



July 2014 | Issue 5 | Rental Department

Dear friends and associates of Eastern Lift Truck Co.,

We hope everyone is having a wonderful Summer! Welcome to the 5th edition of a series of e-newsletters built around a simple open-ended question... "**Did you know?**"

Over the past decade, Eastern Lift has grown and diversified at an astonishing rate. Our team is larger and more capable than ever to solve your material handling needs. But we realize many of you are not fully aware of all our capabilities. We'd like to change that.

For example....**Did you Know?** Eastern Lift has one of the largest **Rental Fleets** in the Mid Atlantic region? We have a fleet of approximately 1,000 lift trucks and aerial units and offer competitive short, long-term and seasonal rentals as well as rent-to-own plans and other options. Our equipment is fully serviced and reliable. Our courteous drivers provide prompt, safe delivery. [One call to your local ELT branch](#) will get the job done!

Below this puzzle is a sample of the types of forklifts and equipment we rent...

There will be no **Did You Know?** eNewsletter in August. We'll take a short break and then resume with the 6th edition in September.



Electric Rider
3,000-12,000 lbs.

Three and four wheel sit down electric cushion-tire forklift rentals are more popular than ever. They provide performance on par with propane trucks and Yale's AC design increases productivity and efficiency with a reduced carbon footprint.



Narrow Aisle
3,000-4,500 lbs.

Space is often an issue. Do you have narrow aisles and a need a lift truck? No problem! Our single and double reach trucks are ready to go to work in your warehouse. Yale reach trucks beat the competition in productivity and have one of the lowest operating costs in the industry.



Motorized Hand
2,000-8,000 lbs.

Ride on or walk behind pallet jacks allow for turning in trailers and are low profile to ensure an open field of vision for safe loading and unloading.



**Cushion ICE
(Cushion Tire Rider)
3,000-15,500 lbs.**

These are the "workhorses" that keep your warehouse and manufacturing facilities moving. Eastern Lift has a full range of lift trucks and front-end attachments to match your application.



**Pneumatic ICE
(Pneumatic Tire Rider)
3,000-36,000 lbs.**

Tough Yale pneumatics get the job done -- outside. Full cabs with AC and/or heat are available to shield your operators from the elements.



Rough Terrain Forklift

Eastern Lift offers Load Lifter (pictured here) and Manitou brand rough terrain lift trucks. Special attachments available.

Boom Lifts

Eastern Lift offers the full-range of JLG and Genie (pictured) equipment solutions including articulated and telescopic boom lifts, scissors and aerial work platforms.



Scissors Lifts

Eastern Lift offers the full-range of Genie and JLG (pictured) scissors lifts and other aerial work platforms and stock pickers.



Telehandler

Eastern Lift offers Genie (pictured), Load Lifter and JLG telehandlers with a full range of capacities and options.

Very Narrow Aisle Forklift

These award-winning articulated forklifts from Aisle-Master may increase your storage space by up to 50% as opposed to using a traditional reach truck. AC electric and propane powered units available.



Sideloader and Multi-Directional Forklift

Eastern Lift offers customized handling solutions from Combilift including the world's first internal combustion engine powered, all-wheel drive, multi-directional forklift. Long loads and tight spots are not a problem.



Utility Vehicle

Eastern Lift offers various types of 2WD and 4WD utility vehicles from Cushman (1600XD pictured here) and LANDmaster.



Industrial & Specialty Vehicle

Eastern Lift offers Taylor-Dunn and Cushman vehicles. The Taylor-Dunn B210 burden carrier is pictured here.



Golf Car and Security Vehicle

Eastern Lift recently added the Yamaha line of vehicles ranging from traditional golf cars to specialty units such as this security vehicle which is perfect for school and business campuses, and residential areas.

Need A Rental?
Contact Your Local ELT Branch Today and
ask for the Rental Manager.

| | |
|--------------------|--------------|
| Laurel, DE | 877-875-8961 |
| Newark, DE | 866-286-6660 |
| Baltimore, MD | 800-247-6404 |
| Chester, MD | 855-262-4936 |
| Hagerstown, MD | 800-842-5438 |
| Upper Marlboro, MD | 866-837-4373 |
| Franklinville, NJ | 800-273-1307 |
| Maple Shade, NJ | 866-980-7175 |
| Allentown, PA | 800-322-9035 |
| Bloomsburg, PA | 800-565-1004 |
| Reading, PA | 800-322-9035 |
| Warminster, PA | 888-443-2486 |
| York, PA | 800-331-2391 |

Our rental inventory changes frequently.

All equipment is subject to availability.

The stock images used in this newsletter were selected to portray the variety of our inventory.

Please call ahead to confirm availability.

We welcome the opportunity to serve you.

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