

Alliance of Industrial Truck Organizations

Presidents' Forum

York, England 2014

*Mr. Brian Butler
ITA Chairman of the Board of
Directors (Linde – North
America)
20 September 2014*

Political Overview



US Gross Domestic Product (GDP)

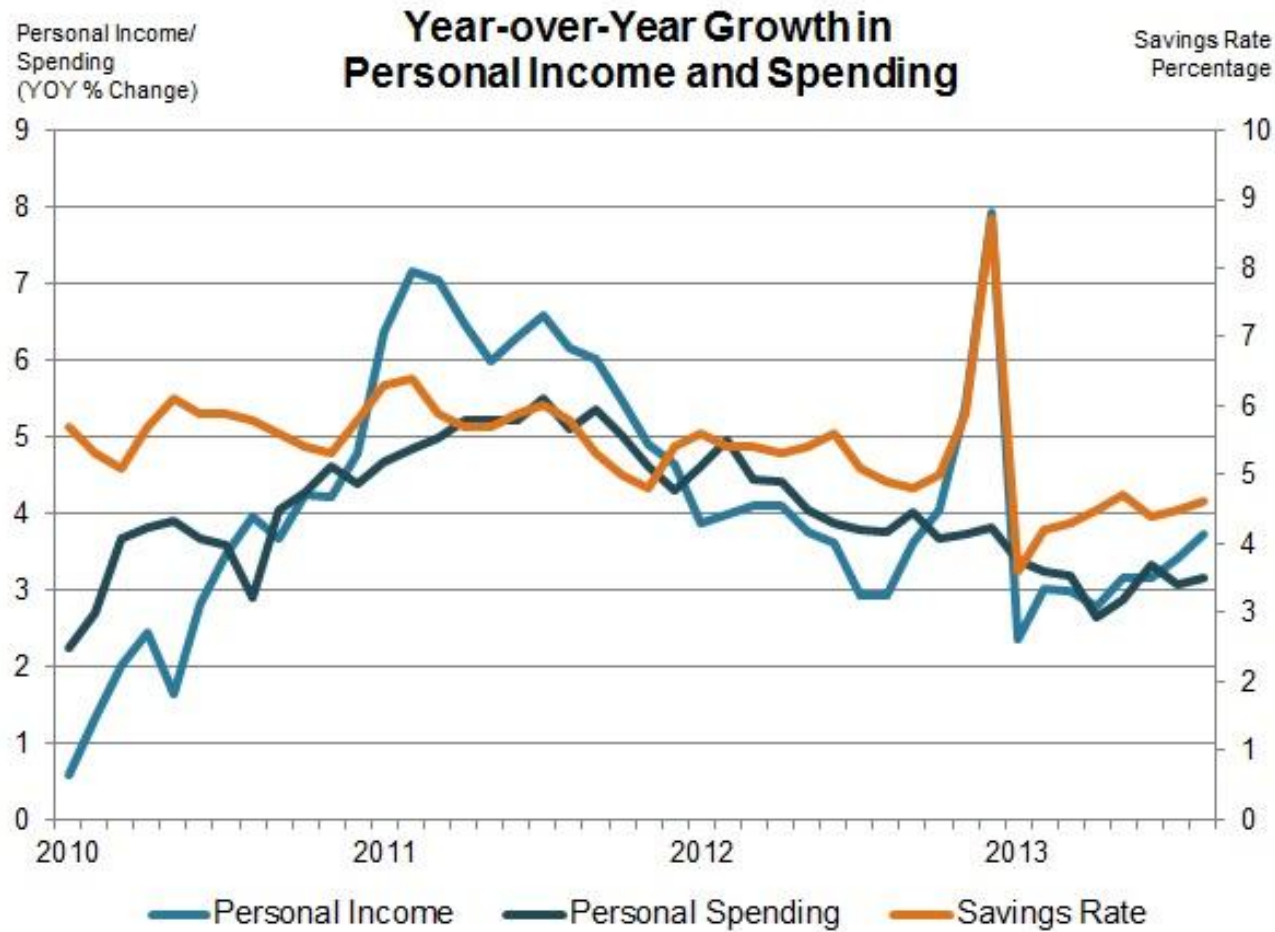


Real GDP growth is measured at seasonally adjusted annual rates.

U.S. Bureau of Economic Analysis



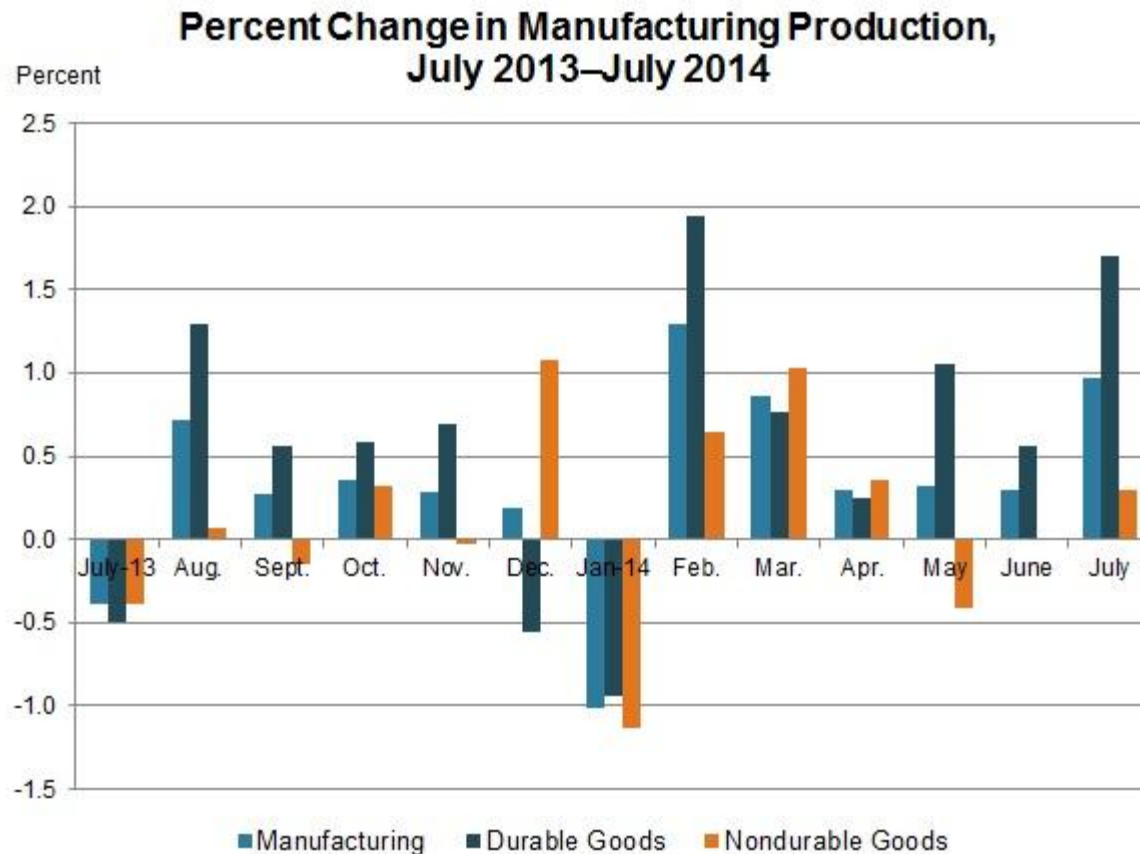
US Consumer Income & Spending



Source: National Association of Manufacturers



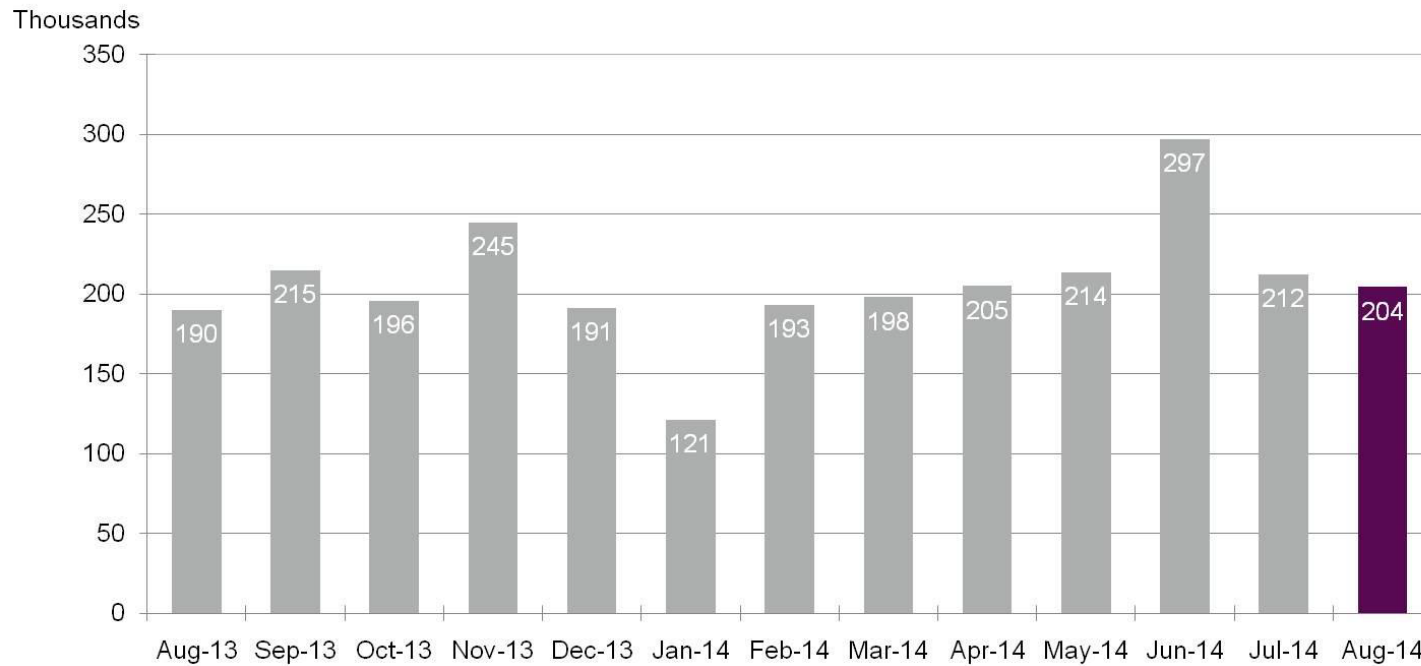
Manufacturing/Industrial Production



Source: National Association of Manufacturers

US Employment Data

Chart 1. Change in Total Nonfarm Private Employment

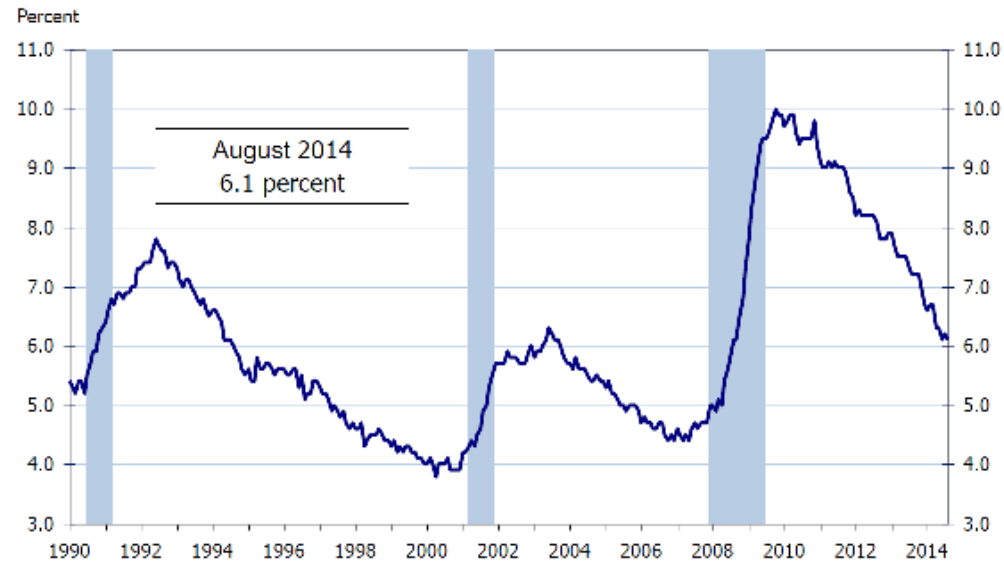


Sources: ADP, LLC; Moody's Analytics

Source: ADP, Inc.: Moody's Analytics

US Unemployment Data

Chart 10. Civilian unemployment rate
Seasonally adjusted, 1990–2014



Source: US Bureau of Labor Statistics

US Housing Market

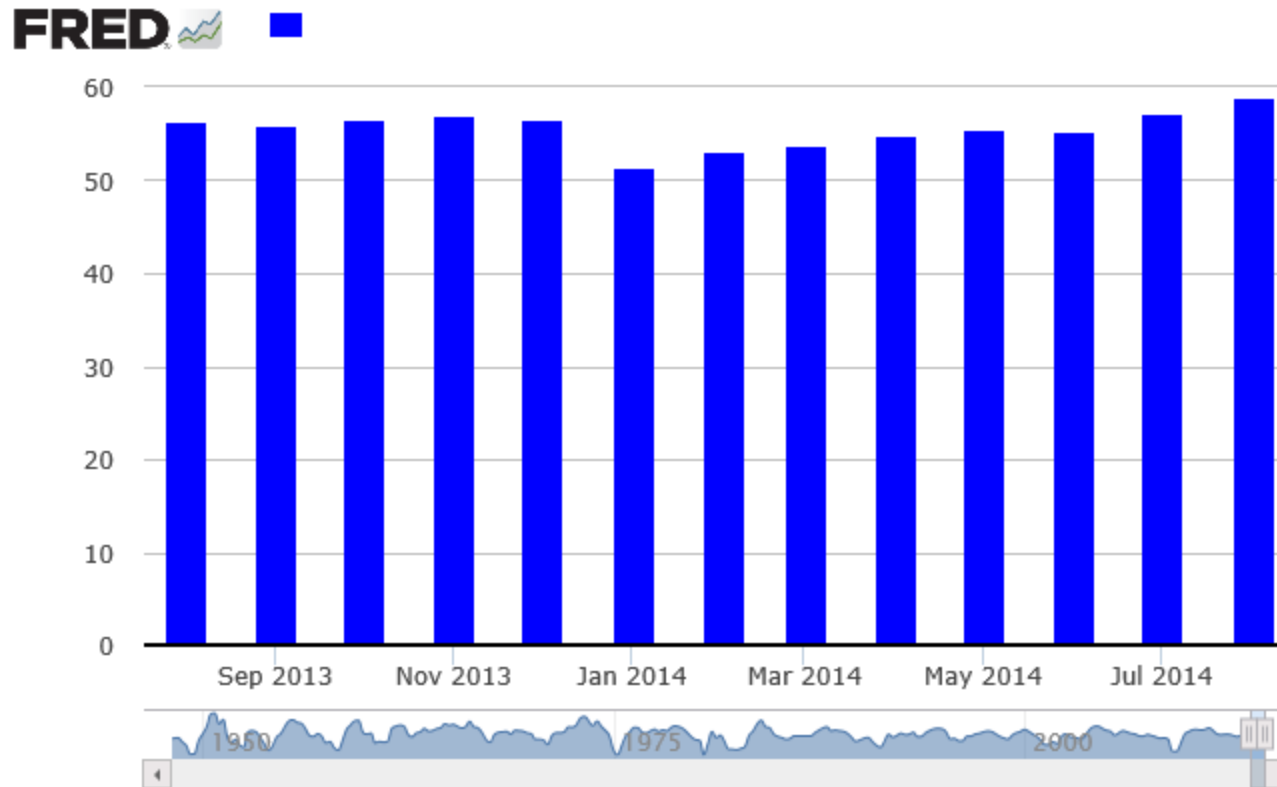


Source: US Commerce Department

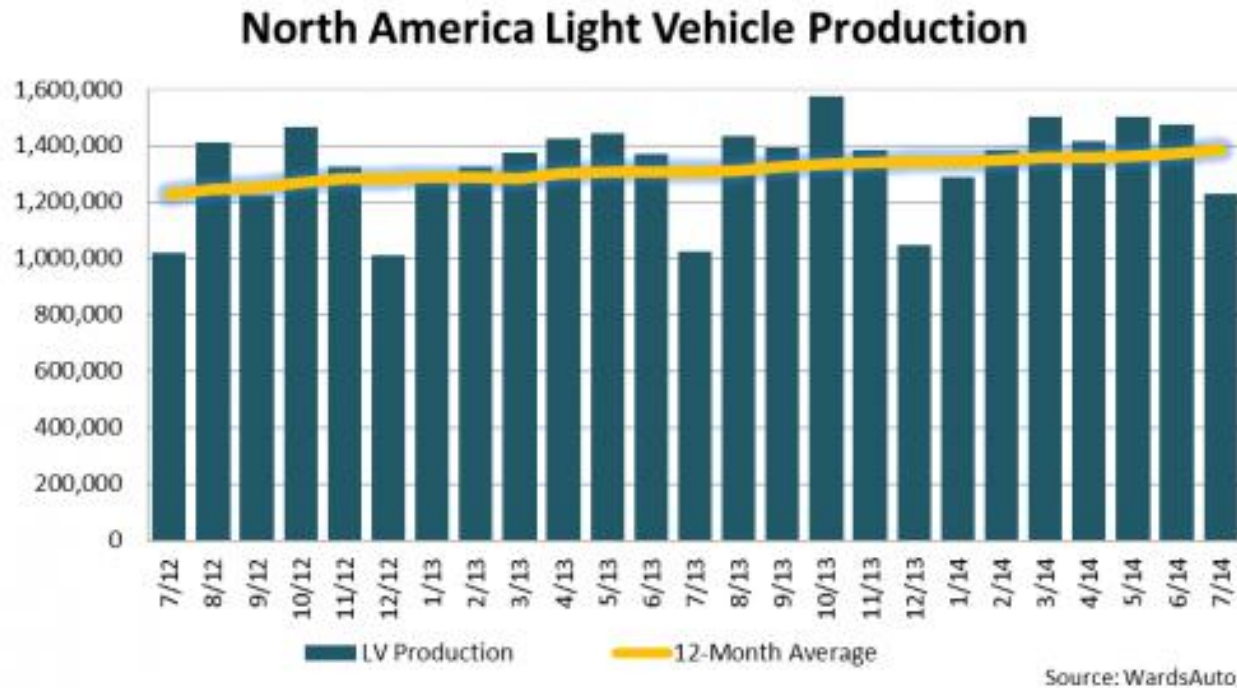
Institute for Supply Management

September 2013 – August 2014

ISM Manufacturing *PMI Composite Index*



US Automotive Market



Source: Ward's Automotive Research

US Factory Shipments

YEAR	ELECTRIC RIDER (Classes 1 & 2)	MOTORIZED HAND (Class 3)	INTERNAL COMBUSTION ENGINE (Classes 4 & 5)
2004	46,886	44,308	74,228
2005	50,604	46,206	83,725
2006	53,806	50,950	85,038
2007	50,260	48,615	76,664
2008	45,361	43,716	62,104
2009	28,409	28,635	28,740
2010	31,759	36,637	36,896
2011	44,720	42,213	58,483
2012	49,126	47,339	56,618
2013	52,834	52,766	66,473

Source: Industrial Truck Association

2014 US Forklift Market - Best Guess

TRUCK CLASS	ROUNDED MEDIAN TOTAL FOR 2014
Class 1	33,000 - 38,000
Class 2	20,000 - 25,000
Class 3	54,000 - 59,000
Class 4	29,000 - 34,000
Class 5	40,000 - 45,000
TOTAL	176,000 - 201,000

Source: Industrial Truck Association – February 2014

ITA Priorities

- **International cooperation on standards development, statistical information & free/fair trade**
- **Engineering practices: advance development of engineering practices that promote safety of the products of members**
- **Statistical information: collection and dissemination of statistical information relating to the industrial truck marketplace**
- **Industry communications & networking**
- **OSHA Compliance Officer Training**



National Forklift Safety Day

Serve as a focal point for manufacturers to highlight the safe use of forklifts and importance of operator training. This day provides an opportunity for the industry to educate customers, policymakers and the administration on forklift operating safety practices.

NATIONAL
**FORKLIFT
SAFETY DAY**



National Forklift Safety Day





Media Results



THE SACRAMENTO BEE

StarTribune



The Miami Herald



Updating OSHA Regulation – B56 Standards

- Current version of B56.1 references 1969
- Comparison of US Standard B56.1-1969 and ANSI/ITSDF B56.1-2012:
- Examples:

In both standards but changed

- Service brake performance
- Overhead guard test
- Operator platforms

Not in the 1969 standard

- Operating instructions
- Battery restraint
- Operator restraint
- Visibility

International Trade Policy

Transatlantic Trade & Investment Partnership (TTIP)

- The ITA supports two primary objectives of the TTIP negotiations:
 - the elimination of all tariffs immediately
 - harmonization of non-tariff issues through a transparent process.
- Negotiating round 7 to take place in Washington, DC.



ALLIANCE OF INDUSTRIAL TRUCK ORGANIZATIONS



China Industrial Truck Association (CITA)



Federation Europeenne
de la Manutention (FEM IT)



Japan Industrial Vehicles Association (JIVA)



Industrial Truck Association (ITA)

2015 ITA Annual & A.I.T.O. Meetings

The Breakers, September 16 – 20, 2015



Palm Beach, Florida, USA

THANK YOU

