

A NEW RANGE OF INDUSTRIAL TRUCKS MARKS A NEW BEGINNING

14 February 2012 by mcg graz - Messe Congress Graz Betriebsgesell

A NEW RANGE OF INDUSTRIAL TRUCKS MARKS A NEW BEGINNING

Cannes, 10th February 2012. The Manitou Group, an actor on the world's leading material handling market, the industrial truck market, is set to launch the MI range abroad, and next year in France, constituting a brand new range of thermal forklift trucks. Designed by Manitou and assembled in China, these 12 new models complete

a unique collection of industrial products (warehousing equipment, semi-industrial masted forklift-trucks, truck mounted forklifts, and aerial work platforms), and combine innovation, quality and performance.

Endowed with over forty years of expertise on the industrial material handling market with the distribution of Toyota products in France, the group now intends to capitalize on this know-how for the benefit of its networks around the world. "Nowadays, customers expect more than just a machine. This is why we are offering a material handling solution tailored to the constraints of our clients in terms of production and logistics", said Henri Brisse, VP of Sales & Marketing. "We intend to address a particular client request that can also be broken down into various

further demands, like the level of commitment, the complex environment, the tracking of the fleet, and the many different needs. Renowned for the reliability of its products and its network's expertise, the Manitou group is striving to position itself as a real player in the field of industrial material handling".

Jean-Louis Hervieu, President of the IMH division, added: "This new range of industrial trucks serves as the foundation to our development. The correct positioning of MI products enables us to combine this with an array of services such as maintenance, financing, short-term rental and fleet management, which are extremely important on this competitive market. Fuelled by our experience in France, we can count on our workforce, know-how and tools to respond to this demand."

As a reminder, the IMH division (Industrial Material Handling) achieved a turnover of €147 M in 2011, namely an increase of 19% compared with the 2010 figures. On 31st December 2011, it employed 300 people.

Source: Messe Congress Graz Betriebsgesellschaft m.b.H