



## PRESS INFORMATION

### **Yale Materials Handling Corporation Names Challenge of Excellence Recipients**

*Recipients honored with special celebration*

**GREENVILLE, N.C., (May 5, 2010)** – Yale Materials Handling Corporation, a long-standing leader in the materials handling industry, honored 27 of its dealers through Yale's Challenge of Excellence Program. Fourteen of its top-performing dealers were awarded the prestigious Dealer of Excellence award. Four dealers were recognized as Dealers of Merit and nine as Dealers of Value. The 2009 Dealers of Excellence were recently recognized in Cleveland marking the 16<sup>th</sup> year that Yale has honored its dealers for their industry-leading level of performance in all areas of the materials handling business.

"Over the last 16 years, Yale's Dealer of Excellence Awards Program acknowledges the significant contribution our dealers play in the achievement of our overall goals as a company," said Don Chance, president of sales for NACCO Materials Handling Group, Inc. "The dealers are among the very best distributors within the industry. Yale is very proud of their accomplishments and leadership within our Yale Distribution Network and the quality of services they provide our end user customer. They are without question our most valued asset within the business."

To be recognized under Challenge of Excellence, a dealer must reach elevated goals in customer satisfaction, dealer performance, general management, truck sales, short-term rental, training, aftermarket sales, and parts and service operations.

Recipients of the Dealer of Excellence award include:

**Dealership**

Berry Material Handling  
Black Equipment Company, Inc  
Dougherty Equipment Company  
E.D. Farrell Company, Inc.  
Eastern Lift Truck Co., Inc.  
Hilo Yale Industrial Trucks  
Key Material Handling Equipment Co., Inc.  
Medley Material Handling Company  
Northland Industrial Truck Co., Inc.  
Yale Lift Trucks of Florida & Georgia  
Yale Industrial Trucks Pittsburgh, Inc.  
Yale Materials Handling – Green Bay, Inc.  
Ohio Materials Handling, Inc.  
Riekes Equipment Company

**Dealer Principal**

Joe Wilson  
Ken Bonnell  
Mike Dougherty  
Ed Otis  
Mike Pruitt  
Steve LoPiccolo  
Bob Kehley  
Mark Medley  
Steve O'Leary  
Sandy MacKinnon  
Chris Burns  
Gary Fairchild  
Jim Orega  
Duncan Murphy

Recipients of the Dealer of Merit awards include:

**Dealership**

Alta Lift Truck Services, Inc.  
Fitzgerald Equipment Co., Inc.  
Insley-McEntee Equipment Company  
YMH – Torrance, Inc.

**Dealer Principal**

Steve Greenawalt  
Kevin Fitzgerald  
Phil Robinson  
Steve Gallagher

Recipients of the Dealer of Value award include:

**Dealership**

Brennan Industrial Truck Company  
Briggs Equipment  
M & G Materials Handling Co.  
Material Handling Products, Corp.  
Yale/Chase Equipment and Services, Inc.  
Yale Carolinas, Inc.  
Yale Kentuckiana, Inc.  
Yale Industrial Trucks – Central California  
Yes Equipment and Services, Inc.

**Dealer Principal**

Jim Brennan Jr.  
Mike Winemiller  
Ken MacDonald  
Scott Minich  
Roger Ketelsleger  
Joe Wheeler  
Barry Paul  
Mike Fitzgerald  
Cliff Anglewicz

**About Yale Materials Handling Corporation**

Yale Materials Handling Corporation markets a full line of materials handling lift truck products and services, including electric, gas, LP-gas and diesel powered lift trucks; narrow aisle, very narrow aisle and motorized hand trucks. Yale offers comprehensive Fleet Management services, as well as Yale service, parts, financing and training. Yale® trucks are manufactured in an ISO 9001:2000 registered facility and range in capacity from 2,000 to 36,000 lbs. For more information, or to find the Yale® lift truck dealer nearest you, call 1-800-233-YALE or visit [www.yale.com](http://www.yale.com).

Yale Materials Handling Corporation is part of NACCO Materials Handling Group, Inc. ([www.nmhg.com](http://www.nmhg.com)), which employs approximately 4,500 people worldwide, and is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE:NC).

Yale is a registered trademark of Yale Materials Handling Corporation.

###

**For more information, please contact:**

Larissa Blick  
Jackson Marketing Group  
864-272-3005  
[larissa.blick@jacksonmg.com](mailto:larissa.blick@jacksonmg.com)