAN, MICHIGAN



JANUARY 31

CLARK

CLARK
EQUIPMENT

CLARK
MAGAZINE

features

BUILT TO LAST



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