



LOAD LIFTER
MANUFACTURING LTD

Load Lifter Manufacturing Ltd. Company History

Load Lifter Manufacturing Ltd. has been producing Rough Terrain Forklifts since the mid 70s and offers one of the widest ranges of models in the industry today. Our forklifts are used in all areas around the globe and cover many applications used in the Construction, Agriculture, Mining, Forestry, Lumber, and Industrial markets. Capacities range from 4,000 to 30,000 lbs. and lift heights from 8 to 42 feet. Our manufacturing facility is located in Stouffville, Ontario, Canada, (near Toronto) and it is from this location we ship product to all over the world.

Load Lifter was founded by our owner and President, Hedley Thomas in 1976 when he saw a need for a true four wheel drive Rough Terrain Forklift. Mr. Thomas had been in the equipment business in Canada since 1962, and had been one of Canada's largest Allis Chalmers distributors. Toronto's building boom at the time was forcing contractors to keep working all year long and thus having a four wheel drive forklift was becoming a necessity to be able to work during the winter and spring weather conditions. Mr. Thomas began by designing the first 4400 series forklift for use in the local housing market. This machine utilized four equal size wheels and offered four wheel steering making it very maneuverable with superior performance in deep mud and snow. The first unit had a capacity of six thousand pounds and had a slider mast that could lift to 30 feet. Over the years the 4400 series has remained very close in appearance but now is built in many different sizes and has capacities up to 30,000 pounds.

The development of the 4400 for the Toronto market lead to steady growth at Load Lifter and in the late seventies the decision was made to start marketing the machines in other areas which meant the establishment of a Dealer Network. At the same time Load Lifter moved into a larger manufacturing facility to help expand its fabrication and assembly capabilities. Dealers were established in Canada and some areas of the United States for the 4400 series and soon Load Lifter was selling equipment outside of the Toronto market. These Dealers soon approached

Load Lifter about building a competitive Telescopic Handler to compete in the construction and rental sector of the equipment business. After reviewing both the U.S. and Canadian markets, and the product available at the time, Load Lifter began to design its second product, the Reach, in the spring of 1981.

The telescopic handler was a far more popular model of Rough Terrain Forklift in the United States than in Canada and it continues to remain that way today. The development of the Reach Machine, allowed Load Lifter to penetrate the American market in a way that it had been unable to do before. Load Lifter released the Reach 834 in the spring of 1982, and further established itself within the Rough Terrain Forklift manufacturing industry. The Reach machine opened many doors of opportunity across North America and Load Lifter developed strong relationships with these equipment dealers and their customers. The company continued building these two models until 1984, when the decision was made to review building a more economical 2 wheel drive forklift to compete with some of the U.S. and European manufacturers.

As with all of Load Lifters products, this machine was built with a componentized power train and a purpose built frame. Many other manufacturers used converted agricultural tractors for their machine base, but these were difficult to service and repair if a major component were required to be removed. Load Lifter designed a prototype unit and after a lot of testing and customer review, released the first 2200 series forklift in the spring of 1985. This machine offered many businesses a lower cost alternative to the 4400 series and provided sales into markets not previously penetrated. Lumber yards, public utilities, government, military were just a few of the areas that the 2200 series machine were sold to. Production remained constant on all three of these machines until 1987, when a 4 wheel drive version was released of the 2200 series and it was called the 2400 series. These machines were produced in capacities from 6 through 12 thousand pounds

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and lift heights up to 30 feet. Load lifter now had a range of products that met the needs of a greater number of applications and served a wide range of industry. Dealer development continued and the need for larger manufacturing facilities became evident. In late 1987, Load Lifter moved into new manufacturing facilities more than doubling its floor space and improving its delivery capabilities to its Dealer network.

The next addition to the Load Lifter line was a revised version of the Reach 834 with a fully redesigned three section boom that could lift to a vertical height of 42 feet. This unit would be referred to as the Reach 842. This model was released to the public in 1989. Later in that year and into 1990 the North American economy began to slip into a recession and purchases of all equipment began to fall. Load Lifter looked for new markets to penetrate where there was a need and began work on some applications that would suit some niche markets.

The turf industry had long been a heavy user of vertical mast forklifts but typically was forced to use construction type designed machines that in many cases were too heavy and did not have the proper mast and carriage options they needed. Load Lifter saw this as a potential new market and developed a light, agile forklift, specific for their application. In the summer of 1991 Load Lifter released the first Agri Lifter forklift to the turf industry and it was and still is widely accepted as one of the best field forklifts available today.

Within this same time period, the Mining industry had approached Load lifter about some specific applications for underground use. They had several issues with low ceiling heights and very small cages to transport their work equipment from level to level. They also had a need for a forklift that would be capable of climbing steep grades and be capable of meeting very strict safety requirements. This resulted in the design of the Laborer series of machines. These units were very compact and rugged, and were able to fit in areas that conventional Rough Terrain Forklifts could not. Four wheel drive was offered as an option which was not typical for industrial forklifts of similar capacity. The first unit was built as a Mine application machine with very specialized options that met the specific requirements

of the mining industry. The response was extremely positive and many additional units were delivered to various mines in Northern Ontario as well as Northern Manitoba. With such a positive response to the Mine version, Load Lifter then released an Industrial version that was more economically priced and targeted areas where a small aggressive forklift would be required. Recreational vehicle, paving stone, and utility companies where only a few of the industries to utilize this machine in their operations. With the addition of the Laborer, Load Lifter now had one of the broadest range of models within the equipment industry.

The rest of the 90s saw Load Lifter continue to develop its Dealer network and make inroads into new markets such as the delivery of specialized forklifts for the Canadian and U.S. military. Our sales to local utilities and government divisions in both the U.S. and Canada also reinforced our position within the equipment industry. Load Lifter held a committee position on the A.N.S.I. board for the promotion and application of all safety standards for the Rough Terrain Forklift Industry. We also held memberships in Turf Producers International and many regional Lumber associations.

With our strong commitment to product development, in 1998, Load Lifter began a full redesign of the Reach 842. With new technologies available, and with a strong commitment to improving operator visibility, the Reach was reintroduced in 1999 with a new high visibility Operator position and a completely new boom design. New manufacturing processes such as powder coating were added to increase finish durability and life as well as improved driveline components. Load Lifter finished the 90s with a new attitude for improving quality, and providing better operator features on all of its equipment.

With the continuing focus on improvement, the 2200/2400 series was the next machine in Load Lifter's plan to be redeveloped. Operator sight lines and overall visibility improvements were the key components to this new design. Consultations with our Dealer network as well as end user interviews were used to develop concepts for the new design. A completely new Cab as well as high visibility mast were the key components to this updated

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model. The first prototype was launched in 2003 to rave reviews and full production was started in 2004. This model has become the heart of the Load Lifter line and remains as its top seller in the North American market.

The 4400 series which established Load Lifter as a manufacturer continues to be a unique machine that can operate in the worst conditions and provide lifting capabilities that few other machines can provide. With our commitment to improving Operator visibility and sight lines, in 2007 we commenced the development of the new 4400 F series. Capable of lifting 20,000 lbs, this machine is the latest of our heavier capacity 4400 series and adds more to the range of our new high visibility models. With a higher seat position, a wider fixed mast, and a 75% increase in cab glass area, this forklift will be unrivaled in its class. New technology in sound reduction as well as Cab isolation, are providing DBA readings in the Cab below 80 which is unheard of in the Rough Terrain Industry. Load Lifter expects to continue to gain market share with the addition of this new product.

2007 also became the year that the Agri Lifter was redeveloped to become more in line with our 2200/2400 D series forklift. The principles of a light weight, responsive, durable machine were utilized in the design process as well as an approach to more standardization of components from our D series machines. The high visibility operators Cab on the D series was now made available on the Agri Lifter as well as the addition of four wheel drive, bringing this forklift more in line with the advances being made in the turf industry. Variable fender widths to accommodate wider floatation tires and a range of turf specific attachments, make the Agri Lifter an industry leader in turf production.

Load Lifters relationship, as well as its willingness to listen to our dealers and their customers has always brought suggestions for different types of equipment and attachments to the forefront. Early in 2008, Load Lifter began the design of a Tow vehicle for the manufactured housing industry. This industry was looking for a method of moving large home sections around their properties in a safe and economical manner. Existing methods such as conventional forklifts as well as converted highway tractors

lacked the maneuverability as well as visibility and safety to move these large structures. Load Lifters 2200/2400 D series machine was utilized as a vehicle platform for this new tow vehicle. The operator's compartment was rotated 180 degrees to provide an improved vehicle layout and a special hydraulic hitch was added to be able to lift the trailer portion of the structure. By reversing the operators position on the machine, this allowed him to have unobstructed visibility to the hitch point at the rear and then allowed him to drive forward in a safe and controlled manner. Moving these structures as well as large mobile homes is now easier, safer and allows these manufacturers improved utilization of the space on their manufacturing premises.

Operator visibility, vehicle performance, and overall quality of manufacturing remain 3 of the most important items in Load Lifters design criteria. Changes in the very competitive Telehandler industry to wider ranges in machine size, capacity, and lift heights spurred us on to full review of our Reach Telescopic Handler in 2008. Always known for its stable, solid performance and its great visibility, the Reach was our next model to go through a ground up redevelopment. With plans to eventually expand this machine to 3 capacity ranges and various lift heights our engineering and development staff embarked on one of its largest projects ever. A new chassis, new operators module, and all new highly advanced hydraulic system were incorporated in the 842-G. A new rear boom pivot location to maximize rear visibility as well as new lift cylinder positions offer the operator a clear 360 degrees of visibility in the load carrying position. By late 2008 our prototype machine was receiving rave reviews from our distributors and by customer demonstrations. The machine was then launched at the American Rental Association Show in March 2009 in Atlanta.

Near the end of 2009, work commenced on a full, ground up redesign of our mid range 4400 series machines. Load Lifters engineers reviewed the entire vehicle manufacturing process, as well as the components and materials used in this machine. This process resulted in an all new machine platform that reduced the quantity of vehicle components and improved the fabrication process

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of this entire series of forklifts. An updated version of the 2200/2400 series Cab module was utilized with a new, shorter door design, allowing for improved Cab access and a greater array of operator seating options. This new 4400-F series will be composed of four models ranging between 10 and 16,000 lbs capacity. Customer response has been excellent and this product looks to be a big part of Load Lifters future. Unit deliveries began in late 2010. Also included in the 2010 product redevelopment, was the 2200/2400-15HD series. The new "D" series operator module as well as new engineered chassis were designed to provide all the up to date features available in our lower capacity models. These changes now provide a modern Rough Terrain machine in 15,000 lbs capacity and complete the 2200/2400-D series with a full range of 6 machines from 4,000 to 15,000 lbs capacity. Target markets for both these new models are Lumber, Mining, Pipe Handling, Utility and Military applications.

Load Lifter is committed to quality and to constantly improving its products. Advances in technology as well as the latest in product design are part of Load Lifters future.

All Load Lifter employees are part of a team effort to provide our customers with the best products, information and services we can offer. It is also committed to the support it offers its dealer network. In late 2009 Load Lifter completed phase one of a new manufacturing facility in Stouffville Ontario, just north east of the city of Toronto, further reinforcing our commitment to our customers. This new manufacturing center includes a larger vehicle assembly area, all new parts and warehousing space and larger administration and meeting facilities. The focal point of this center is our large entrance way show room where dealers and their customers can see the latest Load Lifter products on display. Phase two of the new center, the fabrication facility, is now complete. This includes the weld fabrication building, complete with our first robotic welding cell and a new coatings area. This facility is adjacent to the main administration and assembly building. Phase three is currently in the planning stage. This new manufacturing center serves notice to our customers and our competition that Load Lifter is serious about the future and the products it will deliver to the global market.

****Quality Driven – Quality Delivered****



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