

PRESS INFORMATION
For Immediate Release

Yale Materials Handling Corporation Names Challenge of Excellence Recipients

Recipients honored with special celebration

GREENVILLE, N.C. (May 6, 2011) – Yale Materials Handling Corporation, a long-standing leader in the materials handling industry, honored 21 of its dealers through Yale’s Challenge of Excellence Program. Seventeen of its top-performing dealers were awarded the prestigious Dealer of Excellence award and four dealers were recognized as Dealers of Merit. The 2010 Dealers of Excellence were recently recognized in New York City marking the 17th year that Yale has honored its dealers for their industry-leading level of performance in all areas of the materials handling business.

“Yale is very proud of the accomplishments and leadership exemplified by our Dealers of Excellence,” said Don Chance, president of sales for NACCO Materials Handling Group, Inc. “For the past 17 years, Yale’s Dealer of Excellence Awards Program has acknowledged the significant contribution our dealers play in the achievement of our company goals. Our dealers 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

Alta Equipment Company
Berry Material Handling
Black Equipment Company, Inc.
Briggs Equipment (North Texas)
Dougherty Equipment Company (North Carolina & Virginia)
Eastern Lift Truck Co., Inc.
Hilo Yale Industrial Trucks

Dealer Principal

Steven Greenawalt
Joe Wilson
Scott Bonnell
Mike Winemiller
Mike Dougherty
Mike Pruitt
Steve LoPiccolo

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Insley-McEntee Equipment Company, Inc.
Key Material Handling Equipment Co., Inc.
National Lift Truck Service, Inc.
Northland Industrial Truck Co., Inc.
Ohio Materials Handling, Inc.
Riekes Equipment Company
Yale Lift Trucks of Florida & Georgia
Yale Industrial Trucks Pittsburgh, Inc.
Yale Materials Handling – Green Bay, Inc.
YES Equipment & Services, Inc.

Philip Robinson
Robert Kehley
Robert Siano
Stephen O’Leary
James Orega
Duncan Murphy
Sandy MacKinnon
Christopher Burns
Gary Fairchild
Clifford Anglewicz

Recipients of the Dealer of Merit award include:

Dealership

Brennan Industrial Truck Company
E.D. Farrell Company, Inc.
Pacific Material Handling Solutions, Inc. (Bay Area)
YMH – Torrance, Inc.


Dealer Principal

James Brennan, Jr.
Edward Otis
Ralph Logan
Steve Gallagher

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 9001:2008 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.

Yale Materials Handling Corporation is part of NACCO Materials Handling Group, Inc. ([NMHG](#)), which employs approximately 5,000 people worldwide. NMHG is headquartered in Cleveland, Ohio, and is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE:NC).

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