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Hoist Liftruck to strengthen its international presence

U.S. forklift manufacturer seeks new global dealer network to build on domestic success.

BEDFORD PARK, Illinois, December 13, 2007 – Building on its success in North America, Hoist Liftruck is looking to strengthen its position in the global market by restructuring its global dealer network. In 2006, Hoist restructured its U.S. dealer network, partnering with reputable and highly successful dealerships such as Toyota Material Handling, which helped increase the company's presence in the U.S. market.

Hoist currently has international dealers located in U.K. (Locators Ltd. – www.locators.co.uk) who exclusively market the Neptune Series and an Australian dealership (Budget Forklifts – www.budgetforklifts.com.au) promoting the company's full product line. "We are seeking the same success we have from the U.S. in the international market" said Marty Flaska, president and owner of Hoist Liftruck Mfg., Inc. "We look forward to serving customers worldwide by enabling them to increase productivity, operate an efficient workplace and maintain their heavy duty transporting requirements."

From humble beginnings, Hoist began in 1980 in the western suburbs of Chicago and quickly acquired other companies with histories dating back as far as 1893 from the acquisition of Elwell-Parker and 1920's from Silent Hoist to allow them to provide support and service to all previous customers. What Hoist is known for is manufacturing heavy-duty forklifts ranging in capacity from 15,000 lbs. to more than 100,000 lbs., offering premium standard components; advanced ergonomics; superior design and visibility; state of the art technology; and unmatched delivery times and parts/service support. The Hoist lineup includes the P-Series pneumatic liftruck, Neptune series marina liftruck, along with various cushion-tire liftrucks, known as Titan, FKS, and Lazer Series. Hoist has recently added empty and loaded container handlers to their line and will introduce reachstackers to their product line in third quarter 2008.

International companies that are interested in adding the Hoist Liftruck product line to its dealership can visit 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 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.