

Natural Gas Forklifts

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The Success of the NGV Forklift Market

- Benefits of Natural Gas Forklifts
- The Ontario Sales Experience
- Sample Business Case



Customer Benefits of Natural Gas Forklifts

- Emissions Reduction
- Injury Reduction
- Safest Fossil Fuel
- Used by many companies for ISO 14001
- Forklift Performance Benefits
- Most Convenient Refueling Process
- Economic Benefits

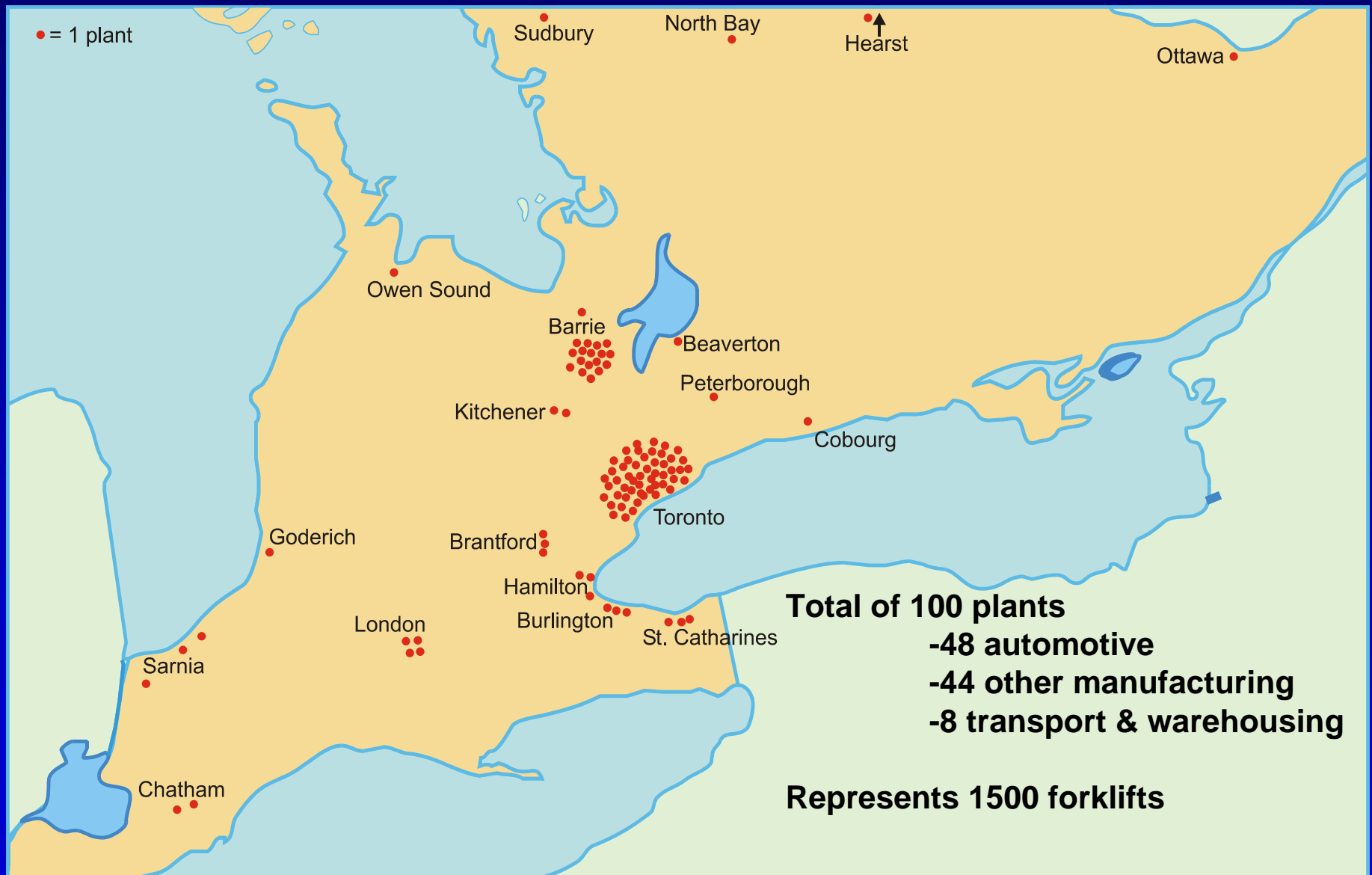
The Ontario Sales Experience

- Over 1,500 forklifts in 100+ facilities in Ontario are operating natural gas forklifts (resulting in 15% of the target market)
 - To date, in The Province of Ontario, the added annual gas volume from forklift use is 380,000,000 cubic feet
- Typical plant operating natural gas forklifts
 - Has a fleet of 10 forklifts
 - Operates 2+ shifts per day
 - Consumes 2,500,000 cubic feet of natural gas per year

Sample List of Natural Gas Forklift Users

- Honda Canada (2 plants)
- Magna (20 plants)
- Goodyear
- Rubbermaid
- Mattel
- General Motors Diesel Division
- General Dynamics Land Defense
- Volvo
- Owens Corning
- Georgia Pacific

Southern Ontario Forklift Market Success



Honda Canada



Purolator



USF Holland



The FuelMaker/Enbridge Forklift Program Experience

- Gas Utility Support and Highlights of the Enbridge Program:
 - \$250 per forklift conversion incentive
 - Industrial and commercial sales rep involvement
 - Enbridge marketing support
 - Target of 8 workshop / breakfast seminars per year
- How the Program works
 - Jointly market customers through:
 - Breakfast Seminars
 - Direct Mailers
 - Fax Back Program
- FuelMaker coordinates customer targeting and event organizing through inside sales / telemarketing department
- FuelMaker outside sales and Gas Utility representatives work the sales process
- Converted 15% of target market with no subsidies or government assistance

Economic Comparison

PROPANE SYSTEM

Current Propane Cost

(higher CO, back injury risk, frostbite potential,
productivity losses)

NATURAL GAS SYSTEM

Natural Gas

+

All in Lease

(refueling system & forklift conversion)

The System pays for itself.

Your current monthly propane
budget pays for the natural gas
system and you get:

**Cleaner Air + Safer Workplace
+ Injury Reduction**

Actual Quote Summary

Monthly Operating Cost/Savings Comparison

Monthly Propane Cost		Monthly Natural Gas Savings		Benefits Received with Natural Gas
Present Monthly Propane Cost:	\$ 13,581	Monthly Natural Gas Cost: <small>(Includes Gas & Electricity)</small>	\$ 7,182	Carbon Monoxide Reduced by up to 95%
Labour Cost Refueling/Cylinder Handling:	\$ 3,234	Labour Cost Refueling:	\$ 970	Eliminate Back Injuries Caused by Handling Cylinders
Propane Handling Training Cost (R.O.T.):	\$ -	R.O.T. Provided by FuelMaker at No Cost		Eliminate the Risk of Frostbite from Exposure to LPG
Forklift Service Cost with Propane:	\$ 1,164	Forklift Service Cost with Natural Gas:	\$ 582	Natural Gas is the Safest Fuel Available
		Estimated Equipment Maintenance:	\$ 1,736	Healthier More Productive Staff
		Turn Key Package Equipment Lease: <small>(Includes: Equipment, Install & Conversion)</small>	\$ 3,918	No More Wasted Fuel with Natural Gas
Total Monthly Propane Cost:	\$ 17,979	Monthly Natural Gas Total:	\$ 14,388	Reduced Fuel Costs
		Total Annual Savings:	20.0% \$ 43,095	More Stable Fuel Prices
				Lower Forklift Maintenance Cost

Total annual opportunities for back injury eliminated through a FuelMaker Refueling System: **23,282**

Forklift Fleet Data:

26 Forklifts operating 3 shifts 6 days per week consuming a total of 38 propane cylinders per day

Summary

Why Plants are Motivated to Switch

- Reduced operating costs
- Clean air and a safer workplace
- Reduced downtime with quicker refueling
- Eliminate risk of injury related costs
- Reduced forklift maintenance and extended oil change intervals
- Lower heating and cooling bills from a reduction in air changes