

HOW TO CHOOSE THE

BEST

FORKLIFT

FOR YOUR

NEEDS & BUDGET

SAVE TIME AND BUY WITH CONFIDENCE

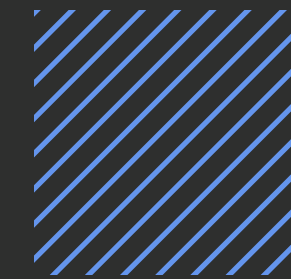


Choosing the right forklift can feel overwhelming. It's a big investment, and there are big decisions to make, such as:

- **New Vs. Used**
- **Electric Vs. Internal Combustion**
- **Own Vs. Lease**
- **Purchase Price Vs. Cost of Ownership**

With so many options to sort through, finding exactly the right forklift can also be time-consuming. That's why we created this guide: to help busy managers quickly narrow down their options and buy with confidence.

By the end of this guide, you'll know how to choose a forklift that will meet your company's operational needs and the best way to finance it.



TOPICS COVERED IN THIS GUIDE

- **Questions to Ask Before You Get Started**
- **Electric Vs. Internal Combustion**
- **Attachments and Tires**
- **How to Get the Maximum Forklift For Your Money**
- **Important Questions Buyers Forget to Ask**



HOW TO CHOOSE THE BEST FORKLIFT FOR YOUR NEEDS AND BUDGET



KEY QUESTIONS TO ASK

Set Yourself Up for Success

A new forklift can help you improve productivity in the short term and adjust to changing business needs. Answer the questions below to ensure you get a forklift that will serve you well now and in the future.

WHAT'S WORKING NOW, AND WHAT WILL YOU NEED DOWN THE ROAD?

If you're replacing an existing forklift, ask your team members if the old forklift could handle every job they needed it to. Try to uncover opportunities to improve efficiency.

Does your operation use multiple forklifts? Find out which truck in your fleet gets used most often. Consider buying a similar forklift.

If your company rents equipment, take a look at what was rented and why. Rental expenditures can tell you a lot about what's missing from your fleet.



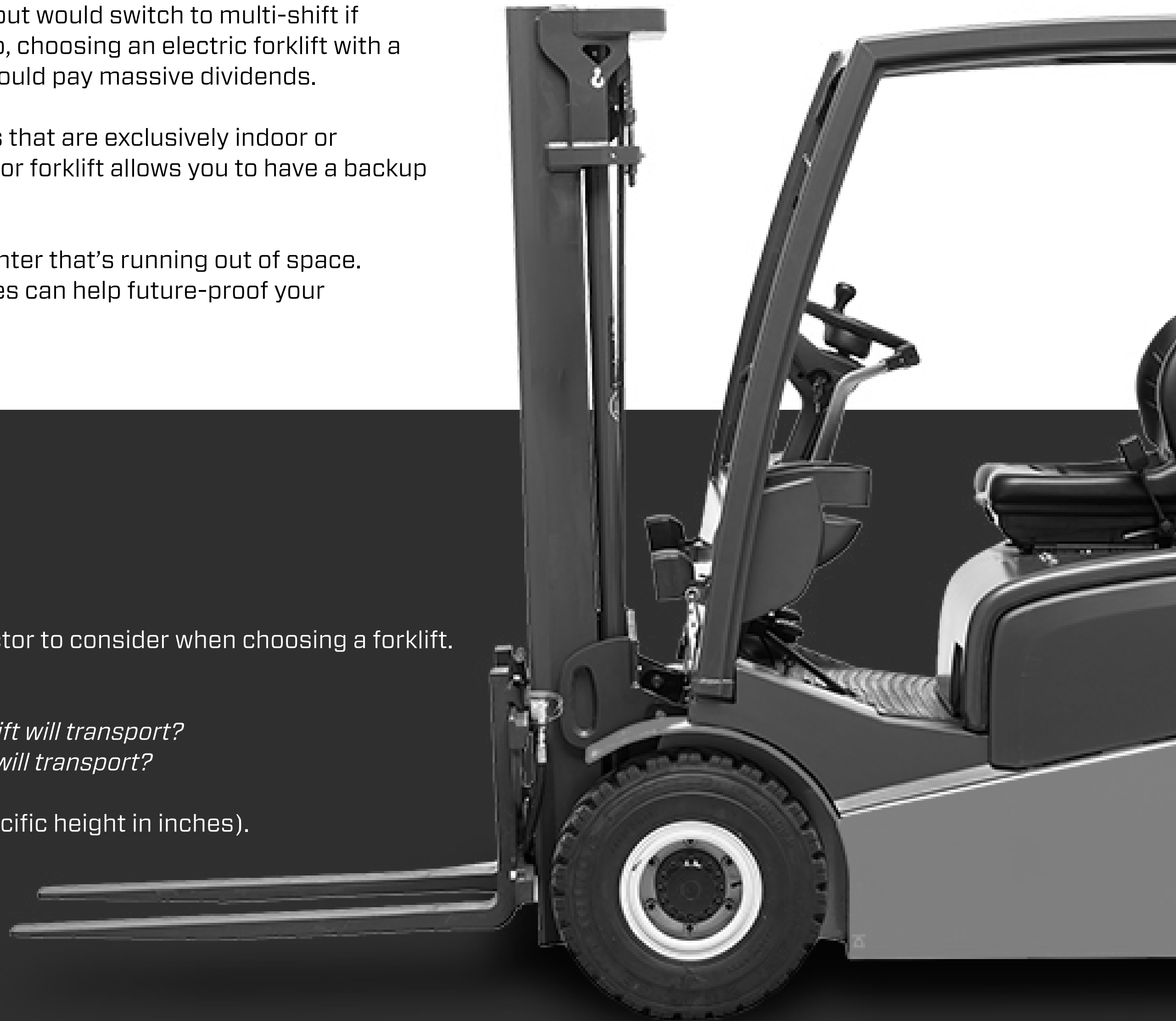
Consider future scenarios, for example:

- You currently have a single-shift operation but would switch to multi-shift if business continued to grow. In this scenario, choosing an electric forklift with a lithium battery or fast-charging capability could pay massive dividends.
- Your existing fleet consists of aging forklifts that are exclusively indoor or outdoor (not both). A versatile indoor/outdoor forklift allows you to have a backup if another forklift goes down.
- You manage a warehouse or distribution center that's running out of space. Choosing a forklift designed for narrow aisles can help future-proof your operation.

WHAT CAPACITY DO YOU NEED?

Current and future capacity needs are a big factor to consider when choosing a forklift. Here are some important questions to answer:

- *What's the average load weight the forklift will transport?*
- *What's the maximum weight the forklift will transport?*
- *What are the dimensions of your loads?*
- *How high will the load be lifted? (the specific height in inches).*





ELECTRIC VS. INTERNAL COMBUSTION

An internal combustion forklift (also known as an IC or ICE forklift) is any lift truck powered by gasoline, diesel or LP gas. IC-powered trucks were everyone's go-to forklift for many years, but times have changed. For the last decade, electric forklifts have outsold IC forklifts by almost 2-to-1.

WHY HAVE SO MANY BUSINESSES SWITCHED TO ELECTRIC FORKLIFTS?

- **Electric forklifts cost significantly less to own and operate.** A single-shift operation can save \$25,000-\$30,000 in fuel and maintenance within five years.
- **They last longer** – electric forklifts have fewer moving parts, which means they can have a longer operation life compared to IC forklifts.
- **Rugged, high-capacity electric forklifts are now available.** Electric trucks are no longer limited to indoor applications.
- **Battery technology has improved.** Today's forklift batteries require less maintenance, and some can be quickly charged during breaks and shift changes.
- **They're quieter and safer than IC forklifts.** Electric forklifts are zero-emission, and you don't have to store hazardous fuel on site.





REMOTE WORK

Since this guide is all about narrowing down your options, here are two scenarios where a business should not buy an electric forklift:

With the right tires, an LP gas forklift can operate just about anywhere and go for days. When the tank empties, the operator can simply replace it with a full one. This is especially important in a large yard where valuable time could be lost driving the forklift to a charging station.



WHEN PURCHASE PRICE IS A MAJOR FACTOR

IC forklifts typically cost 10-15 percent less than a comparable electric lift truck. But keep in mind: IC forklifts require more frequent service and have more wearable parts to replace compared to electric forklifts.

Typically, an electric forklift pays for itself within two years. In other words, you'll recoup that extra 10-15 percent you pay upfront through lower cost of ownership.



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ATTACHMENTS AND TIRES



Attachments Give Your Forklift Superpowers

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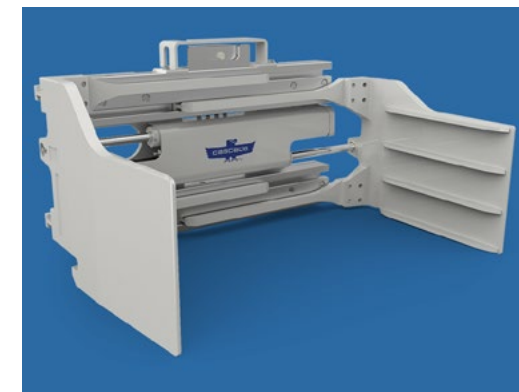
Some people think forklift attachments are only for specialized applications, like moving big rolls of paper. But attachments can also help you boost productivity by giving your forklift superpowers, for example:

SINGLE-DOUBLE/MULTIPLE LOAD HANDLER



A Single-Double pallet handler allows one forklift to transport two pallets at once. Moving twice as many pallets means fewer trips and increased productivity. There's even a multiple load handler attachment that allows one operator to move up to six pallets at once.

BALE CLAMP



Pick up and move any baled product, such as cotton, hay, paper or recyclables, with ease. The thin blades of a bale clamp can slice through tightly compacted material, so there's no need for operators to risk injury by climbing onto the bale stack or trying to shove the load into the right position. Grip strength can be easily adjusted based on the material, so operators can ensure each load is held securely without damaging the product. Some bale clamp attachments can also side-shift.

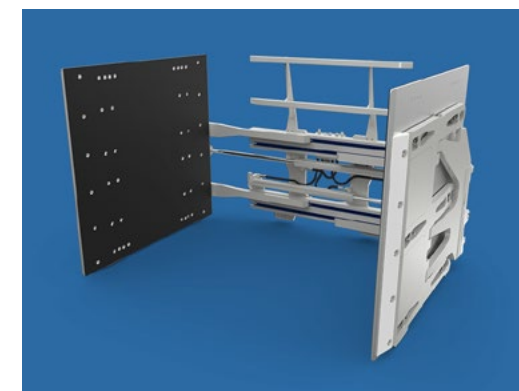
FORK POSITIONER & SIDE SHIFTER



A fork positioner enables the forklift operator to adjust the amount of space between the forks without leaving the seat.

A side-shifter allows the operator to laterally adjust the forks or move the entire load side-to-side while the forklift stays in the same place. This attachment is ideal for moving loads in tight spaces.

CARTON CLAMP

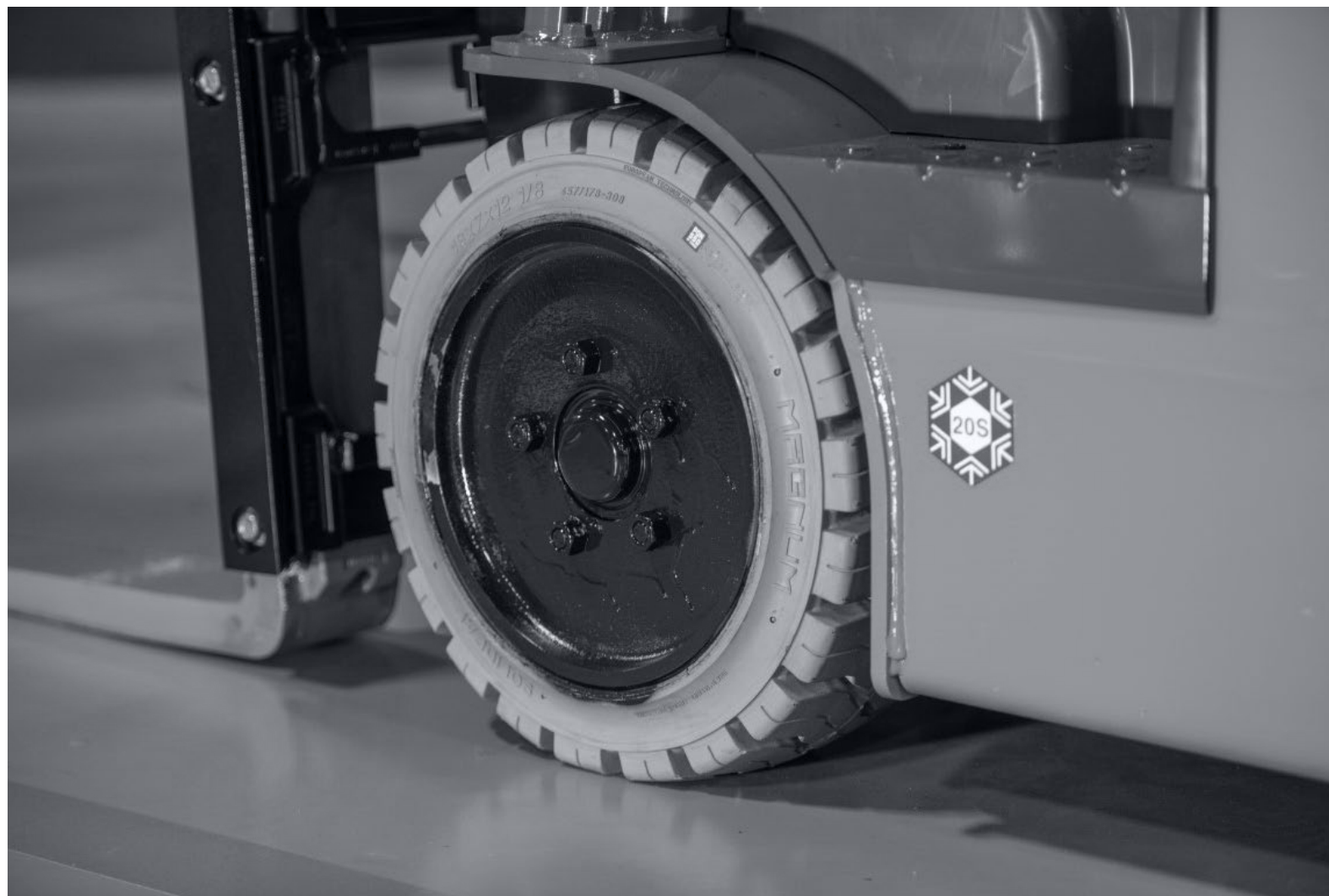


Carton Clamps are used for pallet-less material handling. The blades can grab hold of a large object (such as an appliance) around its sides or extract just the top layer of smaller products from a stack. Carton clamps can significantly improve efficiency for operations that handle consumer paper products, electronics, wine, packaged foods, chemicals or plastics. A carton clamp can also eliminate the need for messy and expensive pallets.



Forklift Tires

Lift truck tires are not interchangeable, so it's important to choose the right type before making your purchase. Generally speaking, you'll want cushion tires for indoor applications and pneumatic tires if the forklift will operate outdoors.



CUSHION TIRES

Cushion tires are designed for smooth surfaces such as warehouse floors and asphalt.

- Choose treaded tires if the forklift will operate on wet floors.
- Treaded tires can also dissipate heat better than smooth tires, which means they often last longer and can extend the life of your brake shoes.
- Non-marking tires are available for grocery or food-processing applications.

PNEUMATIC TIRES

There are two primary types of pneumatic tires: air and solid rubber.

- Solid pneumatics are better for environments with a lot of debris, because they cannot be punctured by nails, screws, etc.
- Air pneumatics are similar to the tires used on passenger vehicles and a good choice for outdoor environments that are generally free of debris.
- Specialty tires are available for extremely heavy loads, icy conditions and applications where static electricity can create a hazardous situation.



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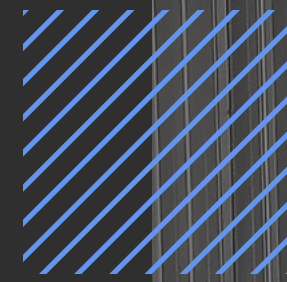
HOW TO GET THE MAXIMUM FORKLIFT FOR YOUR MONEY

If you don't have a blank check to buy any forklift you want. Here are a few ways to get a great forklift, even if you have a limited budget.

Consider a Used Forklift

Many buyers don't look at used forklifts because they're (understandably) worried about buying a forklift with mechanical issues. The best way to get a reliable used forklift is to buy from a seller that stands behind what they sell. For example, at The Lilly Company, our used forklifts and equipment undergo a rigorous inspection and most come with a 30- 90-day warranty. Some of the units we sell qualify for an optional **12-month extended factory warranty**.

Used forklifts can cost 30-50 percent less than a comparable new forklift, and buying a used forklift means you get the equipment you need fast. You don't have to wait for your forklift to be manufactured and delivered from the factory.





IS A USED FORKLIFT RIGHT FOR YOUR BUSINESS? IF YOU CAN ANSWER THE THREE QUESTIONS BELOW, THE DECISION IS EASY.



Is your operation multi-shift?



Will the forklift operate more than four hours per day?



Do you have any special requirements

(unusual mast height, specialized accessories, etc.)?



If you answered “no” to all the questions above, a **used forklift** could be a great fit for your businesses. Our used forklift buyer’s checklist explains how to conduct a thorough inspection and how to avoid buying a forklift with hidden problems.



If you answered “yes” to any of the questions above, a **new forklift** is the way to go. High volume operations need a forklift that can handle the demands of their application, and operations that require an unusual configuration may wait a long time for a used forklift that meets their specifications.

[DOWNLOAD OUR USED FORKLIFT BUYERS CHECKLIST](#)



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Lease Instead of Buy a Forklift

Are you using the same equipment you had five years ago? If not, consider leasing a forklift.

Leasing a forklift gives you the ability to adapt to changing business needs and boosts your purchasing power. Lease payments are based on how much you use the forklift, not the total price. That's why leasing a forklift typically costs less than buying one outright. You can use the money you save to invest in growth opportunities or keep it in reserve for emergencies.

Here are five more reasons to lease instead of buy a forklift:

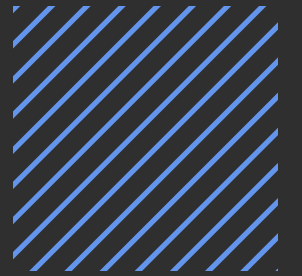
- Get more forklift for your money
- You still get a forklift custom-built for your application
- Choose a payment schedule that works for you
- Always have the latest technology
- Avoid the hassle of selling a used forklift, simply return the forklift when you no longer need it

Learn more about different types of leases and when to buy vs. lease or rent a forklift.

[DOWNLOAD YOUR GUIDE TO FORKLIFT FINANCING](#)



IMPORTANT QUESTIONS MANY BUYERS FORGET TO ASK



The questions below aren't obvious to everyone – until they end up with the wrong piece of equipment. By taking a few minutes to review the questions below, you may save thousands of dollars (and a lot of embarrassment).

WHERE WILL THE FORKLIFT OPERATE?

- Are there ramps to negotiate? If so, what is the percentage grade of the ramp?
- Are there overhead obstructions (such as doorways) the forklift may need to pass under? Measure the height and width of any obstructions.
- Does your operation handle food, pharmaceuticals, or other sensitive goods?
- Do you plan to use an attachment? This will affect the forklift's capacity.
- How wide is the narrowest aisle where the forklift will operate?

If you don't have time to collect all the information above, just call us. We're happy to conduct a free site inspection.

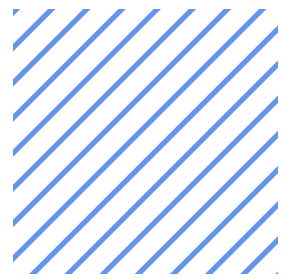
DO YOU ACTUALLY NEED A FORKLIFT?

This may seem like a crazy question, but if you have a forklift with a lot of wheel time and not a lot of lifting time, you have an expensive piece of equipment doing something a tow tractor could do for a lot less.





IMPORTANT QUESTIONS MANY BUYERS FORGET TO ASK



We hope the information in this guide will help you choose the best forklift for your application. If you can't decide between a few different options, consider a **short-term rental** so you can try before you buy.

If you have any questions about buying a new or used forklift, please don't hesitate to give us a call at **844.LILLYCO**. You can also **send us a message online**, or come see us at one of our 13 locations across The Mid-South.

ARKANSAS - Jonesboro

ALABAMA - Birmingham, Dothan, Irondale, Madison, Mobile, and Montgomery

MISSISSIPPI - Tupelo and Richland

TENNESSEE - Jackson, Kingsport, Knoxville, and Memphis

The Lilly Company is an authorized Toyota, Clark and Linde forklift dealer, but we provide **service and planned maintenance on all forklift makes and models** in addition to other material handling equipment. You choose the service location - at your facility, or at one of our 13 locations.

WE WANT TO BE YOUR BUSINESS PARTNER, NOT JUST YOUR FORKLIFT DEALER

At **The Lilly Company**, our goal is to help local businesses be more successful. That's one of the reasons we put together this guide - to help you save time and get the best forklift for your hard-earned money. Whether you need a forklift, aerial lift, utility vehicle, safety training, pallet racking, or other material handling solution, we'd appreciate the opportunity to earn your business.





HOW CAN WE HELP?

Tell us what material handling challenges you want to overcome, and we'll provide solutions.

[CONTACT US](#)