



6499 West 65<sup>th</sup> Street | Bedford Park, Illinois 60638  
P: 800.367.5600 | F: 800.367.5605  
[www.hoistlift.com](http://www.hoistlift.com)

**Contact: Andrea Yedinak**  
Marketing/Sales Assistant, Hoist Liftruck  
Phone: 708.552.2742  
[andrea@hoistlift.com](mailto:andrea@hoistlift.com)

## **Hoist Liftruck meet future customers and dealers at international tradeshow CeMat 2008**

**Major U.S. forklift manufacturer introduces prospective customers and dealers to their liftrucks**

**BEDFORD PARK, Illinois, June 18, 2008** – Hoist Liftruck attended the CeMat Tradeshow at the Hannover Exhibit Center in Hannover, Germany on May 27<sup>th</sup> – 31<sup>st</sup>. Our outdoor space proved to be a great success for meeting and greeting future Hoist customers as well as interested prospective dealers for our worldwide expansion to provide lifttrucks globally. The Hoist international development team, Mike McMaster and Mike Kelly, manned the booth to greet all prospective contacts.

At Cemat 2008, Hoist showcased their cushion tire Titan Series liftruck where attendees stopped for a preview and further information. Hoist introduced German dealer Forktec, their newest international dealer for Hoist who will represent them in Germany, Austria, and parts of Switzerland. Hoist looks to the future for the possibility of Forktec becoming their first regional distribution for parts, sales, and service center. Potential dealers interested in the Hoist line came from the UK, Ireland, Spain, Belgium, Slovakia, Czech Republic, Turkey, Israel, Morocco, Mexico and Brazil.

Building on the global industry, Hoist is making their presence known in the international business world. “Attending CeMat was a great way to gain exposure for the international market,” said Mike Kelly, Hoist’s director of international development. CeMat is the world’s leading fair for intralogistics and no other industry is attracting more attention worldwide than this fast-growing sector of managing material flow along the entire supply chain. Hoist is definitely part of this supply chain. International companies that are interested in adding the Hoist Liftruck product line to its dealership can visit [www.hoistlift.com](http://www.hoistlift.com) to learn more about the company and products, as well as fill out the Prospective Exclusive Dealer form (click on the Contact Us link and then click on the link along the left side of the page). A Hoist Liftruck representative will contact interested parties after the form is submitted and reviewed.

Hoist Liftruck’s core products include the pneumatic P-Series line, with a capacity range from 22,000 to more than 100,000 lbs. The P-Series is ideal for industries such as steel, port/intermodal, oil, and concrete. The cushion tire line of forklifts include the Titan Series (18,000-22,000 lbs.), FKS Series (23,000-100,000+ lbs.) and the electric Lazer Series (15,000-100,000+ lbs.), ideal for industries such as steel, forging, beverage, and paper. The popular Neptune Series (15,000-55,000 lbs.) is designed specifically for the marina industry, handling and transporting boats of all sizes. Hoist Liftruck is also expanding its P-Series line with equipment specific for the port/intermodal industry with its P-Series RoRo (36,000, 52,000 and 80,000 lbs.); upcoming empty and full container handlers (early July 2008 release date); reachstackers (late 2008 release date); and electric RTG or rubber tire gantry crane (tentatively scheduled for a mid-2009 release date).

*Hoist Liftruck Mfg., Inc. manufactures heavy-duty lifting products, ranging in capacity from 6.7 tons to 50 tons. Hoist Liftruck manufactures electric, LPG, and diesel cushion tire trucks, platform and die trucks, LPG and diesel pneumatic tire truck and marina pneumatic trucks. Hoist Liftrucks are engineered for the speed, power, and durability required of any heavy industry. With more than 100 years of proven reliability and quality engineering, Hoist provides the preferred lift truck for performance, serviceability and operator comfort.*



