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The Driving Force



News You Can Use from Hyster Company.

Hyster Celebrates 80 Years of Lift Truck Manufacturing

2009 marks 80 years in the material handling industry for Hyster Company.

From modest beginnings as a supplier to the lumber industry in 1929 as Willamette Ersted, Hyster Company has been dedicated to providing customers with the best value for their investment year after year. We continue to demonstrate a commitment to excellence with this year's introduction of the E45-70XN electric product providing superior energy efficiency and productivity capabilities. And this is all backed up by support from one of the largest most experienced dealer networks in the industry.



To highlight this anniversary, an official press item was released this week and has already been picked up by many on-line trade publishers. It is also published on hysteramericas.com and is a feature article in our customer e-Newsletter scheduled for release next week.

Also, 80th Anniversary merchandise items are available so you can join in the celebration at your dealership! <http://www.publicationcreator.com/publications/HYSTER/>

[>View the official Press release](#)

Publication Listing:

[BreakBulk](#)

[Modern Material Handling](#)

[MHIA](#)

[Reliable Plant](#)

80th Anniversary
Merchandise

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