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INDUSTRIAL TRUCK ASSOCIATION (ITA) ANNOUNCES RECORD-BREAKING 2015 NORTH AMERICAN FORKLIFT SALES

WASHINGTON, D.C. - (Feb. 16, 2016) - The lift truck market in North America is at an all-time record high in the material handling industry. Total retail orders in all classes, excluding exports, totaled 225,534 units in 2015. It is the first year lift truck sales are higher than the industry's pre-recession level of 215,000 units in 2006.

"After a slow and steady recovery from the recession, the North American lift truck industry is healthy and strong," said Brett Wood, president & CEO of Toyota Material Handling North America and ITA Chairman of the Board. "We hope more skilled professionals see our growth and realize the many opportunities available for an exciting career in the material handling industry and specifically the lift truck industry."

Breaking down the results, the number of electric lift trucks sold in 2015 was 141,846 units and the number of engine-powered lift trucks sold was 83,688 units. Electric lift trucks increased over 8 percent compared to the prior year and now represent over 63 percent of all lift trucks sold in North America. The mix is now 63.4 percent electric lift trucks and 36.6 percent engine-powered lift trucks.

"An increase in electric lift truck sales is due to several reasons including the emphasis on reduced emissions in many work environments" said Brian Feehan, president of the Industrial Truck Association. "From a global perspective, overall world lift truck sales in 2015 were over 1,000,000 units with North America being one of the largest markets for lift trucks."

ITA is the voice of the manufacturers of powered industrial trucks and its suppliers. Publicly available data can also be found in the Marketing Intelligence section of ITA’s website at www.indtrk.org.
About the Industrial Truck Association

For more than 50 years, the Industrial Truck Association has been the leading organization of industrial truck manufacturers and suppliers of component parts and accessories that conduct business in the United States, Canada and Mexico.

Based in Washington, D.C., ITA maintains an influential voice in international standards development for the industry. The organization also advances engineering practices to promote safe products, disseminates statistical marketplace information, and provides industry forums for learning and networking. Visit www.indtrk.org for more.

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