

# **Alliance of Industrial Truck Organizations**

## **Presidents Forum**

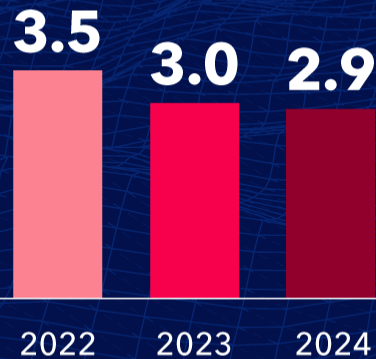
**Kyoto, Japan**

**27 October 2023**

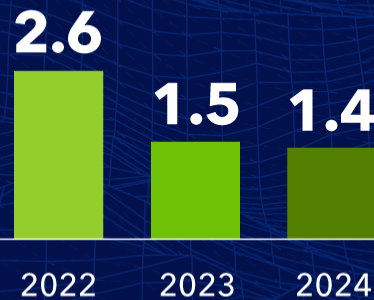
WORLD ECONOMIC OUTLOOK OCTOBER 2023

# GROWTH PROJECTIONS

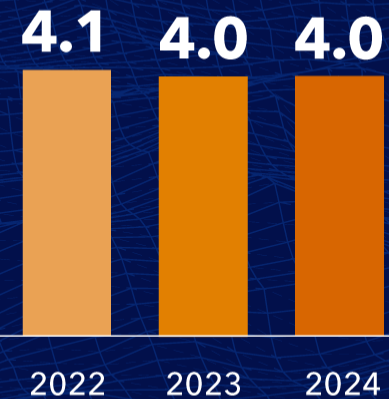
## GLOBAL ECONOMY



## ADVANCED ECONOMIES



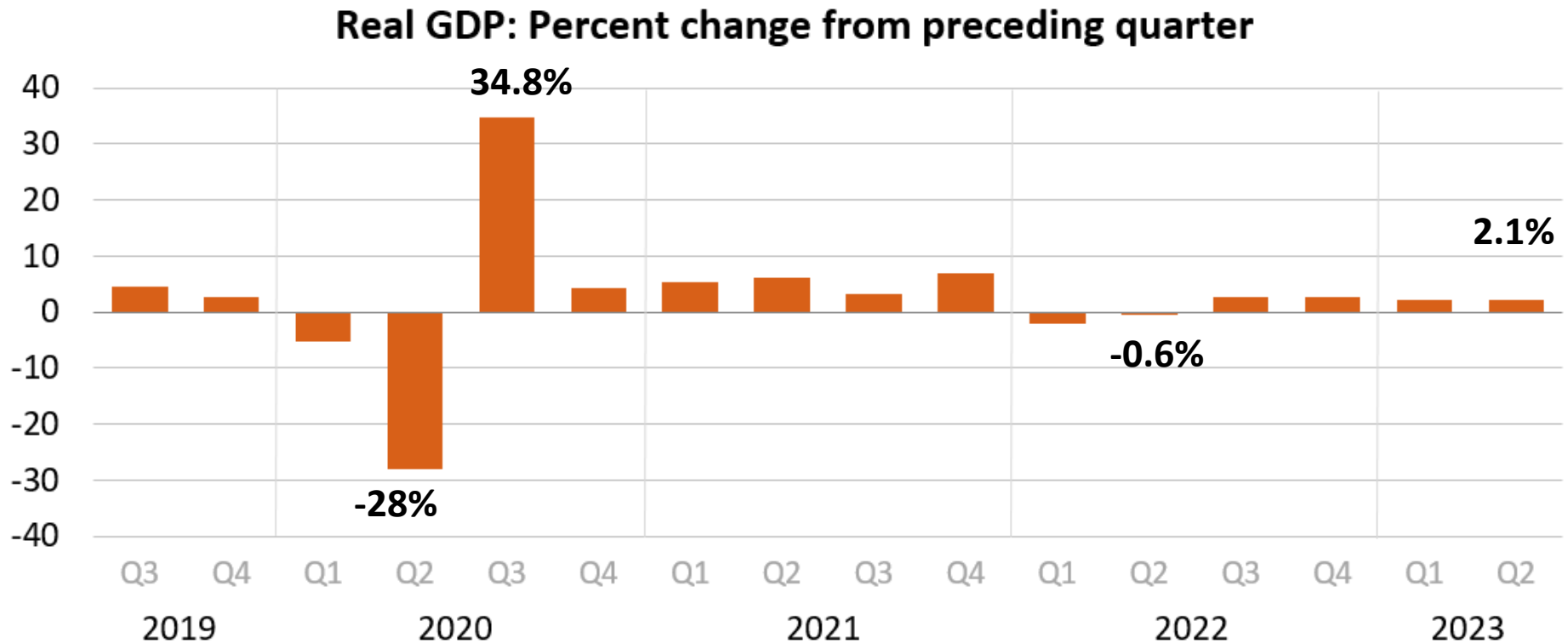
## EMERGING MARKET & DEVELOPING ECONOMIES



INTERNATIONAL MONETARY FUND

IMF.org #WEO

# US Gross Domestic Product (GDP)

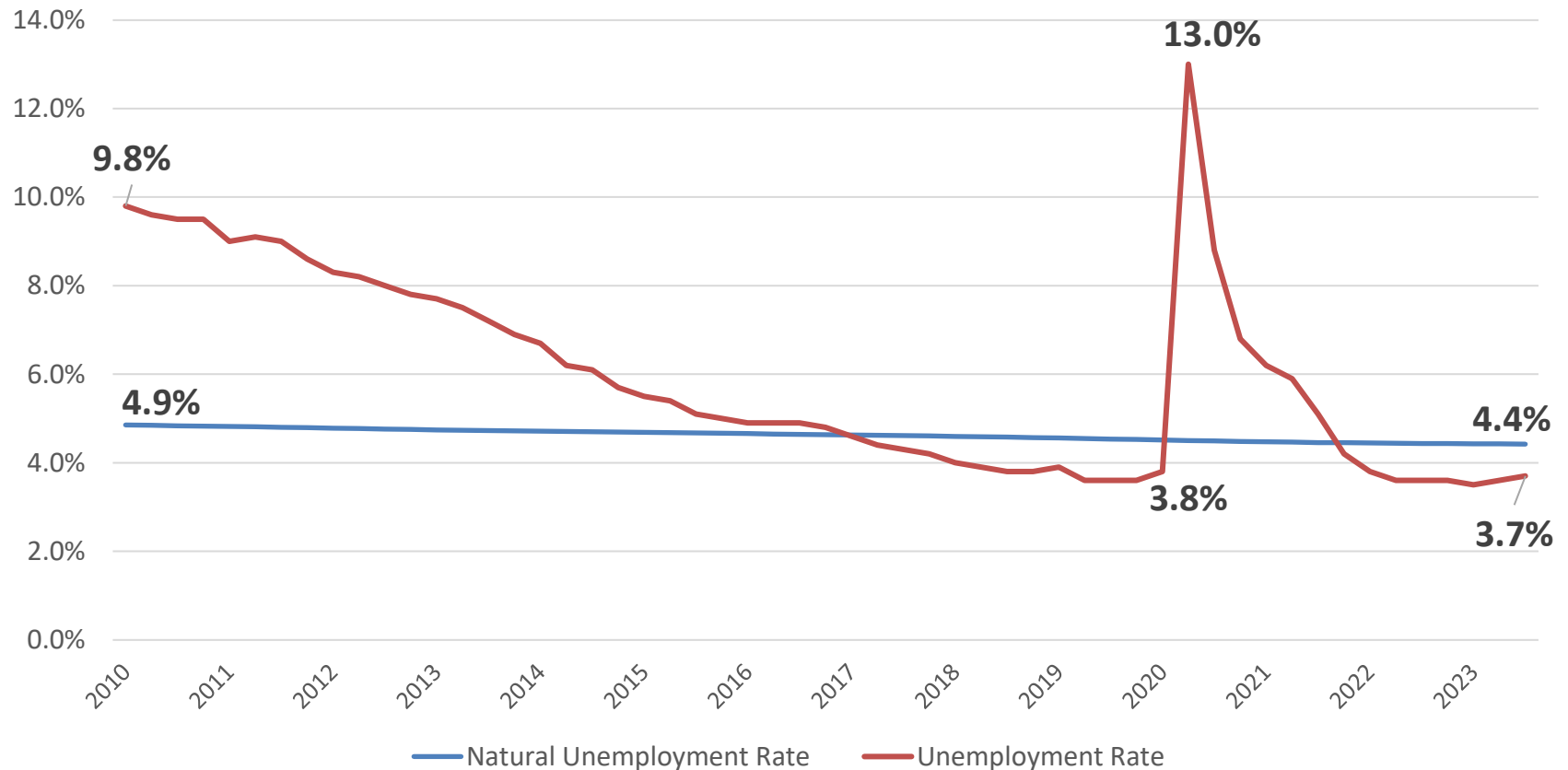


U.S. Bureau of Economic Analysis

Seasonally adjusted annual rates

# US Employment Data

**United States Employment Situation**  
Monthly change, seasonally adjusted

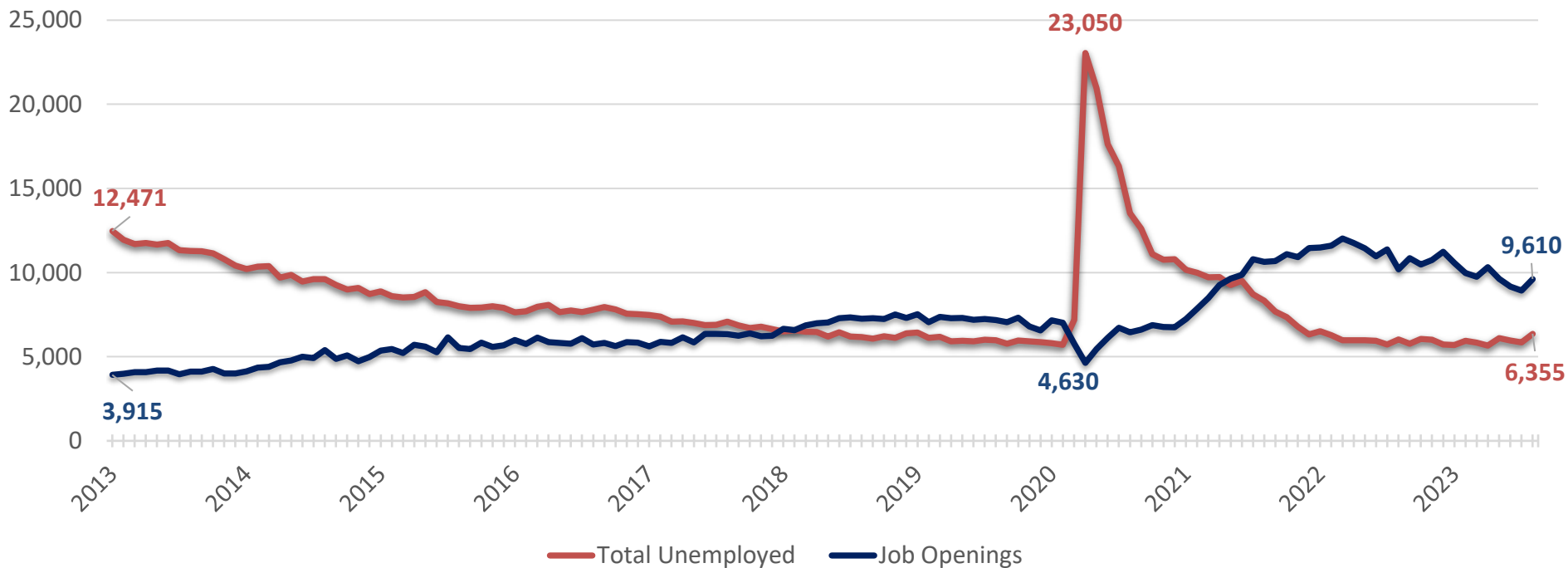


Source: Bureau of Labor Statistics

# Job Openings

## TOTAL NONFARM UNEMPLOYMENT VS. JOB OPENINGS (000'S)

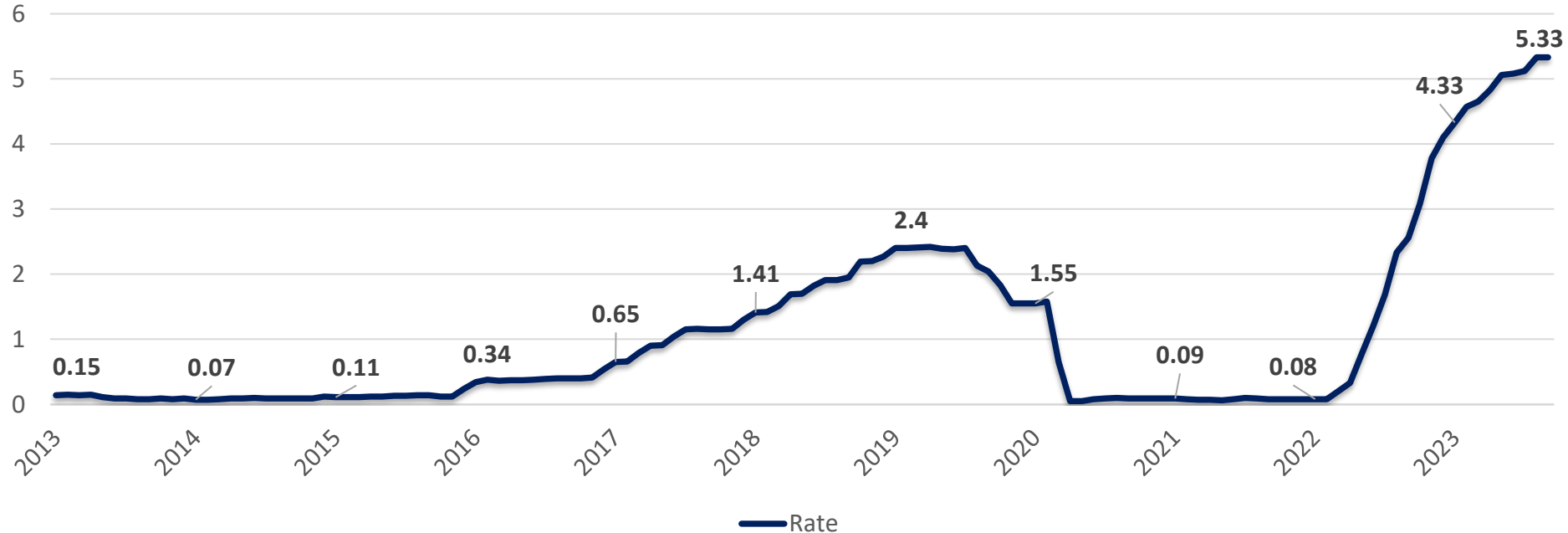
SOURCE: US BUREAU OF LABOR STATISTICS (BLS)



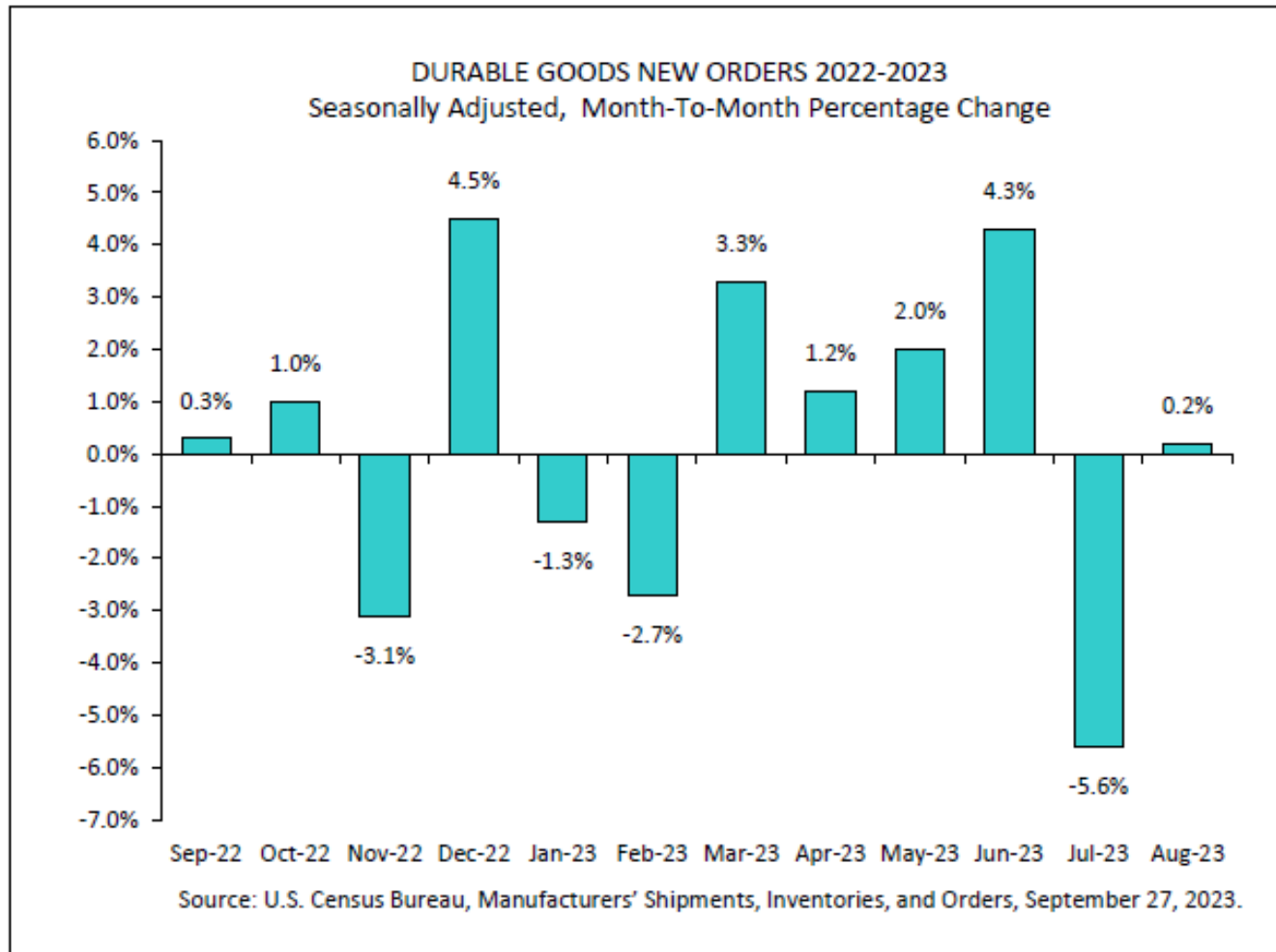
# Effective Federal Funds Rate

## Effective Federal Funds Rate (Monthly Average)

Source: US FEDERAL RESERVE BOARD (FRB)



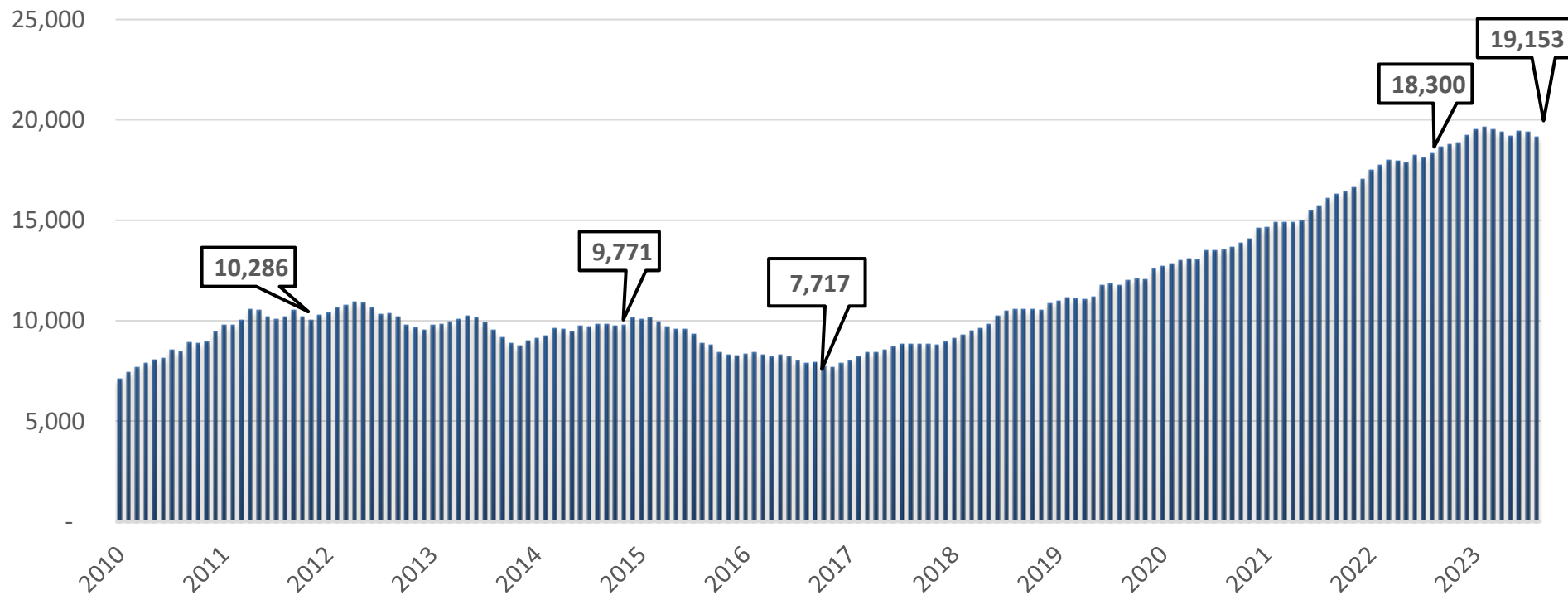
## Durable Goods Orders



# Manufacturers' Unfilled Orders: MHE

## Manufacturers' Unfilled Orders: Material Handling Equipment Manufacturing (\$Millions)

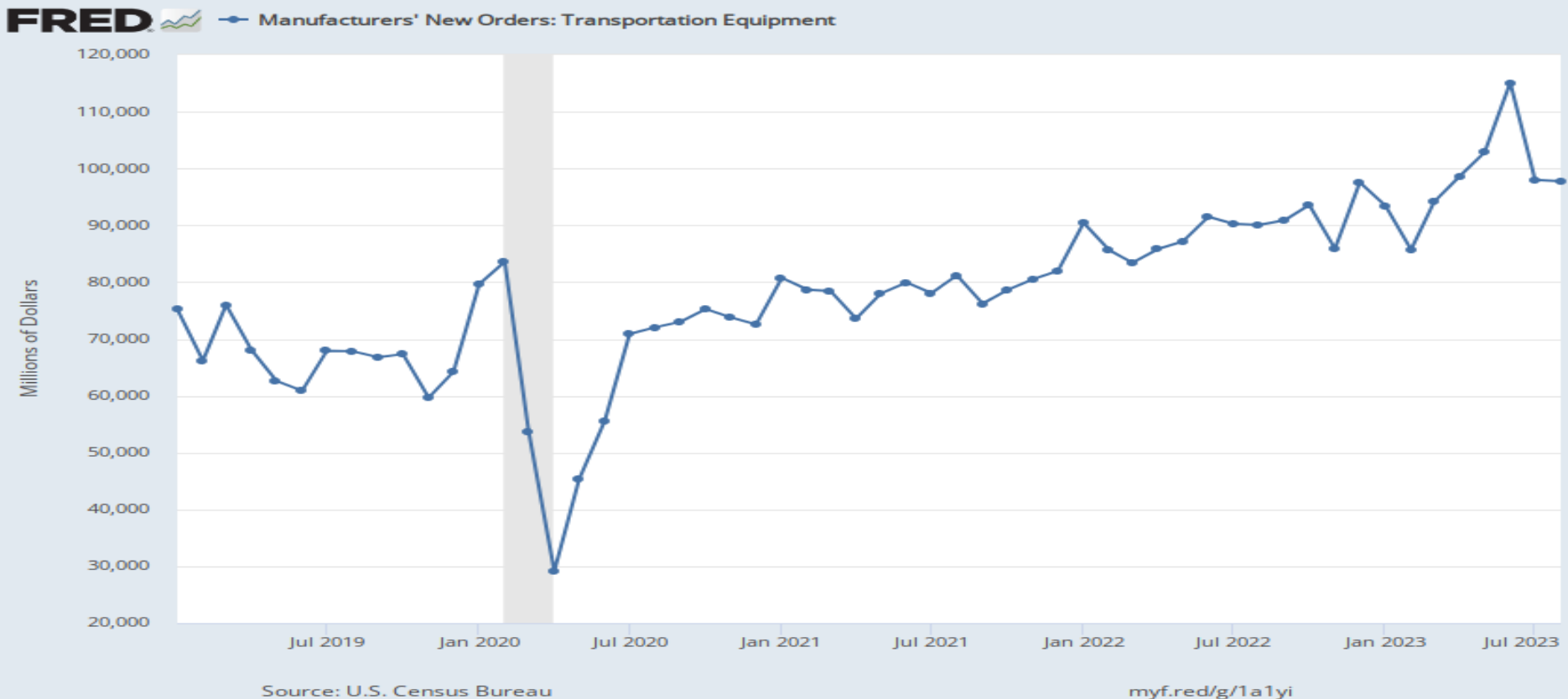
Source: US Census Bureau



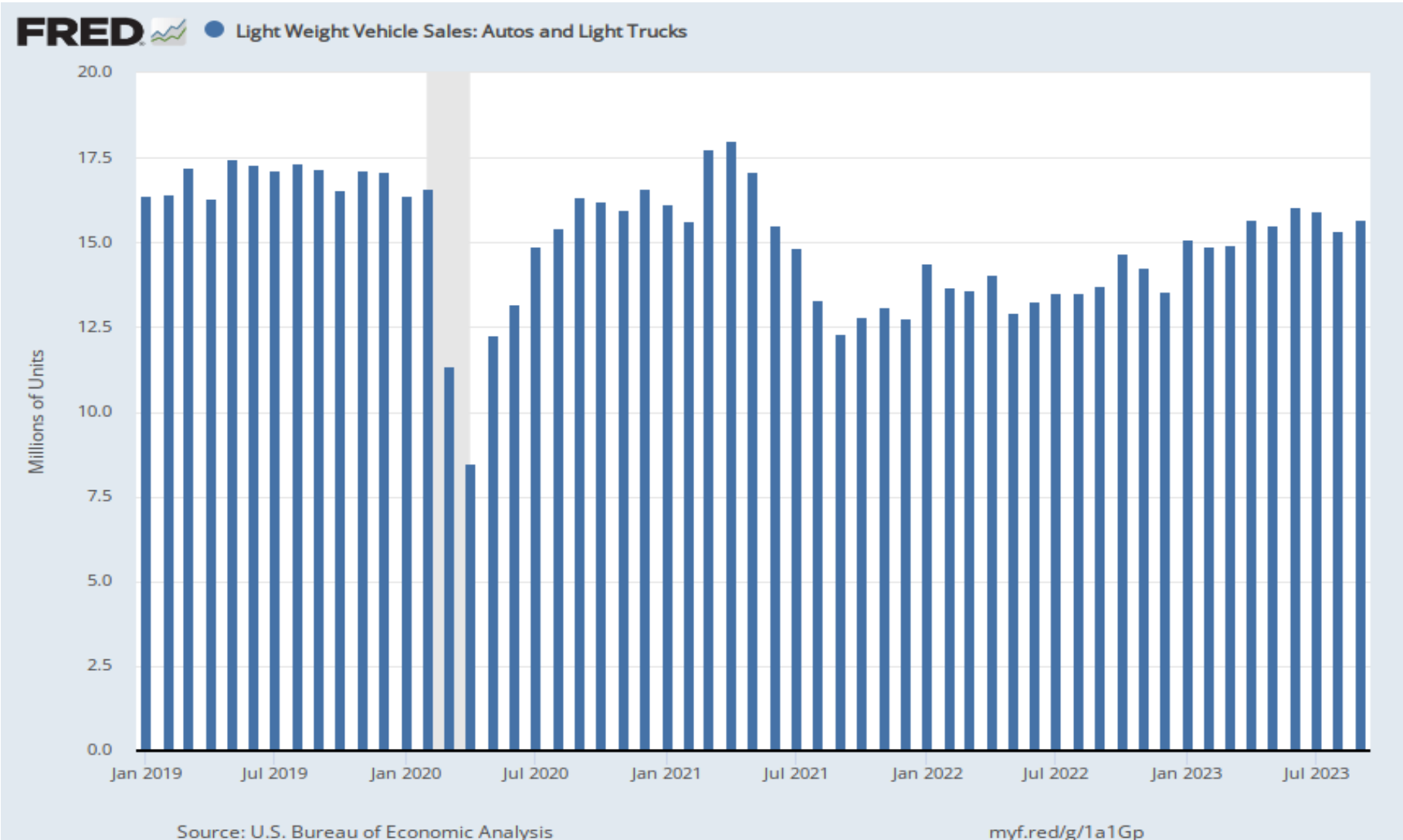


## Transportation Equipment

- New orders for transportation equipment decreased 0.3% during August 2023 to \$97.7 billion



# US Automotive Market

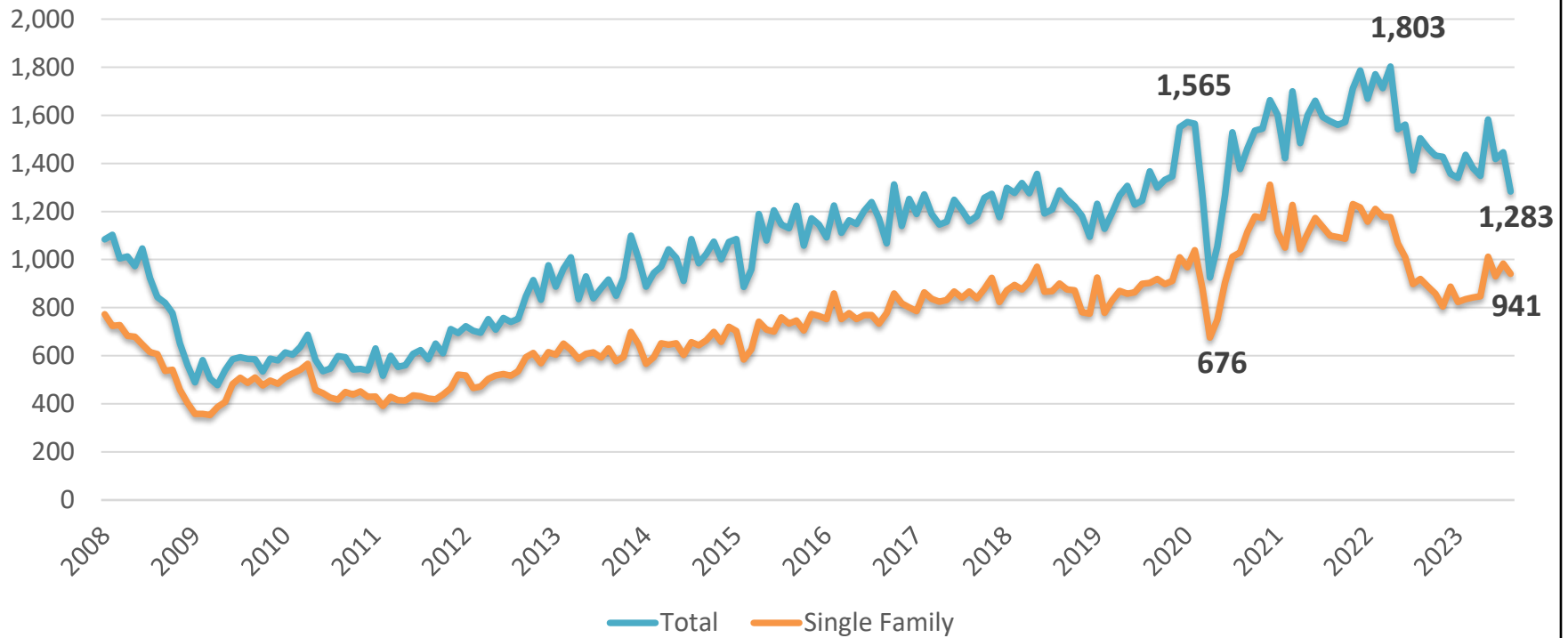


# US Housing Market

**Total housing starts declined to a three-year low in August 2023.**

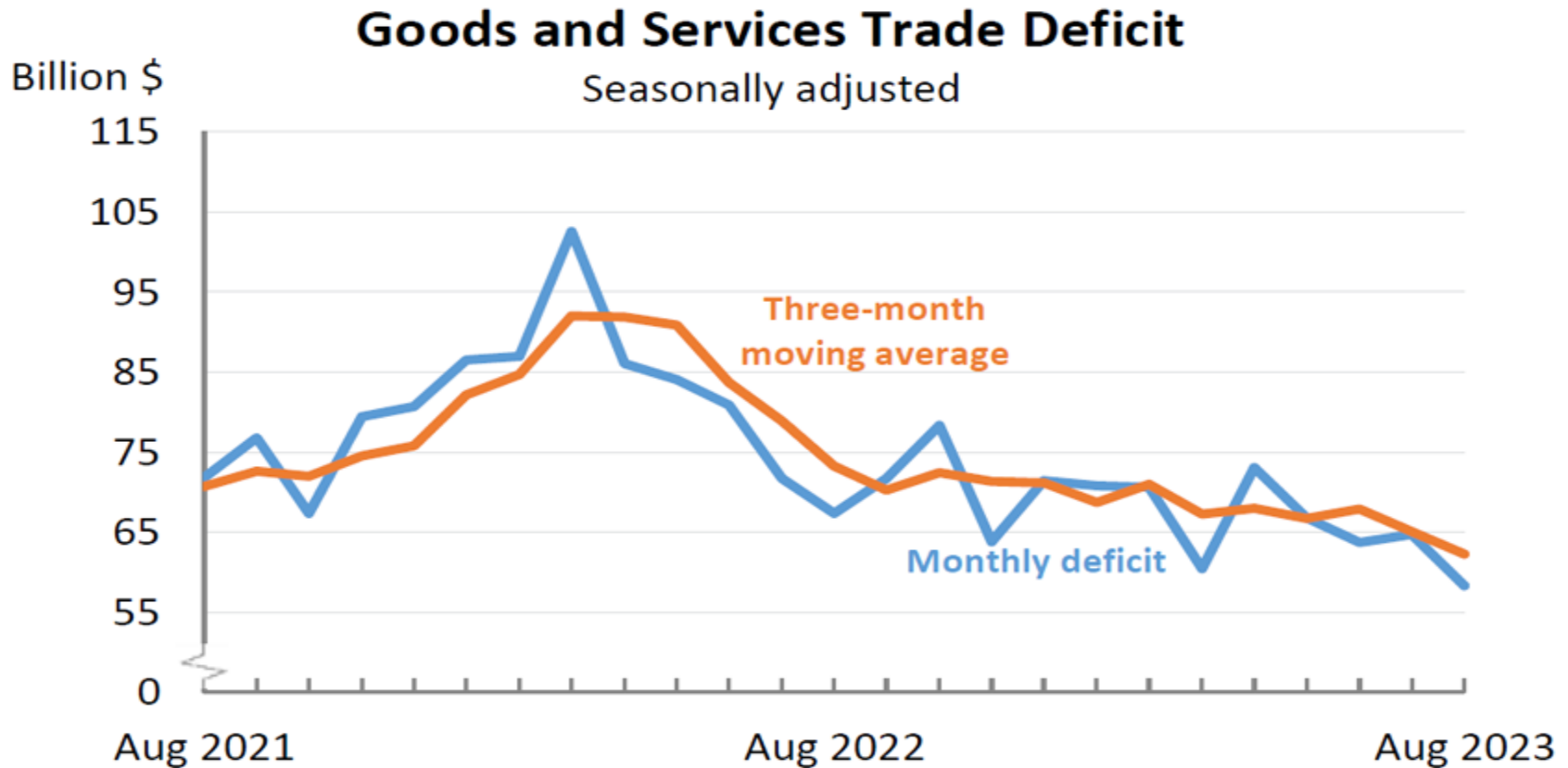
## Housing Starts (000's SAAR)

Source: US Census Bureau



## US International Trade

The goods and services trade deficit was \$58.3B for August-2023.

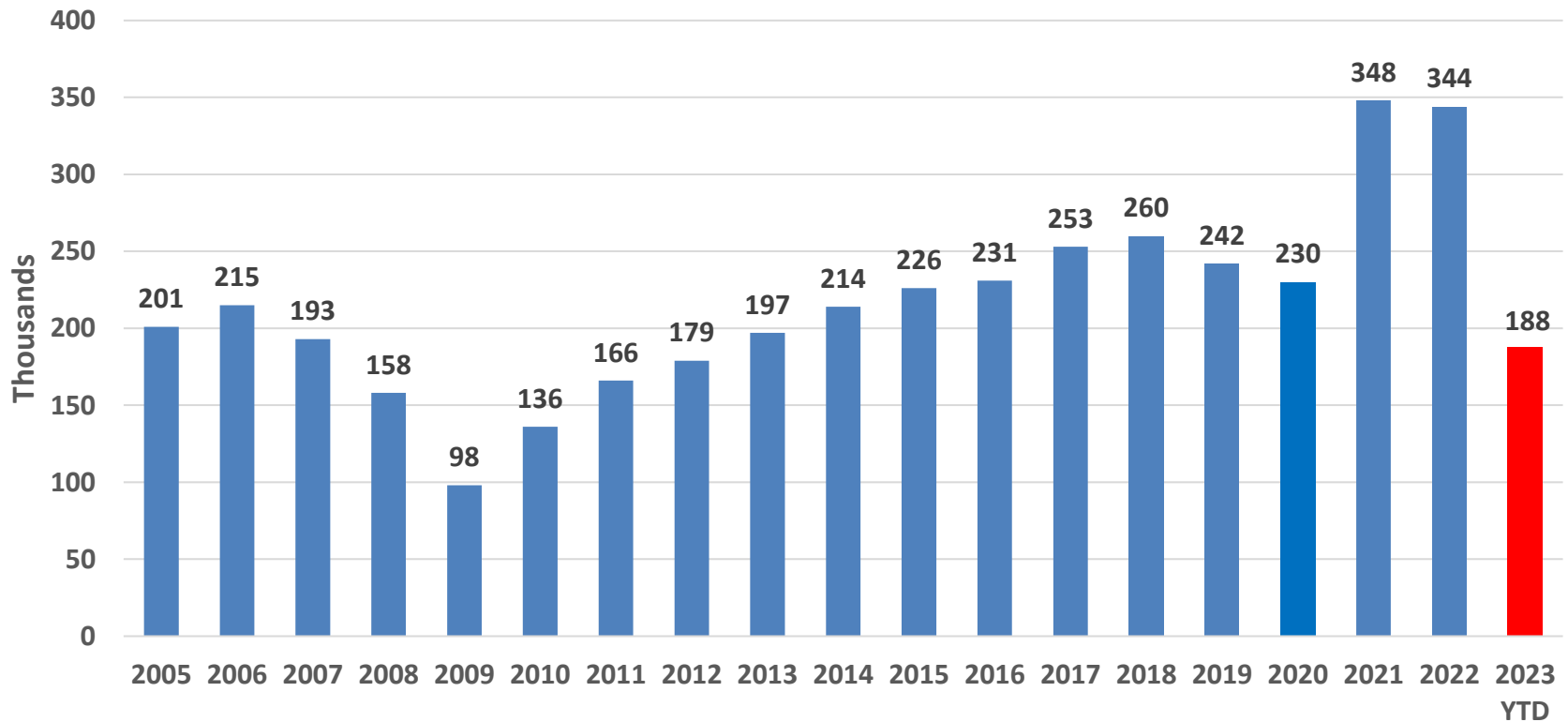


U.S. Bureau of Economic Analysis  
U.S. Census Bureau

U.S. International Trade in Goods and Services  
October 5, 2023

# North American Lift Truck Industry

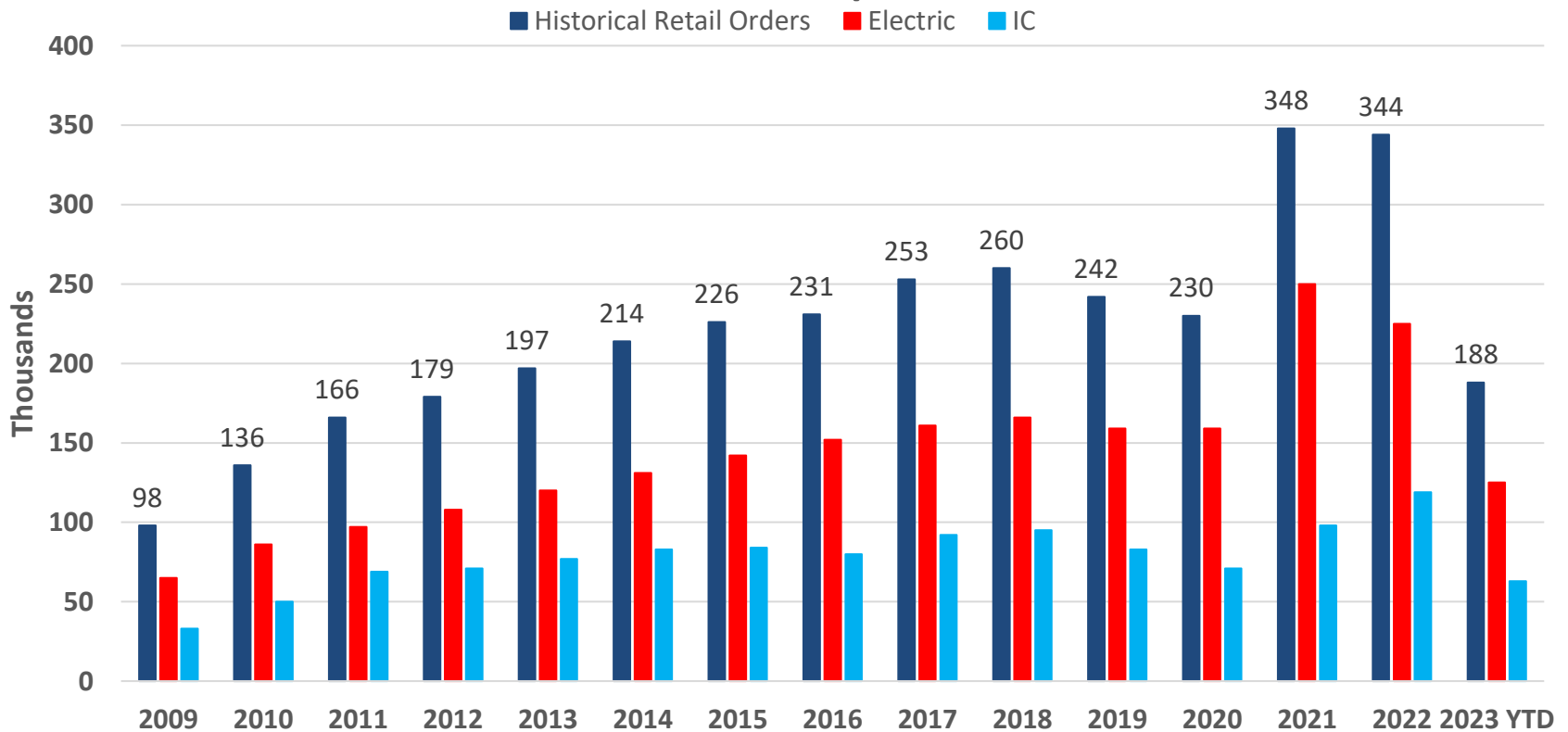
Historic Retail Orders (000's)  
CY 2005 – 2023 September YTD



*Note: Includes U.S., Canada, Mexico and Government*

# North American Lift Truck Industry

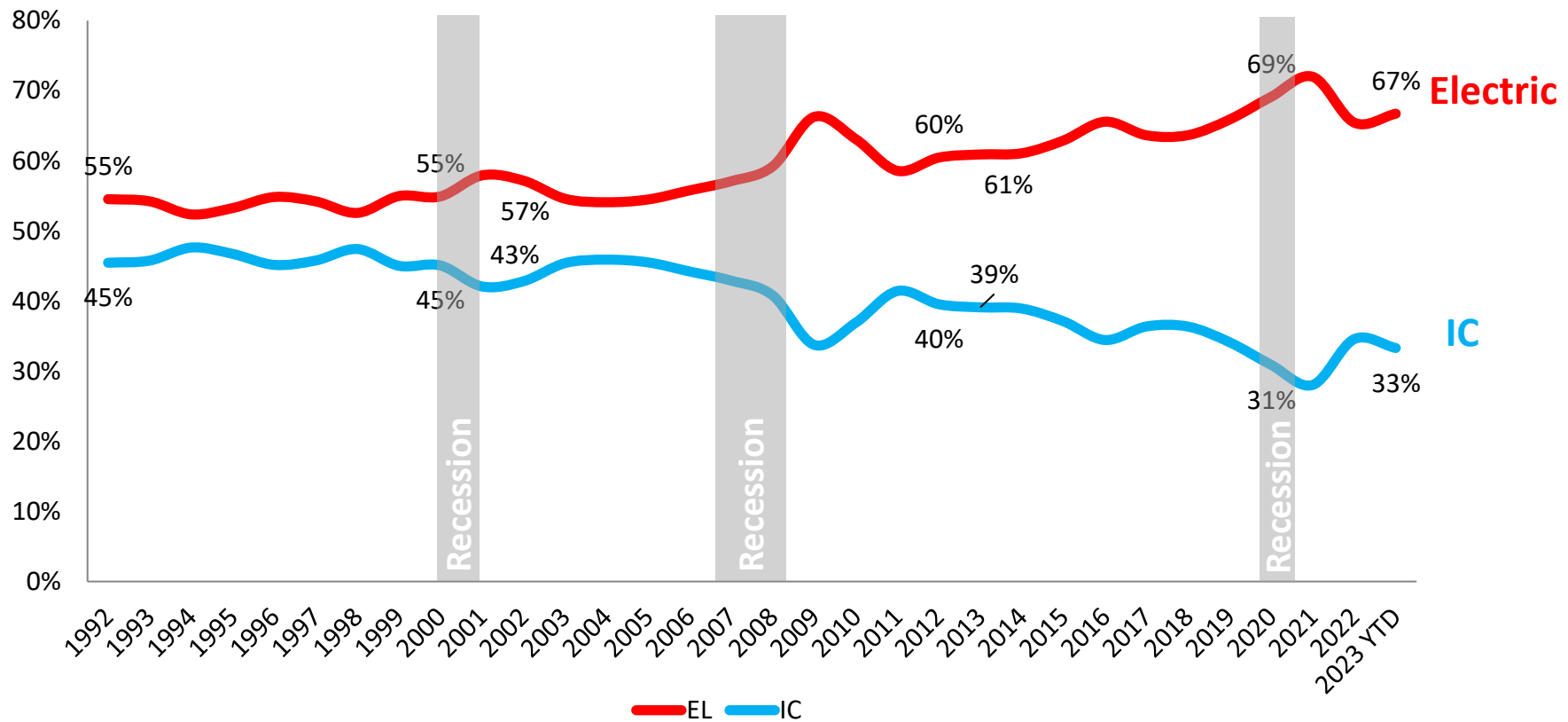
## Historic Retail Orders (000's) CY 2005 – 2023 September YTD



*Note: Includes U.S., Canada, Mexico and Government*

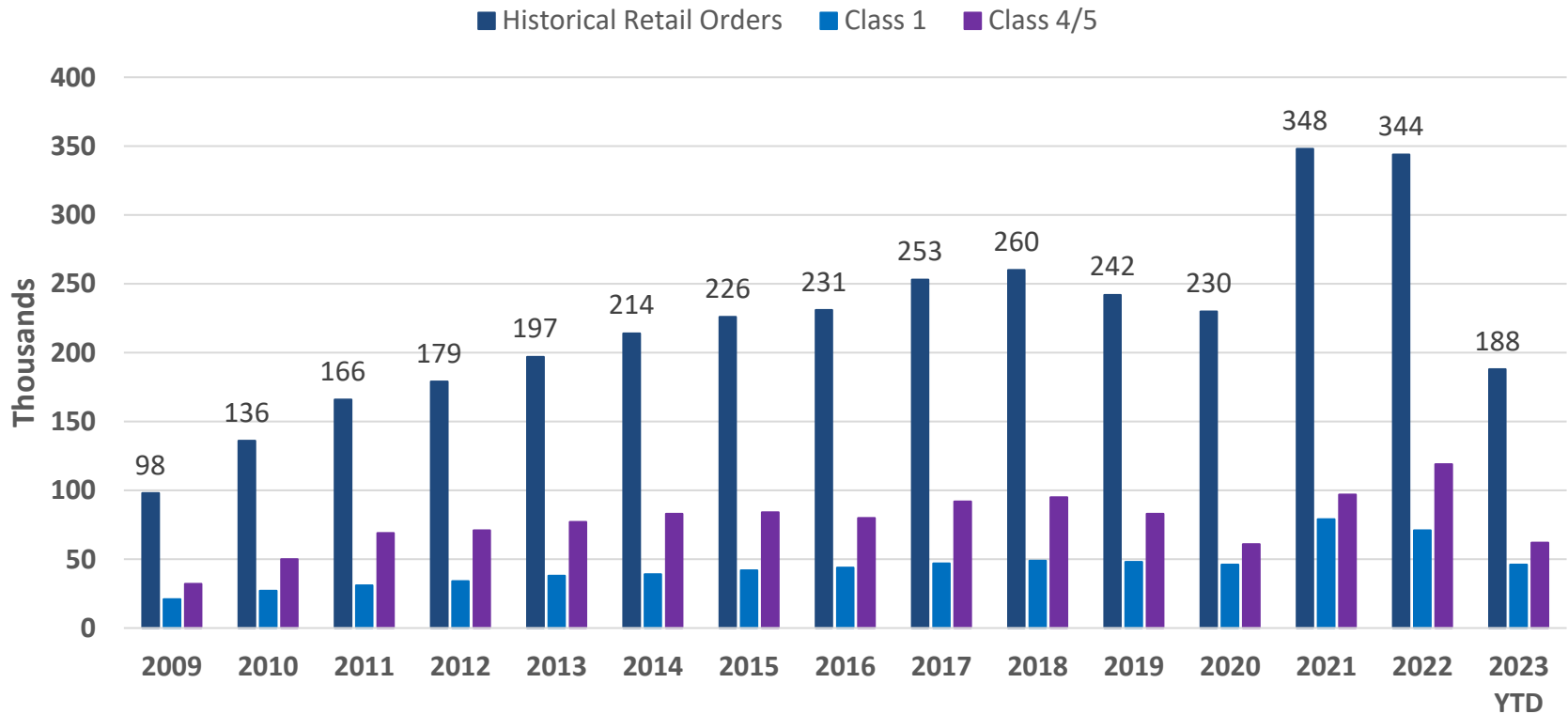
# North American Lift Truck Industry

IC vs. Electric Trend  
CY 1993 – 2023 September YTD



# North American Lift Truck Industry

## Historic Retail Orders (000's) CY 2010 – 2023 September YTD



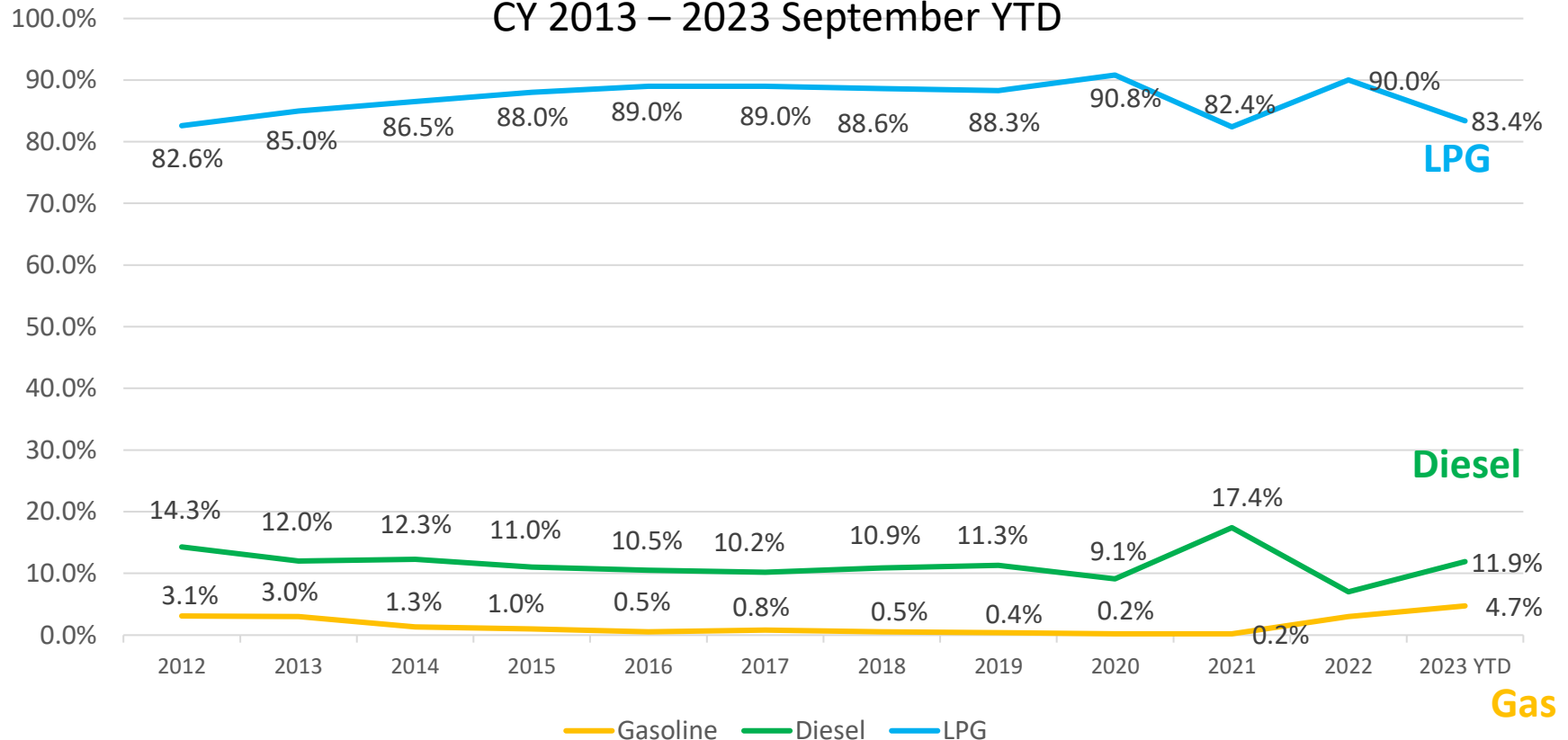
*Note: Includes U.S., Canada, Mexico and Government*



# North American Lift Truck Industry

Factory Orders By Engine Type – Class 4 & 5 Combined

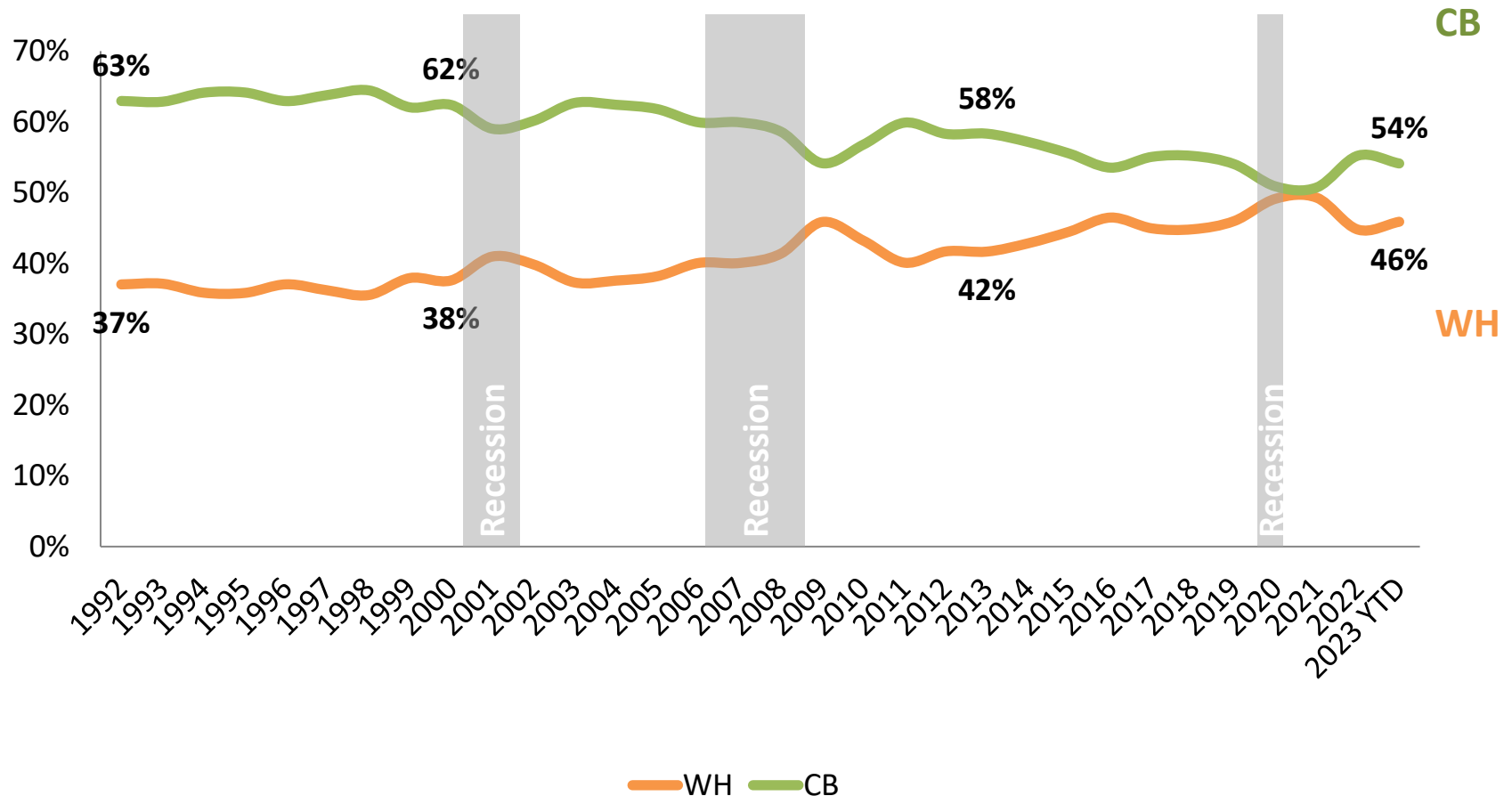
CY 2013 – 2023 September YTD



*Note: Includes U.S., Canada, Mexico and U.S. Government*

# North American Lift Truck Industry

Warehouse vs. Counterbalance Trend  
CY 1993 – 2023 September YTD





## US External Forces on Market

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### Legislative and Regulatory

- Trade Policy
- Infrastructure Investment and Jobs Act
- California Air Resources Board (CARB) Zero Emission Measure



## National Forklift Safety Day

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- Spotlight the safe use of powered industrial trucks
- Educate customers, policy makers, administration, etc. on forklift best safety practices
- National Forklift Safety Day – June 13, 2023

NATIONAL  
**FORKLIFT  
SAFETY DAY**

*10TH ANNIVERSARY*





## **National Forklift Safety Day**

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- Results of NFSD June 13, 2023 event included:
  - 330 registered participants
  - 128,373,835 - ITA press release media circulation.
- Results of NFSD June 14, 2022 event included:
  - 813 registered participants
  - 153,448,958 ITA press release (2 press releases averaging 75,000,000 each) media circulation.

***NFSD – June 11, 2024***

NATIONAL  
**FORKLIFT  
SAFETY DAY**

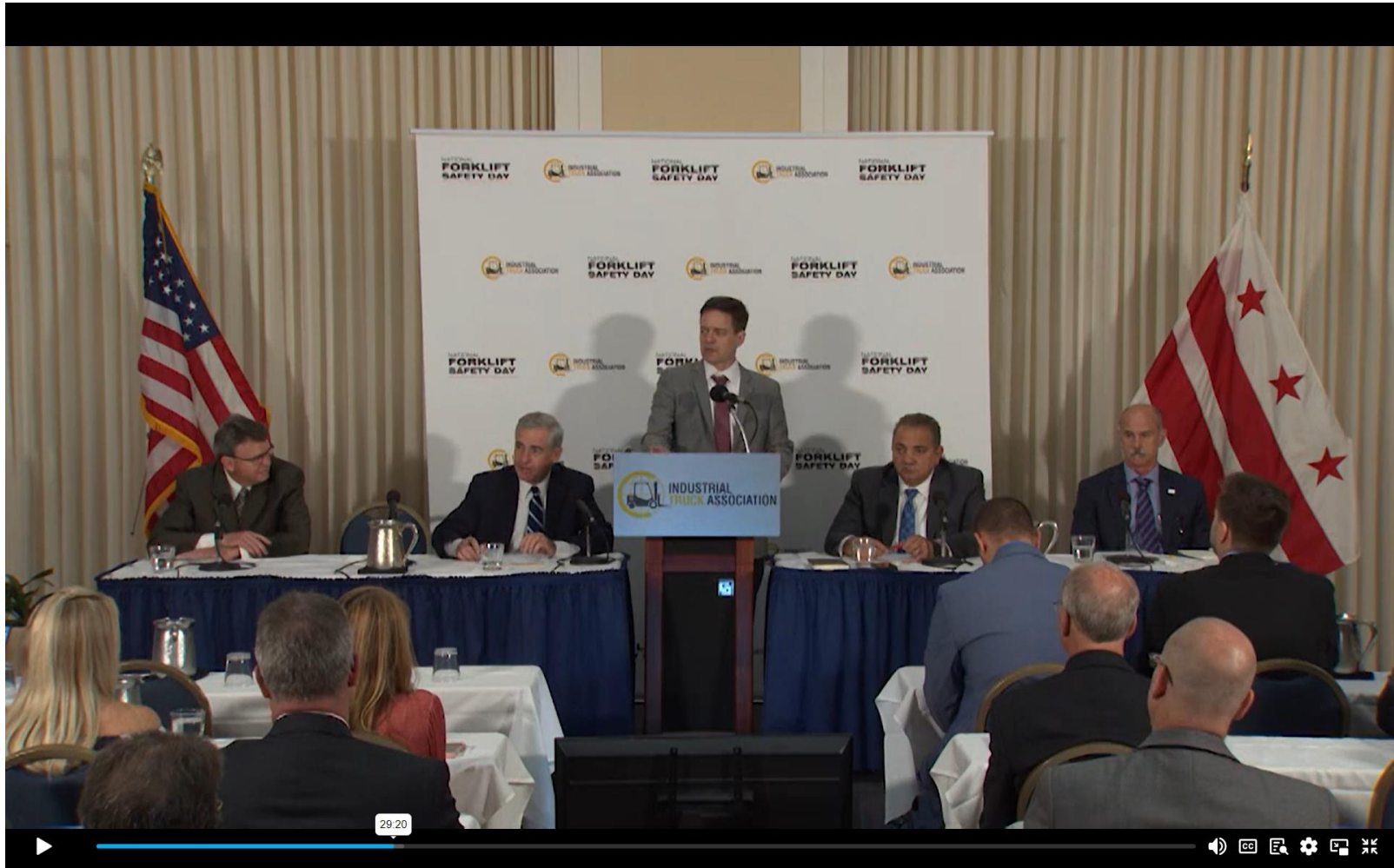
**10<sup>TH</sup> ANNIVERSARY**





# 2023 National Forklift Safety Day

## National Press Club, June 13, 2023



*Washington, DC*

# THANK YOU

