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Toyota Financial Services employees
“Get the Scoop” at open house to finance Hoist liftrucks
U.S. forklift manufacturer has dealers going above and beyond to make the sale

BEDFORD PARK, Illinois, June 17, 2008 – Toyota Financial Services held a large open house event with 400 attendees of staff members to discuss large equipment finance. Serving ice cream at the event seemed appropriate since the theme for the open house was “Get the Scoop on Commercial Finance”. Toyota Financial provided information to their staff explaining various large capacity liftruck retail financing programs.

Toyota Financial Services branch office is located in Los Angeles where they held the open house. “We had 400 people from within Toyota Financial Services and Toyota Motor Sales attend the open house,” said Gene Karger, National manager of LTS business development. “It was an educational event with a focus on what type of equipment we finance,” said Gene Karger. Toyota Financial provides financing for various purchases and rentals of Toyota as well as other product financing. They have a variety of finance options for purchasing large capacity heavy duty Hoist liftrucks.

“Working with Toyota Financial for our customers financing is a wise choice for Hoist,” said Marty Flaska, president of Hoist Liftruck. “Our customers will benefit greatly with liftruck finance from Toyota Financial Services, they offer many options for heavy duty equipment sales and leasing to enable future sales” said Marty Flaska.

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.