



OUR PEOPLE, PRODUCTS AND SERVICES



**WE ARE YOUR PARTNER
IN MATERIALS HANDLING**

**CAT[®] Lift
Trucks**

CAT® LIFT TRUCKS A WORLDWIDE REPUTATION

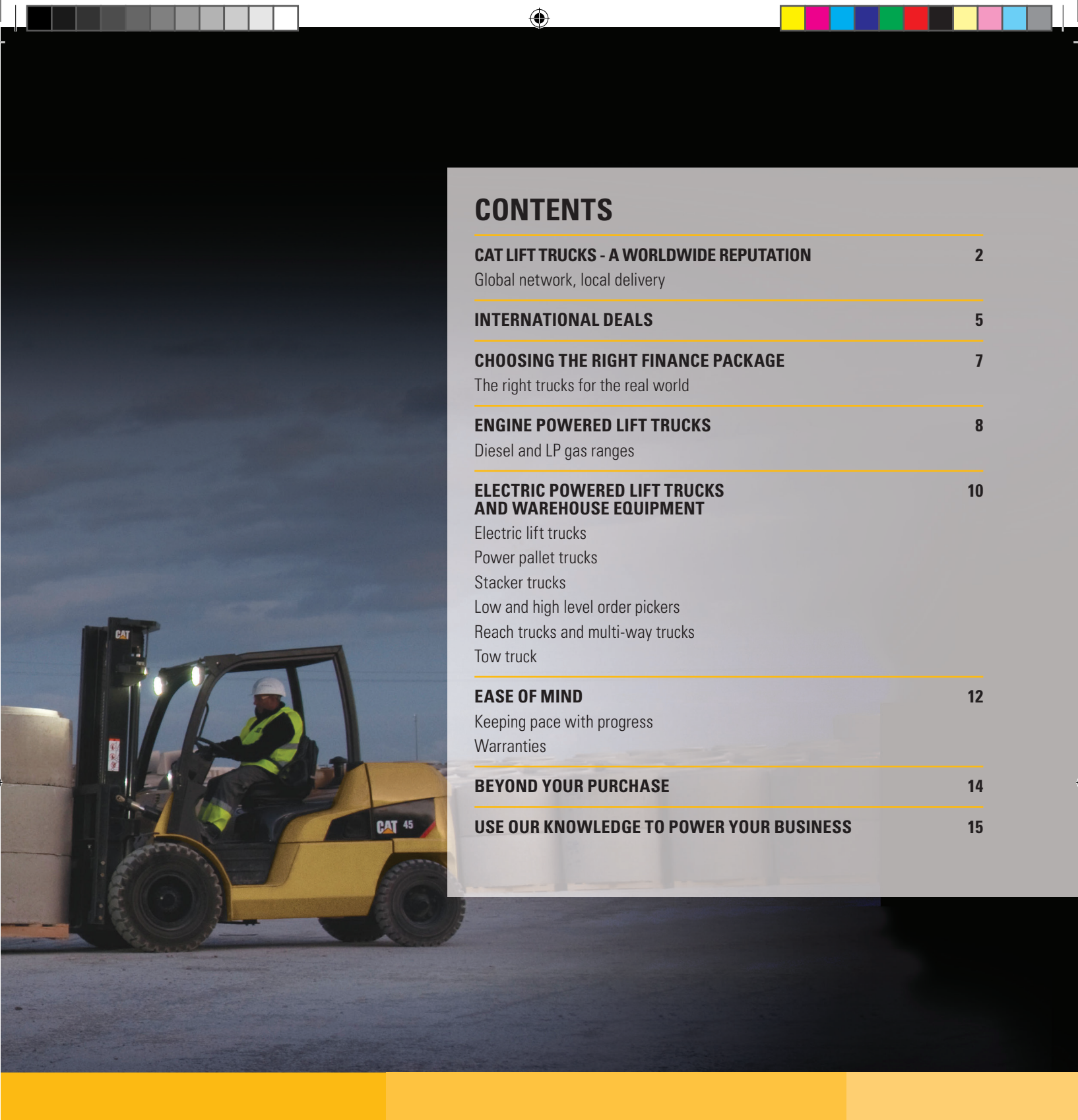


People recognize the Caterpillar and Cat® names across the globe; from earth-moving and construction equipment, through engines and power generation systems, clothing and footwear, to materials handling equipment, Cat products are renowned for their quality and fitness for purpose.

For over 60 years, Cat lift trucks have been designed and built to embody these Caterpillar family brand values and to perform in the toughest environments and extremes of temperature - giving fleet managers the confidence to specify Cat lift trucks and warehouse equipment in a wide variety of industries and applications.

But we never rest on our laurels. We understand that efficient materials handling is achieved by maximizing productivity for the lowest possible total cost of ownership.

That's why our research and development programs continue to deliver new and improved products with greater performance and longer service intervals to keep pace with the ever-changing needs of industries around the world.



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Global network, local delivery

Every day thousands of our dealer technicians and materials handling experts deliver a local, national and international service in more than 70 countries across Europe, the Middle East and Africa.

And being part of a network of companies in the USA, Finland, Japan and Singapore also enables us to coordinate strategic worldwide solutions.



“ Cat Lift Trucks understood our business and responded with comprehensive fleet supply proposals. We were impressed with their recommendations, the quality of the lift trucks, the supporting services and the competitive total cost of process. I would recommend Cat lift trucks to fleet buyers without hesitation. ”

Buyer, International Logistics Company





International deals

We have coordinated complex international and cross-border agreements and can manage all aspects of your materials handling requirements from a single point of contact.

Working with our dealer network we supply, manage and maintain client fleets, to deliver highly targeted and cost-effective solutions that maximize utilization. This means that fleet sizes, and therefore number of operators, can be kept to a minimum without adversely affecting output and simultaneously lowering the total cost of process.

We continue to train and support our dealer staff enabling them to set the standard within the industry for delivering the best possible service in modern materials handling.

Our sales training is designed to help salesmen offer best advice to customers to match their requirements, while our technical training enables fast, accurate maintenance and servicing with the absolute minimum of downtime.

When you specify a Cat lift truck, you are entering into a partnership with individuals who care about your business, and are committed to helping you maximize profit through effective materials handling solutions.

We demand the best for our customers and we work closely with our authorised dealers to achieve it.

We aim to exceed expectations with every supply recommendation we make, with every product we deliver and with every service we offer – from financing, through warranty and maintenance, to spare parts.

Specially modified Cat lift trucks were supplied to a customer in the Middle East to successfully operate in a gaseous dust environment, where previously competitor trucks had failed, due to clogged air filters and engine breakdowns.

Take for example our materials handling survey. It's designed to assess the utilization of each and every machine in your operation, balanced against its total cost of ownership. The findings of this survey inform the structure of our supply recommendations, which can be a combination of maintaining certain existing vehicles, re-purposing others and supplying new units. These recommendations are always made to achieve the objective of maximizing productivity.

When an international distribution company needed materials handling equipment and maintenance back-up they could rely on, Cat lift trucks were specified at locations in the UK and The Netherlands because of their dependability and performance combined with the Cat dealer expertise.







Choosing the right finance package

The Right Trucks for the Real World.

Structuring the right finance package to fund new equipment, or to refinance existing units, is vital to a viable supply agreement.

Whether you prefer outright purchase, leasing, rental, or a full maintenance contract your dealer will be happy to arrange the most economical finance package for your requirements.

Our product lines account for approximately 95% of the European market requirements.

As you would expect from a reputable organization, our lift trucks and warehouse equipment are designed and built for consistent performance in the toughest industrial environments around the world. Legendary build quality, coupled with innovations such as the 'Presence Detection System' (PDS and PDS+) give each truck - and each truck owner - a competitive edge.

Feature for feature, benefit for benefit, few manufacturers measure up to the productivity and value of a Cat lift truck, and our comprehensive range enables us to supply the most effective tools to help you get the job done.

One of the largest ports in the world chose Cat lift trucks for their handling operation, because of the quality and reliability of the range and the professional and responsive support services offered by their Cat dealer, such as having technicians permanently on-site to maintain the fleet and maximize utilization.

Engine powered lift trucks

Diesel

Designed and built for dependable performance in any application, our range of diesel powered lift trucks are suitable for even the harshest environments.

Advanced engine powered technology offers the levels of performance necessary to meet the requirements of modern business. Each truck includes the easy-to-use features common to every Cat lift truck, meaning that operators can move from truck to truck, without the need to re-familiarize. And a range of optional extras ensures that you can choose the configuration best suited to your needs.

LP gas

The LP gas range ensures that we can offer suitable solutions for both indoor and outdoor applications, and LP gas offers an attractive alternative to regular diesel as it provides power and torque with minimal emissions and excellent fuel economy.





Diesel range: 1.5 – 5.5 tonne capacity



LP Gas range: 1.5 – 5.5 tonne capacity



LP Gas Cushion range: 2.0 – 7.0 tonne capacity



Electric powered lift trucks, warehouse trucks and Tow trucks



Electric powered lift trucks

Our complete range of electric pneumatic and cushion tire lift trucks deliver controllable, programmable performance for the safe handling of different loads such as glass, plastics, bricks, etc.

AC power has increased productivity, lengthened shifts and simplified maintenance routines to improve productivity in heavier applications and more demanding conditions and extremes of temperature. With a range that includes 48V 3- and 4-wheel workhorses and heavy duty 80V units, Cat Lift Trucks boast one of the most modern and complete product ranges in the industry.

A complete warehouse range

Our broad range of dedicated warehouse equipment incorporates power pallet trucks, stackers, reach trucks and order pickers. Each machine is designed and built for dependable performance, long shift life and minimum maintenance downtime.

The range covers every warehousing application, including demanding environments and operation in extremes of temperature, such as cold stores.



Electric range: 1.4 – 5.0 tonne capacity



Our power pallet and stacker trucks include pedestrian, stand-on, stand-in and sit-on variants for maximum flexibility in the loading bay, while the reach trucks include multi-way models for specialist handling. Our range of order pickers includes a number of models designed for picking from the first two levels, as well as machines for medium and high bay applications.

Tow truck

We strive to offer a solution for many areas of materials handling. The NTR30-50N2 is the tow truck of choice for many indoor towing applications, particularly in the automotive industry. It incorporates many built-in features which combine to provide the operator with a top quality, stressfree working environment. Whatever the product you handle, whichever way your warehouse operates, whatever racking configuration you have in place, there's a Cat Lift Trucks solution just waiting to help you optimize warehouse efficiency and your return on investment.



Hand / Power Pallet range:
1.2 – 2.5 tonne capacity



Stacker range:
1.0 – 2.0 tonne capacity



Order Pickers: 1.0 – 2.5 tonne capacity



Reach Truck range:
1.4 – 2.5 tonne capacity



Multi-Way Reach Trucks:
2.0 & 2.5 tonne capacity



Tow Truck:
3.0 – 5.0 tonne capacity

Ease
of mind



Keeping pace with progress.

Our commitment to component commonality ensures you retain many of the same, well-appreciated features in all families, while simplifying servicing for greater productivity.

The broad variety of configurations and sophisticated programmable operating characteristics enable users to match machine performance, productivity and efficiency to virtually any application requirement and to cater for different operator ability. Thus keeping the load, the truck and the operator safe.

We continue to invest in the latest tooling, machinery and equipment, such as robot welders, laser cutting machines and environmentally friendly painting areas in order to build the best materials handling products. This means a consistently high build quality, with minimal impact on the environment.

With a Cat lift truck, you are not only acquiring a quality product, but also the peace of mind that comes with dealing with a solid international business partner with a dedicated and professional service support organization.

Maximizing utilization

Timely maintenance carried out by qualified Cat Lift Trucks technicians can minimize downtime and extend equipment life. Our programs ensure prompt, professional service while giving you accurate budgeting and full control over operating expenses.

In addition to securing a higher residual value or future trade-in value, these programs are designed to improve lift truck performance, optimize utilization, and maximize your productivity.

As part of the total supply agreement we tailor maintenance plans to reflect your unique requirements and to maximize truck utilization.

The Cat Lift Trucks **Planned Maintenance** (PM) and **Total Maintenance & Repair** (TM&R) programs support our dealers in planning professional maintenance schedules. You concentrate on your core business, while our dealer professionals take care of your fleet. And in addition to keeping your trucks in peak operating condition, customized agreements help you save money. With a tailored service agreement, you are assured a high quality of service, carried out, administered and monitored by your dealer. Wear, or problems identified early during scheduled inspections, generate preventative maintenance action. In this way, downtime caused by unexpected failure is minimized.

All Cat lift trucks and warehouse equipment come with a Full Year's Warranty as standard. Additional warranty schemes are available.

Contact your local Cat dealer to find out how these schemes can give your business peace of mind.

Beyond your purchase

Our dealerships employ well-trained and dedicated service technicians to ensure inspections and service operations are carried out to the highest professional standards. This means that potential problems can be identified quickly and prevented.

Using the latest technical information and genuine Cat parts ensures fast repairs and minimal downtime.

Fully equipped service vans, carrying specialized tooling and carefully selected stocks of service items, are on call to ensure the best quality care for your fleet.

Delivering the Right Parts, at the Right Time

A seamless and reliable parts operation is essential for maintaining your fleet at peak performance. Our centralized European parts depot extends to 10,000m² and stocks more than 58,000 separate part lines. From here we develop delivery strategies to fit the individual needs of our customers across Europe, Africa and the Middle East.

We also have on-line access to extensive stock resources through our other centralized parts distribution centers located in the USA, Singapore and Japan. This unique and powerful infrastructure allows us to supply the right part, in the right place, at the right time.



Use our knowledge to power your business

You can rely on us

Whatever materials handling challenges you have, the chances are that our development teams have already thought about them and incorporated the solutions into the Cat Lift Trucks range.

Our whole organization is geared to providing a seamless and efficient service to keep your materials handling operation running smoothly and profitably.

**For effective working solutions,
for advice on equipment, or to find your
nearest Cat dealer, please get in touch.
See the back page for contact details.**





Whatever materials handling equipment you need, our global dealer network can offer a solution.

We work with our dealers to ensure that you receive not just the best equipment but the best service, advice and support in the industry.

LET'S DO THE WORK.™



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CAT® Lift
Trucks

