



UniCarriers Americas Corporation

## NEWS RELEASE

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### **Nissan Forklift Corporation Joins Forces with TCM America to Form UniCarriers Americas Corporation**

*Uniting the resources, service and brand promise of two companies  
for a stronger market presence and  
broader range of products and technical service*

MARENGO, Ill. – April 1, 2013 – Nissan Forklift Corporation, North America announced that it has joined forces with TCM America under a new name, UniCarriers Americas Corporation effective April 1, 2013. UniCarriers Americas Corporation is a division of UniCarriers Corporation headquartered in Tokyo, Japan. UniCarriers Holdings is the parent company of UniCarriers.

Although the company has a new name, its employees, tried-and-true, high-quality processes and best-in-class products remain the same. With head offices in Marengo, Ill., the new company will continue its commitment to excellence and its drive to be a valued partner across its network of authorized dealers.

"We are excited to combine the resources, service and strong brand promise of these two companies to form a stronger market presence that will offer a broader range of products and technical service with the UniCarriers brand," said Peter Kruse, president, UniCarriers Americas Corporation. Kruse is leading the management team of the new entity.

"To assume our role as a leader in the material handling industry, this merger creates a world-class global brand built on the combined strengths of Nissan Forklift and TCM," added Kruse. "UniCarriers will be stronger and even more successful as one company."

UniCarriers will encompass five brands: Nissan Forklift, TCM, Atlet, Barrett and UniCarriers. To transition the brand equity of the non-UniCarriers brands to UniCarriers, all trucks will display a "by UniCarriers" endorsement beginning June 1, 2013.

Material handling equipment will be the sole business of UniCarriers, rather than a peripheral business unit. Separately, the global rankings of Nissan Forklift Corporation and TCM Corporation were 11th and 15th respectively, according to the Weltrangliste 2011/2012 list of the top global manufacturers. United, UniCarriers has jumped to number 7 on the list.

"To be competitive, not only do manufacturers need to deepen their local understanding of customers' needs, they must also broaden their global presence," said Kruse. "We're deeply

committed to making this transition successful and making it a success for our employees, dealers, suppliers, and end customers.”

The UniCarriers customer-centric approach will define everything it does from product development to service and delivery. “Our tenacious attitude, collaborative approach and innovative spirit will continue to define and drive who we are,” Kruse explains. With its focus solely on material handling equipment, UniCarriers will offer a more extensive portfolio by adding additional sustainable and efficient products and solutions to its offering. “Our customers are looking for answers to complex logistics challenges. UniCarriers will deliver,” promises Kruse. “At the core, we are the same passionate people, offering superior products and solutions. Most importantly, we are committed to excellence. This is true not only for our business enterprise, but for our customers as well.”

The company will continue its pledge to protect the environment, and operate as a green company.

### **About UniCarriers Americas Corporation**

UniCarriers designs, manufactures and supports a complete line of material handling equipment that offers features resulting in greater reliability, higher productivity and lower total operational costs. Headquartered in Marengo, Ill., UniCarriers Americas has a network of more than 235 authorized dealerships with over 350 locations across North, Central and South America, as well as additional worldwide locations. [www.unicarriersamericas.com](http://www.unicarriersamericas.com)

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