



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: Dan Peter**

Director of Marketing, Hoist Liftruck

Phone: 708.552.2767 | [danp@hoistlift.com](mailto:danp@hoistlift.com)

**Hoist Liftruck establishes its presence in the UK**  
*Six dealerships to represent U.S. forklift manufacturer to provide high-capacity forklift solutions to the UK and Northern Ireland.*

**BEDFORD PARK, Illinois, September 26, 2008** – Hoist Liftruck Mfg., Inc. continues to strengthen its international presence with the signing of five new dealers throughout the United Kingdom and Northern Ireland, bringing the total to six Hoist Liftruck dealerships in that region.

The Carrylift Group ([www.carryliftgroup.com](http://www.carryliftgroup.com)) will represent Hoist Liftruck in Northern England, Northwest Midlands and Scotland, including major ports in Hull, Liverpool and Aberdeen. Headquartered in Skelmersdale, Lancashire, the Carrylift Group has an outstanding reputation for high-level customer service and customer relations, state of the art research and development, and innovative products.

“The Carrylift Group is proud and excited to be part of the new venture with Hoist Liftruck and their expansion into the UK market,” said Julie Houghton, marketing supervisor for the Carrylift Group. “Selling their products will not only create the opportunity to strengthen our existing product range and reinforce our position within the market place, it will also enable both Hoist and Carrylift to expand into new markets.”

HFT Forklifts ([www.hftforklifts.com](http://www.hftforklifts.com)) will cover the West Midlands and Northern Wales, including the Port of Felixstowe. HFT Forklifts has been supplying material handling solutions since 1984 when it was established by Peter and Carole Crawford. The privately owned company prides itself on providing outstanding customer care and support for the smallest of user to the largest.

Mexmast Ltd. ([www.mexmast.co.uk](http://www.mexmast.co.uk)) will cover Sussex, Surrey, Kent and South London for Hoist Liftruck. Based in Burgess Hill, West Sussex, Mexmast is a forward-thinking, family-owned and family-run business with many years of experience in the materials handling industry. Describing itself as “big enough to count, but small enough to care”, Mexmast’s key to success is its customer support and response.

“The introduction of the Hoist line of trucks makes an ideal addition to the other quality products we sell,” said Darren Baldwin, operations director for Mexmast. “The [Hoist] range of equipment extends our market place prospects and also permits us to further support some of our existing customer with a complete range of equipment. This, we are sure will further assist Mexmast to achieve our main goal, to become the leading independent MHE supplier in the south east of England.”

Southwest Wales Industrial Equipment (SWIE) will provide Hoist Liftruck’s high-capacity material handling equipment to South Wales. SWIE ([www.swie.co.uk](http://www.swie.co.uk)) strives for excellence in sales and service with a management style focused on customer satisfaction.

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Carryduff Forklift Ltd. ([www.carryduff.co.uk](http://www.carryduff.co.uk)) will provide coverage for Hoist Liftruck in Northern Ireland. Established in 1980, Carryduff Forklift offers total commitment to its customers in providing the best solution to their material handling needs. With the addition of Hoist's high-capacity product line, the company looks to offer more solutions to its current customer base, as well as expand with new customers.

For the past two years, Locators Ltd. ([www.locators.co.uk](http://www.locators.co.uk)) has been the exclusive UK dealer for the Hoist Neptune Series marina forklift and will now offer the entire Hoist Liftruck product line to Southern England and West London. Headquartered in Wimborne Dorset, Locators and its sister company Shoreline Storage Solutions has been able to provide the marina industry with a single-source solution to boat storage and handling. The company looks to provide the same high quality customer service and support in its expanded product line as it has with the Neptune Series.

"Having worked with Hoist for the past two years in promoting their Neptune Series marina forklift, we already know about Hoist's outstanding quality and how the products perform in tough environments," said John Griffiths, business development manager for Locators. "It's for this reason and because of the excellent support we've received from Hoist that we are delighted to now be able to offer the rest of their outstanding product range."

Interest in Hoist Liftruck continues to grow domestically and internationally with many companies citing its 100% U.S.-made heavy-duty products, fast lead times and excellent parts/service support. Hoist Liftruck continues to expand internationally, establishing partnerships with reputable dealerships in key regions all over the world.

Earlier this year, Forktec GmbH ([www.forktec.com](http://www.forktec.com)) in Dusseldorf, Germany signed on to be the exclusive Hoist Liftruck dealer in Germany, S&H Handling in Taiwan and Budget Forklifts ([www.budgetforklifts.com.au](http://www.budgetforklifts.com.au)) in Australia.

Hoist Liftruck offers high-capacity forklifts, ranging in capacity from 6.7 tons to 50 tons, including diesel, LPG and electric cushion-tire forklifts, as well as diesel pneumatic tire and marina forklifts. Hoist Liftruck offers 100% U.S.-manufactured forklifts built standard with quality components and material to stand up to the most demanding applications. With more than 100 years of proven reliability and quality engineering, Hoist Liftruck provides the preferred forklift for performance, serviceability and operator comfort.

The Hoist empty container handler line, which will debut in early November, is only the first of a number of new products Hoist Liftruck will be debuting over the next 24 months. In 2009, Hoist Liftruck plans to launch its loaded container handler line and rubber tire gantry (RTG) line for the marina market. New products for the port and intermodal industries will follow with reachstacker, RTG container handler and straddle carrier lines.

*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.*

**[Photos available upon request]**

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