

CLARK: Committed to a Smart, Strong and -- above all -- SAFE 2020



CLARK CONNECTION

CLARK NEWSLETTER

Q1 - 2020



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CLARK MESSAGE

FROM THE PRESIDENT & CEO



Dennis Lawrence, President & CEO

As we are witnessing the world change and adapt to the new normal, we face new challenges daily, due to the spread of the COVID-19 virus. In my lifetime, there has never been an event that has had such global impact on all aspects of our lives. Businesses, health care systems, increasing supply chain demand, grocery stores, and even our interaction with family, friends and loved ones have all had to make increasing sacrifices.

Throughout our over 100 years in business, CLARK has witnessed challenging times, from WW2 to 9/11 to today, as we face the COVID-19 virus. During these difficult times the material handling industry is more important than ever. Forklifts play a

vital role in ensuring our communities have food, our hospitals have necessary supplies to protect health care workers and supply chains are able to continue to move goods.

Rest assured, our entire CLARK family is committed to supporting our dealer network and customers, while maintaining the high level of service you have come to expect from the CLARK brand. This has been the top priority of CLARK over the last 100 years and will continue no matter how great the challenge.

As we move forward to the second quarter we move forward as family, keeping all of those directly affected by the virus in our thoughts.

Compassion and kindness will be our greatest asset as the world begins to recover. We will get through this, and we will get through it together.

Thank you for being a part of the CLARK family. Know that when you sit on or drive a CLARK forklift, you are among a million other satisfied customers who have experienced the CLARK brand.

MISSION

CLARK IS COMMITTED TO THE PURSUIT OF EXCELLENCE IN THE DESIGN, MANUFACTURE AND DISTRIBUTION OF SAFE AND RELIABLE MATERIAL HANDLING PRODUCTS WHILE PROUDLY GIVING BACK TO OUR COMMUNITY.

VISION

ACHIEVE POSITIVE GROWTH IN UNIT SALES, REVENUE AND OPERATING INCOME YEAR OVER YEAR. GIVE BACK TO THE COMMUNITY WE SERVE. PROVIDE A SAFE AND PRODUCTIVE WORKPLACE ENVIRONMENT.

VALUES

- INTEGRITY
- EMPLOYEE COMMITMENT
- TEAMWORK
- PURSUIT OF EXCELLENCE
- CORPORATE CITIZENSHIP

LATEST NEWS CLARK GLOBAL

To meet increasing global demand for our products, CLARK continues to expand our manufacturing and assembly operations. Here are our latest additions:

Lexington, KY Expansion

With the completed expansion of our Lexington Kentucky assembly facility -- our third facility in Lexington -- CLARK continues the re-shoring of assembly of its “heart-of-the-line” S-SERIES internal combustion products.

President & CEO Dennis Lawrence noted at the ribbon-cutting ceremony: “With the opening of this new facility, we’re marking an important step toward our future growth,” said Lawrence. “This facility will improve our overall operations, drive out waste and reduce lead times. This also represents our ongoing commitment and investment to the Lexington, KY area,” he added.

With the new assembly facility, we’re now able to meet the growing demand for the CLARK electric and internal combustion products, and, CLARK will have the assembly capacity in Lexington for nearly 80% of its products.



Vietnam Manufacturing Operations

CLARK expansion extends to include high volume production through our Vietnam manufacturing facility. As part of our global manufacturing platform, it will support product demand for North America, Europe and Australia.

Dennis Lawrence commented on Vietnam production for the U.S., “CLARK is an American brand driven around the world and built around the world. The addition of this facility, which will augment the assembly we do here in Lexington of nine models, ensures the company has a broad manufacturing plan that can support global demand and specific regional product needs. I have been to this facility and met with their teams. They are committed to quality, on-time delivery and customer satisfaction. This is a very positive step for the global company’s long-term health.”

With the addition of this manufacturing operation, the products involved, primarily internal combustion models, gives CLARK three plants to support S-SERIES and larger capacity IC production. This assembly capacity combined with our new equipment factory stock levels in Lexington ensure that our Dealers and end-user customers have excellent product availability!



SMART, STRONG & SAFE FOR 2020



Rick Dahlke, National Sales Manager

What does remainder of 2020 bring to CLARK

I remember around January of 2017, a group of CLARK executives, sales team members and marketing staff members conducting a meeting within a conference room in Lexington. What was on the docket was the new CLARK S-SERIES. The discussion focused around all the features and benefits of this newly designed lift truck and what it meant to us in manufacturing, sales, inventory levels, product launches and of course marketing.

What came from that meeting, amongst other things, was the slogan “Smart, Strong and Safe”. It very much encompassed the philosophy surrounding this new unit.

The “**Smart**” aspect of the truck with its interactive dash and internal diagnostic features along with the introduction of CLARK SENSE.

Strong detailed the heavy-duty frame, Overhead guard, I-beam mast and all the other standard CLARK features that make it “**Strong**”.

And of course, “**Safe**”. Interlocking seat belt, automatic park brake and great visibility. All of which provided the operators with a safe and comfortable CLARK experience.

After a successful launch and an outstanding initial two years with this truck, it is now a staple of the CLARK family.

Along comes 2020. A strong start to the new year in sales across the board. And outstanding stock market with soaring 401Ks. Strong employment numbers week-after-week. Some may argue that it was the strongest economy many of us have ever seen. In fact, there seemed to be more jobs than people to fill them at times.

Then came March. Covid-19 hits our shores. Much political news was, and has been made about this since early on, but I am here to tell you. No one, and I mean no one, could have forecasted what the month of March would bring to our country’s economy in such a short time. Stocks down 30% in two short weeks. The country on 30 day at-home quarantines. Only essential businesses allowed to be open and most of them on less staff. Unemployment reaching new records. None of us have ever seen anything like this and all of us struggling to anticipate our next moves.

And that includes all of us at CLARK.

That brings me back to **Smart, Strong and Safe**. Who could have guessed that this small slogan would become the mantra of our company as well as a nation?

Be **Smart**. Do not panic. Stay at home, keep 6’ social distancing standards. Heed the advice of your local officials.

Be **Strong** in knowing that America has beaten every foe sent its way for over 240 years. We have won world wars that some said could not be won. We recovered from Pearl Harbor and 9/11. We have gotten thru and help beat other diseases like MERS, SWINE, EBOLA, ZIKA and Bird flus. In my lifetime, we have seen Polio, Small-Pox, Measles and Mumps become words of the past.

And be **Safe**. Wash your hands, be considerate of those around and please use common sense.

This also gives us some time to evaluate priorities. Spend some quality time with family. Remember here at CLARK it’s: Faith, Family and Forklifts. In that order.

CLARK and its family of dealers will come out of this hopefully in a short time. We will be stronger as a company and as an organization. And as an essential business during this critical time, we will remain open. To quote a very wise dealer principal I talked to, “Let’s Keep everyone safe and let’s keep everyone working”.

Please be “SMART, STRONG and SAFE”!



S SERIES®

FEATURES & BENEFITS



SMART ■ STRONG ■ SAFE

SMART:

- Interactive Dash
- Built-In Reporting of Truck and Operator Performance via Optional Telemetry
- Engine/Powertrain Service Tools
- On-Board Reporting of Operator Controlled Functions

STRONG:

- Forced-Cooled Wet Disc Brakes
- Fully Welded Heavy Gauge Frame
- Nested I-Beam Upright
- 6-Roller Carriage
- External Side-Thrust Rollers
- Proven Steer Axles and Cooling Systems

SAFE:

- Automatically Applied Parking Brakes
- Speed Limit Control
- Increased Visibility
- Optional Rear-View Camera
- High-Visibility Orange Seat Belt
- Designed with Optimal Center-of-Gravity to Enhance Truck Stability

Should you have any questions regarding CLARK products, National Accounts or aftermarket support, please do not hesitate to call for more information at 1-866-252-5275 or visit us at www.clarkmhc.com

CLARK RAISING HOPE



Alan Sutherland, Public Relations Manager

Should you tour our Lexington or Louisville facilities throughout those buildings you'll see posted the CLARK Mission, Vision, and Value statements for all to see. Included in each of these statements is the core value of giving back to the community.

We call it Raising Hope.

An example, last year our Raising Hope "Volunteer Paid Time Off" program registered over 3,000 hours of volunteer time to make a difference to 52 non-profit agencies. This year we have added several new partnering agencies.

One of which is "Ashland Terrace."

Nestled in the heart of the Chevy Chase neighborhood in Lexington, Kentucky, Ashland Terrace, a non-profit, 501(c)3, private foundation, established its mission of providing housing to those in need beginning in 1849 when it was called "Home of the Friendless" and served those left destitute by cholera outbreaks.

Incorporated in 1923 as "The Old Ladies' Home," the name of the community-based independent retirement center for older women was changed in 1973 to Ashland Terrace. The present building, constructed in 1960, was expanded and renovated in 1999 and 2000.

Ashland Terrace looks after the welfare of its residents by providing weekday transportation, personalized shopping, daily programs, an onsite library and a community garden that provides fresh cuttings and herbs to the local community.

Because of the support of programs and institutions like CLARK Raising Hope, Ashland Terrace continues to make a difference in the lives of the elderly in our community. CLARK has had several volunteer days at Ashland Terrace, and we will continue to partner with them in their important work.

Additionally – and as part of our goal to encourage others to make a difference – we implemented our Raising Hope Financial program. Through this program, CLARK Employees, Dealers, and the CLARK matching gift program all combined to raise over \$61,000 to support the 52 agencies just last year. The agencies and the participating CLARK Dealers are listed on the next page.

Through all these efforts, CLARK is Raising Hope in the lives of our Bluegrass neighbors as well as in the lives of people across the country.

ORGANIZATIONS WE SERVE

Adopt a Highway
 African American Foundation
 Alzheimers Association
 American Cancer Society
 American Diabetes Association
 American Heart Association
 Angel Tree Louisville
 Ashland Terrace
 Backpack program
 Believing Forever Coat Drive
 Best Buddies
 Bluegrass Community Foundation
 Candlelighters program
 Catholic Action Christ,as Drive
 Child Development Center
 Citizens Police Academy
 Clays Mill Elementary
 Court Appointed Special Advocate
 Dare to Care
 Dixie Elementary
 Elkhorn Middle School
 Families in Transition
 Feed my Starving Children
 Flockers Against Cancer
 Foster Care Council
 Foundation for Latin American Culture and
 Arts
 Fraternal Order of Firefighters
 Future Farmers of America
 Gathering Place
 Gatton College of Business & Economics
 Georgetown Stingrays
 Georgetown Y

Girls on the Run
 Gods Pantry
 Greenhouse 17
 Habitat for Humanity
 Home of the Innocents
 Homeplace
 Honor Flight Kentucky
 HOPE Center
 International Mosaic Down Syndrome
 Jessamine Homeless Coalition
 Jewish Federation of the Bluegrass
 Kentucky United Methodist Home
 KET
 Kirksville Elementary Archery Team
 Kiwanis of the Bluegrass
 KVC of Kentucky
 KY Cancer Link
 Lady Veterans Connect
 Leadership Lexington Foundation
 Leadership Lexington Foundation
 LexArts
 Lexington Fire Department
 Lexington Humane Society
 Lexington Korean School
 Lexington Rescue Mission
 Living Arts & Science Center
 Martin Luther King Alpha Beta Chapter
 Miss Virginias Food Pantry
 Mobile Pantry
 My Pink Navigator
 Nashville Police Christmas Basket
 Northern Cal Ripken
 Northside Y

Ohavay Zion Synagogue Backpack Program
 Pink out the Park
 Prevent Child Abuse Kentucky
 Red Cross
 Richmond Knights of Columbus
 Saint Jude Children's Hospital
 Salvation Army Boys and Girls Club
 Salvation Army Christmas Lunch
 Salvation Army Lemon Aid
 Scarlet Hope
 Southside PTO Sprouts Program
 Southwest Pony Baseball
 Special Olympics of KY
 SRC
 State conference Technology
 Steve Buser Memorial Fund
 Surgery On Sunday
 Sweet Blessings
 The Nest
 The Well
 UK Markey Foundation
 United Way
 Veterans Hospital
 Waveland Historic Home
 West End School
 Wheeler Elementary
 Wolf Creek
 Woodford County High School Band
 Woodford County High School Theater
 WUKY
 Yes Mamm

RAISING HOPE DEALERSHIPS PARTICIPANTS

All Lift Service Co Inc.
 All World Lift Truck Company, LLC.
 Alliance Material Handling, Inc.
 Allied Equipment Service
 APEX Material Handling Corporation
 Ardent Industrial Equipment, LLC
 B&H Industrial Service, Inc.
 Big River Equipment Co., Inc.
 Buffalo Lift Trucks Inc.
 C & C Lift Truck, Inc.
 Cal-Lift, Inc.
 Capital Equipment & Handling
 Cardinal Carryor
 Central Ohio Forklifts
 CERVUS Equipment
 Continental Lift Truck, Inc.
 Cornerstone Equipment
 Delta Materials Handling, Inc.
 Empire Forklift, Inc.
 Erie Industrial Trucks, Inc.
 Florida Forklift, Inc.
 FMH Material Handling Solutions, Inc.
 Forklifts of Des Moines, Inc.
 Forklifts of Minnesota, Inc.
 Forklifts of St. Louis, Inc.
 Forklifts of Toledo
 Fraza
 Frontier Forklifts and Service, Inc.
 Hodge
 Holly Material Handling
 Homestead Materials Handling & Equipment,
 Inc.
 J.M. Equipment Company, Inc.

Jefferds Corporation
 K-Lift Service Co., Inc.
 Lift Depot LTD
 Lift Parts Service, LLC
 Lift Truck Sales & Service, Inc.
 Louisiana Lift & Equipment, Inc.
 MAHSA
 Material Handling, Inc.
 Materials Handling Equipment
 Mid Atlantic Industrial Equipment, LTD
 Mid-Columbia Forklift
 MidCo Material Handling
 Midwest Industrial Equipment
 MS Equipment, Inc.
 MYMMSA
 National Lift of Arkansas, Inc.
 National Lift Truck Service, Inc.
 National Lift Truck, Inc.
 Norlift of Oregon, Inc.
 Ogden Forklifts, Inc.
 PA Industrial Equipment, Inc.
 Raymond of New Jersey, LLC
 Silver State Forklift, Inc.
 SOMSI
 SS Lift, Inc.
 Sunbelt Material Handling
 The Lilly Company
 Thompson & Johnson Equipment Co., Inc.
 Tri-Lift NC, Inc.
 TruPar America
 Valley Industrial Trucks Inc.
 Vitan Equipment
 W. D. Matthews Machinery Co.



INVENTED THE FORKLIFT • A TOP 10 GLOBAL FORKLIFT SUPPLIER • EST. 1917



SMART ■ STRONG ■ SAFE

AMERICAN HEADQUARTERS IN LEXINGTON, KENTUCKY

PRODUCTS DISTRIBUTED THROUGH 205 DEALER LOCATIONS ACROSS THE AMERICAS

1 MIL

FORKLIFTS PRODUCED.
OVER 250,000 IN SERVICE.

GLOBAL AFFILIATES IN GERMANY,
SOUTH KOREA, BRAZIL, FRANCE, VIETNAM
COSTA RICA AND AUSTRALIA

MISSION

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VALUES

- INTEGRITY
- EMPLOYEE COMMITMENT
- TEAMWORK
- PURSUIT OF EXCELLENCE
- CORPORATE CITIZENSHIP

PRIVATELY HELD CORPORATION WITH 223
EMPLOYEES IN CENTRAL KENTUCKY



ASSEMBLED IN KENTUCKY

TOTAL OF 9 MODELS ASSEMBLED
IN LEXINGTON, KENTUCKY

CLARK PRODUCT LINE INCLUDES LPG, GASOLINE, DIESEL
AND ELECTRIC POWERED FORKLIFTS



FOR EVERY ONE JOB CLARK CREATES, 2.5 JOBS
ARE CREATED DOWNSTREAM



CURRENT FUNCTIONS IN LEXINGTON INCLUDE SALES
AND MARKETING, ENGINEERING, PRODUCT RESEARCH
& DEVELOPMENT, MANUFACTURING, TRANSPORTATION,
PURCHASING, LEGAL, FINANCE, BUSINESS
DEVELOPMENT AND IT

INDUSTRIES SERVED: LOGISTICS, LUMBER, CARPETING,
WAREHOUSING, INDUSTRIAL MACHINERY, GENERAL
DISTRIBUTION, BEVERAGE AND MORE

166,500 SQ. FT. STATE-OF-THE-ART GLOBAL
PARTS DISTRIBUTION CENTER IN LOUISVILLE,
KENTUCKY



FOUNDING MEMBER OF ITA, WHOSE MEMBERS CONTRIBUTE
\$25.7 BILLION TO US GDP ANNUALLY AND 10% OF THOSE
EMPLOYED IN THE INDUSTRIAL TRUCK MANUFACTURING SECTOR
ARE VETERANS



CLARK SENSE TELEMATICS
HELPS MONITOR EQUIPMENT
REMOTELY



CLARK HAS ONE
OF THE BROADEST PRODUCT LINES IN
THE INDUSTRY AND COVERS 96% OF THE
NORTH AMERICAN MARKET

PARTS AVAILABILITY FOR 20 DIFFERENT
BRANDS



700 ENTERPRISE DR, LEXINGTON, KY 40510
TELEPHONE: (859) 422-6400



WWW.CLARKMHC.COM

AFTERMARKET PARTS



Charlie Chwasz, North American
Aftermarket Sales Manager

Your CLARK lift truck is Built to Last®. It's important to keep it that way with genuine CLARK OEM parts. CLARK OEM parts are a great way to optimize your lift truck's performance and get the most out of your CLARK lift truck.

CLARK OEM parts are highly dependable and designed to fit your CLARK lift truck. CLARK OEM parts are manufactured to the same high standards as the originals, for durability and longevity. CLARK OEM parts fit correctly the first time and every time. Using CLARK OEM parts reduces downtime and ultimately ensures your truck will be up and running sooner -- helping reduce your total cost of ownership.

Our 166,500 square-foot state-of-the-art facility in Louisville, Kentucky is stocked with nearly 40,000 items with over 150,000 product applications and is strategically located close the UPS WorldPort air hub. Additionally, CLARK utilizes our years of experience, outstanding delivery, and competitive pricing to make the maintenance of your forklift as cost-effective and painless as possible.

Not only do we have parts for current production CLARK lift trucks, we also have a large inventory of parts for older CLARK lift trucks. If you have a fleet of older CLARK lift trucks, rest assured that you can count on us to have the parts you need. In the rare case the part you need is not on-site, our team in Lexington will work to find the part you need and get it to you as soon as possible.

CLARK OEM Parts are backed by a strong factory warranty. And it's important to remember that warranty claims may be voided if non-conforming non-OEM parts are used on your CLARK lift truck. By using CLARK OEM parts, you keep down time to a minimum and up time to a maximum. You're also using parts that are designed to help keep your "Built to Last®" CLARK lift truck running as it should for years to come. You're also using parts that are designed to help keep your "Built to Last®" CLARK lift truck running as it should for years to come.



DEALER NETWORK



	MAIN	BRANCHES	TOTAL
U.S.	73	76	149
CANADA	9	18	27
MEXICO	11	10	21
LATIN AMERICA	8	-	8

205

LOCATIONS ACROSS THE AMERICAS



CLARK as an American brand driven around the world – and as the inventor of the forklift – we help our customers manage all their material handling needs by providing them SMART. STRONG. SAFE. products.

SMART – CLARK dealers are continually trained and updated on the latest CLARK product developments and enhancements. They have access to all CLARK support systems, PartsProPlus®, Totalift® parts and safety

catalogs to ensure that the customer's equipment is being serviced with the correct and highest quality parts.

STRONG – CLARK has one of the most mature and expansive dealer networks in the Americas with over 205 locations. The average dealer has represented CLARK more than 24 years.

SAFE – CLARK dealers are not only trained to provide the correct equipment into

the proper application to provide maximum return to the customer, the technicians are also trained on proper methods and procedures for maintaining the equipment to reduce down time and overall cost of ownership. They are also provided with the latest updates in diagnostic tools, software and service bulletins to ensure the equipment is properly maintained and running at its optimal performance level.

Looking for a CLARK dealer? Visit www.clarkmhc.com/home/DealerLookup

CLARK SOCIAL MEDIA

In 2019 CLARK grew and expanded our presence on social media.

You can now find us everywhere! Throughout 2019, CLARK spread the message about the benefits of our products and our company through key social media with solid results:

- Facebook: 39% increase in followers
- Twitter: 34% increase in followers
- LinkedIn: 33% increase in followers
- YouTube: 40% increase in followers



@CLARKMHCNA

We have even bigger plans for 2020.

And for these plans to succeed, we need one more thing: YOU! Please take a moment (now) and start following CLARK!

You'll find out about the latest products. Learn about the success our customers are having with our products. Read about our employees. Find out about the latest CLARK global news. And, even see where CLARK is taking an active role in our communities through our Raising Hope program.

CLARK NATIONAL ACCOUNTS

The CLARK National Account program offers participants a simple way to gain operational efficiency by leveraging our expansive dealer network and global operations in order to provide lower overall costs.

A few of the many benefits available through the CLARK National Account program include offering a single point of contact, delivering national account pricing for multiple locations and, with 190+ servicing locations across the country, providing expansive coverage for service, parts and rentals.

Additionally, our centrally located distribution

center (in Louisville, KY) houses nearly 40,000 items for over 150,000 product applications and takes orders up to 8:00pm ET for next day delivery – all to ensure your fleet stays up and running when you need it most.

Designed with end-customers in mind, the CLARK National Account program builds on the 100+ years of CLARK experience delivering material handling solutions to provide you with the solutions you need to succeed in your business – today and tomorrow.

For more information contact Herb Michelli at HerbMichelli@clarkmhc.com, or at 859-407-0986.





OVER 103 YEARS OF “BUILT TO LAST”
EXPERIENCE DELIVERING NEW TECHNOLOGIES
AND LEADING EDGE PRODUCT INNOVATIONS.



FOR ANY OTHER QUESTIONS, CALL 866-252-5275
OR VISIT WWW.CLARKMHC.COM



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