

Yale launches new identity focused on Lift Truck Technologies

Submitted by: Molokini Marketing Ltd

Wednesday, 22 March 2023

Yale Materials Handling has changed its brand name to Yale® Lift Truck Technologies. The rebranding reflects the Company's emphasis on technology-enabled lift trucks for warehouse and intralogistics operations, delivered through a strong network of independent Dealers.

The rebrand highlights how Yale is responding to ever changing market conditions and demands; whilst emphasising its strengths in providing solutions for customers' needs.

"The intralogistics landscape is in a state of growth and innovation, particularly across Europe, Middle East and Africa," explains Stewart Murdoch, Senior Vice President, Managing Director - EMEA, Hyster-Yale Group. "As supply-chains evolve ever faster, Yale is also evolving to support customers and provide bespoke solutions to meet their challenges."

Yale specialises in developing lift-trucks and the integration of technology. This combined with its heritage, knowledge, and working with its Dealer Partners, enables it to deliver the perfect fit for customers. "The brand name Yale Lift Truck Technologies reflects the way we are evolving with our customers to deliver the right solutions for their application-specific needs," said Stewart.

The new brand name is founded on a smart design philosophy and technology integration. This builds on Yale's 100-year-long heritage of designing and manufacturing reliable lift truck technologies which keep evolving to meet the challenges facing today's industries.

As part of the rebrand, there is a new logo and visual identity for Yale Lift Truck Technologies. The new logo is representative of the Yale 'Y', the 'boxes' it moves for customers, and 'arrows' to indicate its desire to help customers with upward growth and increased productivity while pushing down costs.

Yale and its network of Dealer Partners are focused on customer success and supporting productivity, efficiency, and sustainability in the fast-changing intralogistics market. "Flexible, high-quality service and fast adoption of innovations will be key for meeting the perpetually increasing need for faster delivery times in our customers' warehouses," said Stewart.

Yale has an established record of technology-driven lift truck solutions. This includes a full line of lift trucks and warehouse trucks, robotic lift trucks, various power options for electrification, next-generation operator assist technology and customer-specific solutions. All delivered to customers through its Dealer Partners.

Yale's Dealer Partners create long-lasting, successful relationships with customers. This ensures that the right advice and flexible solutions can be delivered to warehouse and intralogistics operations, every time they are needed. Through them, Yale also delivers top-class maintenance and service support. "Our independent Dealer Partners allow Yale to focus on what we do best - the design and manufacture of innovative, reliable, and efficient lift truck technologies that last. While our Dealer Partners bring an in-depth understanding of what it takes to make our customers successful" said Stewart.

Visit www.yale.com/en-gb/europe to learn more about Yale Lift Truck Technologies, and to contact your local Yale Dealer.

ENDS

457 WORDS

Notes for editors

Yale Lift Truck Technologies

Yale Lift Truck Technologies leverages over a century of material handling experience and substantial investment in innovation to bring the most advanced technology-driven lift truck solutions to market. The company offers a full line of award-winning lift trucks, including reach trucks, order pickers, very narrow aisle trucks, pallet jacks and trucks, pallet stackers, tow tractors and counterbalanced forklifts, as well as powerful operator assist solutions, proven robotics and a wide range of power sources to help customers adapt to today's demanding supply chain. Yale and its independent dealer network support these solutions with comprehensive after-sales service, parts, financing and training.

Yale Lift Truck Technologies is a trading name of Hyster-Yale UK Limited, a wholly-owned subsidiary of Hyster-Yale Materials Handling, Inc. (NYSE:HY), which is headquartered in Cleveland, Ohio.

© 2023 Hyster-Yale Group, Inc., all rights reserved. YALE and are trademarks of Hyster-Yale Group, Inc.

Press release issued on behalf of Yale by Molokini Marketing.

Media Contacts:

Molokini Marketing Ltd

+44 (0) 1903 207408

Jude Mitcham

jude@molokini.co.uk

Hannah Patterson

hannah@molokini.co.uk