



# OUR PEOPLE, PRODUCTS AND SERVICES



LET'S DO THE WORK.™

**CAT**® Lift  
Trucks

# CAT<sup>®</sup> LIFT TRUCKS - A WORLDWIDE REPUTATION



**Across the globe, people recognise the names Caterpillar and Cat<sup>®</sup>. Our products are renowned for their quality, innovation and fitness for purpose. This is true for everything we make. From earthmoving and construction machinery, through engines and power generation systems, clothing and footwear, to materials handling equipment.**

For over 60 years, we at Cat Lift Trucks have been building those brand values and qualities into our product range. That's why you can choose our forklifts and warehouse trucks with total confidence. However harsh the environment or extreme the temperature. Whatever the industry or application. Cat lift trucks are built to perform.

And we never stop innovating and improving. As your needs and those of your industry change, our research and development programmes keep pace. Each new product increases your output and efficiency, while lowering your total cost of operation (TCO). The result: maximum profit and success for your business.

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## Global network, local delivery

Every day, thousands of our dealer technicians and materials handling experts are at work. Together, we bring you a local, national and international service.

Our operation covers more than 40 countries across Europe, the Middle East and Africa. Meanwhile, our powerful global partnership has companies in the USA, Japan and Singapore. As part of that network, we can coordinate worldwide materials handling 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 can manage all aspects of your materials handling requirements from a single point of contact. That includes coordinating complex international and cross-border agreements where necessary.

Working with our dealer network, we can supply, manage and maintain your fleet. Our highly targeted and cost-effective solutions will maximise your fleet's utilisation. This minimises the number of trucks and operators needed, and lowers your costs, without reducing output.

Continuous training and support for our dealer staff helps them set the materials handling industry's highest service standards. Our salespeople are trained to give customers the best advice to meet their requirements. Meanwhile, our technical training equips our engineers to carry out fast, accurate servicing with minimal downtime.

When you choose a Cat lift truck, you are partnering with people who truly care about your business. Each of us is committed to helping you maximise profit through effective materials handling solutions. We demand the best for our customers – and we cooperate closely with our authorised dealers to make it happen.

We aim to exceed expectations in everything we do. In every solution we recommend. In every product we deliver. And in every service we offer – from financing, through warranty and maintenance, to spare parts.

**A customer in the Middle East needed trucks to operate in a gaseous dust environment. Competitors had previously failed due to clogged air filters and engine breakdowns. We successfully met the challenge with specially modified Cat lift trucks.**

Take our materials handling survey, for example. It's designed to assess the utilisation of each and every machine in your operation. This is weighed up against its total cost of operation (TCO). The survey's results help to shape our supply recommendations. These may involve a combination of maintaining certain existing vehicles, repurposing others and supplying new units. Our overall objectives are to maximise productivity with the lowest possible TCO.

**An international distribution company wanted reliable materials handling equipment and maintenance back-up for UK and Netherlands locations. The customer chose Cat lift trucks for their dependability and performance, combined with Cat dealer expertise.**





# Fleet and finance packages

## The right trucks for the real world

We are fully equipped to supply everything you need. Not just the ideal combination of lift trucks but the perfect finance package to make that solution possible. And solid aftersales support.

Do you want to fund new trucks or to refinance your existing fleet? Our dealers can shape a supply agreement that works for you. Your options include outright purchase, leasing, rental and full maintenance contracts. Whatever is the best fit and the most economical approach for you, we will make it happen.

Our comprehensive product line-up covers about 95% of European materials handling requirements. This makes your life easier. It means you can get just about everything you need from a single reliable source.

As anyone who knows our global reputation will understand, you can choose Cat lift trucks with complete confidence. Our forklifts and warehouse equipment are designed and built for consistent performance in the world's toughest industrial environments. Their durable quality is blended with innovative technology to give you a competitive edge.

Along with their high specifications and productivity, Cat lift trucks also offer great value. That's because their robust construction, easy maintenance and energy efficiency reduce your total cost of operation (TCO).

With Cat lift trucks and flexible financing, you'll have the most effective tools to get the job done.

**One of the world's largest ports chose Cat lift trucks for its handling operation. It especially valued the quality and reliability of the range, and the Cat dealer's professional and responsive support service. This included placing technicians permanently on site to maintain the fleet and maximise utilisation.**

# IC engine counterbalance forklifts



## Diesel

Cat diesel forklifts have long been a favourite choice in heavy industries. These tough and powerful trucks are built for dependable performance, however harsh the environment. Advanced engine technology maximises fuel efficiency while complying with local emission regulations.

The trucks are not only strong and rugged: they are a pleasure to drive. Noise and vibration are controlled, operation is smooth, and the driver compartment is comfortable. In addition, all controls are familiar, intuitive and easy to use.

A wide range of capacities and optional extras ensures the right configuration for each job.

## LP gas

Our LPG counterbalance range offers an alternative approach for both outdoor and – where allowed – enclosed work areas. The trucks' emissions are lower than with diesel, but their power and torque are impressive. LPG forklift prices can be attractive and ongoing fuel economy is good.

If LPG is your preference, we have a variety of models and specifications to match with your application.

## **HS Line**

**HS Line is the name that distinguishes our famous high-spec products from our entry-level EQ Line. Choose the HS Line for critical tasks demanding 100% in terms of performance, productivity and efficiency. Jobs where anything less can seriously affect your business.**





→ [CATLIFTTRUCK.COM](http://CATLIFTTRUCK.COM)  
COUNTERBALANCE FORKLIFT TRUCKS

**HS**Line



Diesel range: 1.5 – 23.0 tonne capacity



LP Gas range: 1.5 – 5.5 tonne capacity



# Electric counterbalance and warehouse trucks

## Electric counterbalance forklifts

Our range of electric counterbalance forklifts is amongst the most modern and complete in the industry. Along with zero emissions, their advantages include quiet comfort, advanced ergonomics, agile performance and inbuilt safety. They also offer high energy efficiency and easy maintenance, for a low total cost of operation (TCO).

We have everything from compact 48V 3 and 4 wheel workhorses to heavy duty 80V units. Today's Cat electrics blend refinement with high strength and durability for demanding applications and conditions. Each truck is fully programmable to meet the needs of its driver and task perfectly.



Electric range: 1.0 – 12.0 tonne capacity



⇒ [CATLIFTRUCK.COM](http://CATLIFTRUCK.COM)  
COUNTERBALANCE FORKLIFT TRUCKS

**HS**Line

## A complete warehouse range

We can cover almost any need with our comprehensive range of warehouse equipment. Each comes with all the design innovation and build quality you expect from Cat Lift Trucks.

Our warehouse trucks promise fast, powerful performance with high levels of comfort, ergonomics and safety. Those characteristics combine to boost your productivity. At the same time, they are energy-efficient, durable and easy to service. In other words, they reduce your operating costs.

We have power pallet trucks for every internal transport role and stackers for efficient storage and retrieval. Our huge reach truck range has models tailored to all racking heights, loads and work patterns. It includes four-way reach trucks for handling of long items in narrow aisles.

There are Cat order pickers of all shapes and sizes, optimising picking efficiency at each level. Do you need a tow truck? We have those too. For specialised VNA (very narrow aisle) warehouses, we also supply man-down VNA trucks and man-up turret trucks.

With our wide model choice, we can find the ideal warehouse truck for you. We can then fine-tune it with a specification matching your specific application and conditions. Finally, we can programme it to your precise needs.



Hand / Power Pallet Trucks: 1.6 – 2.5 tonne capacity



Stackers: 1.0 – 2.0 tonne capacity



Order Pickers: 1.0 – 2.5 tonne capacity



→ [CATLIFTRUCK.COM](http://CATLIFTRUCK.COM)  
WAREHOUSE EQUIPMENT



Order Pickers: 1.0 – 2.5 tonne capacity



Reach Trucks: 1.2 – 2.5 tonne capacity



4-Way Reach Trucks:  
2.0 – 2.5 tonne capacity



Man-Up Turret Trucks:  
1.1 – 2.0 tonne capacity



Man-Down VNA Trucks:  
1.3 – 1.5 tonne capacity



Tow Trucks:  
3.0 – 5.0 tonne capacity

## EQ Line

Our EQ Line trucks have everything you need for dependable, entry-level materials handling - in a simple, straightforward package. Ideal for less intensive applications with light or occasional use.



→ [CATLIFTRUCK.COM](http://CATLIFTRUCK.COM)  
EQ LINE



EQ Line: 0.38 – 6.0 tonne capacity

# Peace of mind



## Keep pace with progress

While our technologies advance, our various lift truck families continue to share many key components and features. This familiarity is much appreciated by users. It also simplifies servicing, which enables greater productivity.

Along with a broad choice of models and configurations, we offer sophisticated programming to match each truck to your needs. We can set the operating characteristics to optimise performance, productivity and efficiency for virtually any application. We can also tailor it to different operators' abilities. This keeps the load, the truck and the operator safe.

We continuously invest in the latest manufacturing equipment, like robot welders, laser cutting machines and environmentally friendly painting facilities. These allow us to make the best materials handling products with consistently high build quality and sustainability standards.

With a Cat lift truck, you gain a quality product and peace of mind. That comes from dealing with a solid international business partner with a dedicated and professional service support organisation.

## Maximise utilisation

Timely maintenance carried out by qualified Cat Lift Trucks technicians will minimise downtime and extend truck life. Our programmes ensure prompt, professional service, while giving you accurate budgeting and full control over your operating expenses.

This approach maintains a higher residual value or future trade-in value for your trucks. It also improves their performance and keeps them in productive, profitable action.

As part of the total supply agreement, we design tailored maintenance plans. These are designed to reflect your unique requirements and maximise truck availability.

Cat Planned Maintenance (PM) and Total Maintenance & Repair (TM&R) programmes support our dealers in planning professional maintenance schedules. While you concentrate on your core business, our dealers' specialist teams take care of your fleet.

In addition to keeping your trucks in peak operating condition, our customised agreements help you save money. Our tailored service agreements guarantee a high quality of service, carried out, administered and monitored by your dealer. Any wear or other problems can be identified early, during scheduled inspections, and will generate preventative maintenance action. In this way, we minimise the risk of downtime caused by unexpected failure.

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 fully equipped service vans will respond quickly to your calls. They carry specialised tools and stocks of genuine Cat parts. Their drivers are well-trained service technicians with the latest technical information and knowledge. You can be sure of highly professional inspection, servicing and repair work.

These resources ensure:

- Early detection of potential problems
- Well-timed preventative action to avoid failures
- Fast servicing and repairs
- The best quality care for your fleet
- Minimal downtime for your business

## The right parts, at the right time

Parts availability is crucial to maintaining your productivity. We run a seamless and reliable parts operation to keep your fleet working at peak performance. Our 'full line, first pick' rate is the best in the industry. It currently stands at 97%. For current models it's even higher.

Our centralised European parts depot extends to 10,000m<sup>2</sup> 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 online access to extensive stocks through our centralised parts distribution centres 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 your materials handling challenges, the chances are that our research and development teams have already thought deeply about them. The resulting solutions are built into our lift truck range.

Our whole organisation is geared to bringing you a seamless and efficient service. You can count on us to keep your fleet and your 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 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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VIDEOS**



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OUR APP**

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