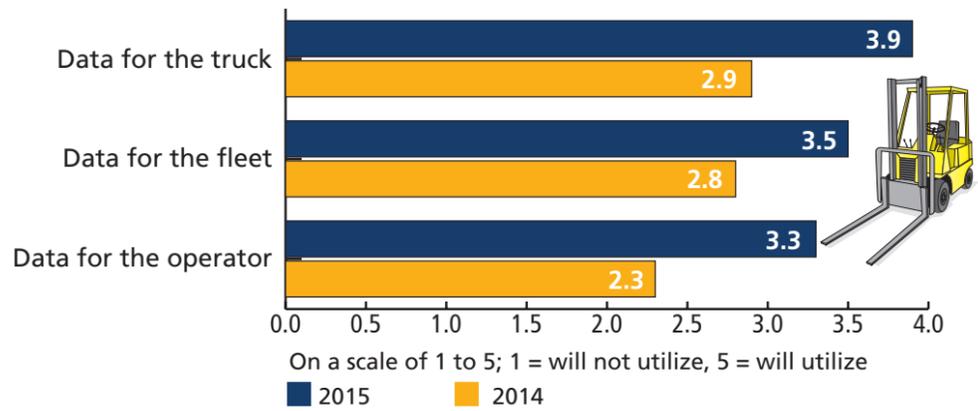


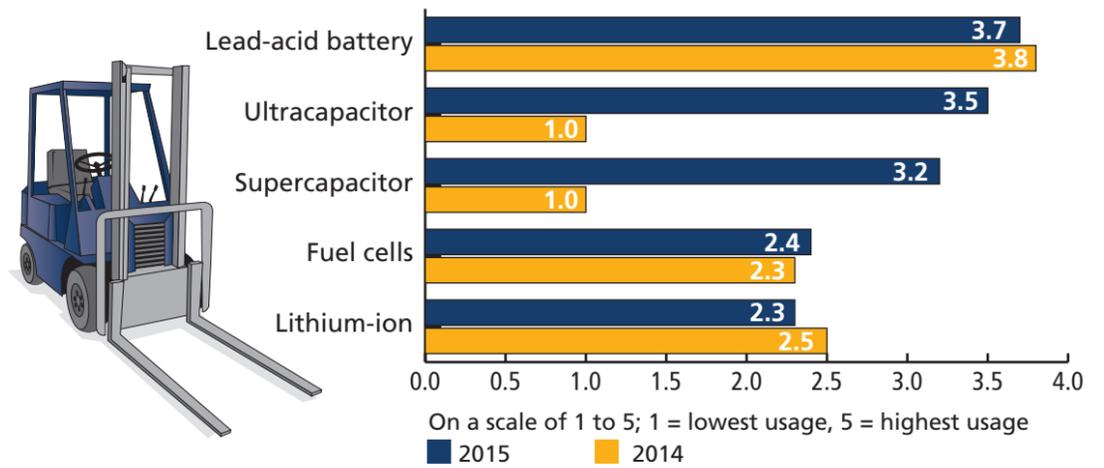
A snapshot of lift truck trends in North America

Fleet data systems gain more fans



Lift truck makers predicted last summer that 2015 would bring an increase in shipments of forklifts that utilize or offer data related to the truck, the fleet, or the operator.

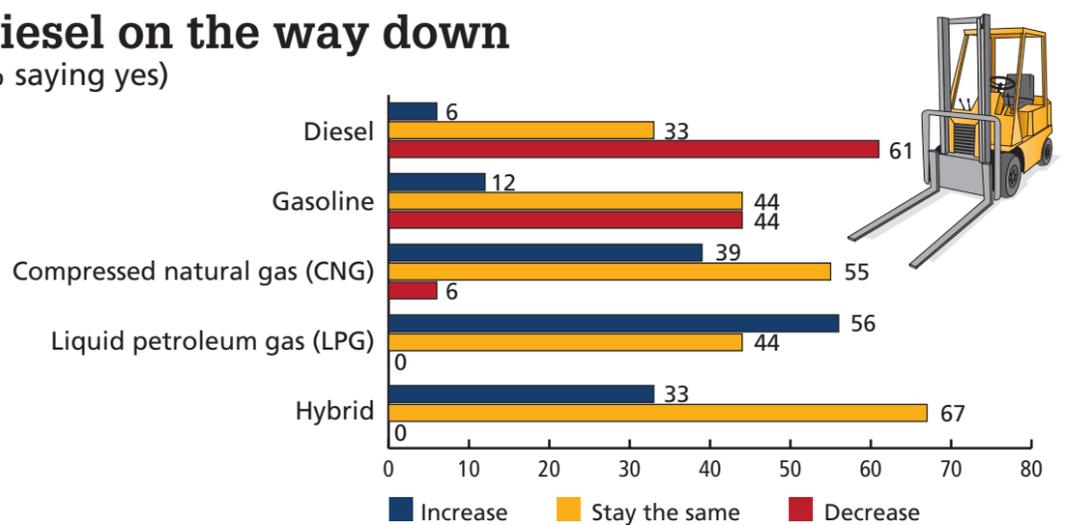
Alternative energy picks up steam



Respondents believe lead-acid batteries will continue to be the most popular energy source for electric lift trucks in the next three years, but newer technologies, including ultra- and supercapacitors, which give batteries and fuel cells a quick burst of energy output, are gaining ground.

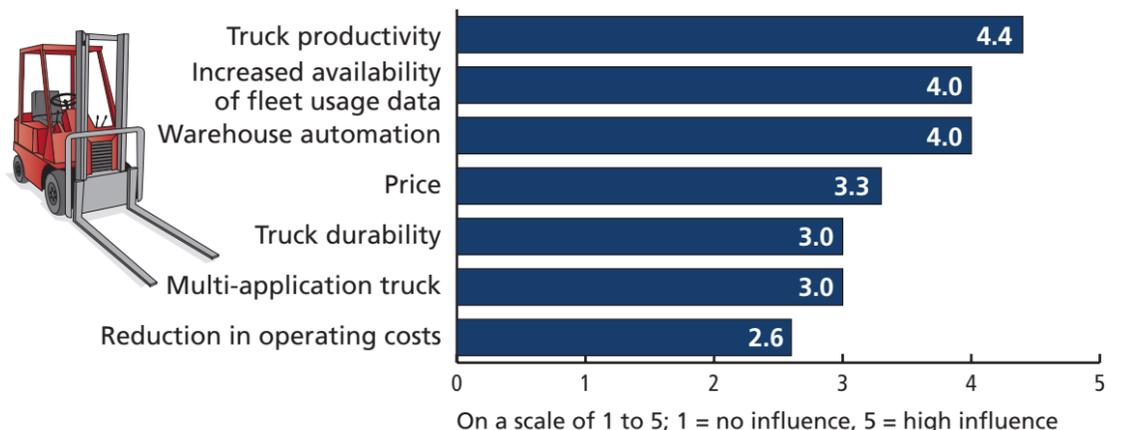
Diesel on the way down

(% saying yes)



Most respondents predicted that demand for diesel- and gasoline-powered internal combustion lift trucks in North America would either stay the same or decline over the next three years, and that CNG, LPG, and hybrid fuels will become more common.

The factors behind fleet reductions



Only 30 percent of respondents to the 2015 survey said the size of lift truck fleets was generally declining—a big drop from the 68 percent who said the same in 2014. Here are the factors they believe influence fleet operators' decisions to cut back.

The Industrial Truck Association polls its members annually on forklift sales and manufacturing trends in North America. Here are a few highlights from the group's 2015 Business Trends Survey. ITA represents lift truck makers and components/parts suppliers that conduct business in the U.S., Canada, and Mexico.