



6499 West 65th Street | Bedford Park, Illinois 60638

P: 800.367.5600 | F: 800.367.5605

www.hoistlift.com

Contact: Andrea Yedinak

Marketing/Sales Assistant, Hoist Liftruck

Phone: 708.552.2742

andrea@hoistlift.com

Contact: Dan Peter

Director of Marketing, Hoist Liftruck

Phone: 708.552.2767 | Mobile: 630.215.5167

danp@hoistlift.com

Hoist Liftruck draws huge interest at Miami Boat Show

M520 Neptune Series main attraction as a number of potential customers and interested visitors snap photos, and discuss projects and the Neptune Series.

Bedford Park, Illinois - February 22, 2008 – A rainy last day of the 67th Miami International Boat Show didn't stop visitors from stopping by Hoist Liftruck's booth to view the enormous M520 Neptune Series marina forklift. Hoist enjoyed a record amount of visitors to its booth during the five-day event and met with many potential buyers, some from as far away as Spain.

"We had more than 350 visitors stop by our booth to speak with our staff, take photos of the M520, climb onto the M520 and the smaller M240, and obtain the new Hoist t-shirt featuring the slogan "Neptune is King and other promotional items," said Dan Peter, director of marketing for Hoist Liftruck. "Out of those visitors, we met with approximately 75 groups and individuals who were interested in purchasing Neptune Series forklifts. Many were from as far away as Spain, while others were as close as the Miami area."

Local and national media were also drawn to Hoist and the M520. Hoist was filmed on-site at the show by Masters TV. Masters TV will feature Hoist in upcoming episodes of the *Pleasure Boating Show*. Some local news stations covering the Miami Boat Show also aired the M520.

"We had a very successful show this year and I am ecstatic with how well the M520 has been received," said Marty Flaska, president of Hoist Liftruck. "With the truck now heading to one of Yacht Clubs of America's marinas, the recent delivery of a M550 Neptune and several more on order, the Neptune Series continues to be a force in the marina market and one of our most popular product lines at Hoist."

The pneumatic M520 Neptune Series liftruck has a capacity of 52,000 pounds with a 96-inch load center, with the M240 Neptune Series having a capacity of 24,000 pounds and 96-inch load center. Both liftrucks spare no expense with a Cummins turbocharged diesel engine accompanied by a Dana 32,000 series automatic transmission. An extra feature on the M520 is the remote control option. This remote control allows the operator to get off the liftruck to navigate the positive or negative lift from an unobstructed view. Standard features include precise inching control, intuitive electronic joystick controls, air-ride seat and advanced corrosion protection.

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.

-- Continued with photos --



####