



News Release  
For Immediate Release

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### Wisconsin Lift Truck Corp. Adds Sales Staff

BROOKFIELD, WI – Wisconsin Lift Truck Corp. announced the appointment of Tony Parsons and Adam Swanson as customer service sales representatives at its Brookfield headquarters.

Tony Parsons, a graduate of UTI (Universal Technical Institute) in Illinois, has eight years of industry and technical experience with the company where he has worked as a shop technician and a field repair technician.

“He has developed excellent relationships with his many customers and has done an outstanding job servicing them. He will be a direct asset to our sales team,” said Pat Ryan, Southern Region sales manager.

Adam Swanson, a graduate of St. Norbert College, brings a wealth of customer service efficiency and knowledge to the sales team, which will enhance overall customer satisfaction and improve service productivity. He most recently was a customer service manager for Mazda North America.

According to Ryan, “These two individuals will bring many benefits to our customers. Tony’s technical background and Adam’s customer service background along with their combined energy and commitment to customer service makes them exceptionally qualified to help companies take advantage of the business-transforming potential of new material handling technologies.

Wisconsin Lift Truck Corp., one of Wisconsin’s largest privately held firms is a 46 year old full service material handling company with over 365 employees at its headquarters in Brookfield, its branches in Germantown, Green Bay, Janesville and Wausau and its business partners. Those partners include Wolter Power Systems, which specializes in new industrial engines and generator sales, service and parts; and Contractor Equipment Services, which offers new and used sales, rental service and parts of construction and aerial equipment, sweepers and scrubbers.

For more additional information, contact Dave Oldenburg at Wisconsin Lift Truck Corp. Phone 262-781-8011, Fax: 262-783-0729; e-mail: [dave.oldenburg@wisconsinlift.com](mailto:dave.oldenburg@wisconsinlift.com)

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**BROOKFIELD** • 3125 Intertech Dr., P.O. Box 430, Brookfield, WI 53008-0430 • (262) 781-8010 • (800) 236-2379  
Office Fax (262) 781-2531 • Sales Fax (262) 781-7622 • Parts Fax (262) 781-1086 • Service Fax (262) 781-1140  
**GERMANTOWN** • N118 W19328 Bunsen Drive, Germantown, WI 53022-6329 • (262) 250-0398 • (877) 958-2371  
Office Fax (262) 250-0413 • Rentals Fax (262) 250-0758  
**GREEN BAY** • 1776 W. Matthew Dr., De Pere, WI 54115-1853, P.O. Box 10537, Green Bay, WI 54307-0537 • (920) 336-3116 • (800) 236-7906  
Sales Fax (920) 336-1908 • Parts Fax (920) 336-7739 • Service Fax (920) 336-4274 • Rental Fax (920) 336-4274  
**JANESVILLE** • 2401 Foster Avenue, P.O. Box 879, Janesville, WI 53547-0879 • (608) 756-4193 • (800) 236-3380 • Fax (608) 756-4133  
**WAUSAU** • 833 South 77th Avenue, Wausau, WI 54401-9041 • (715) 842-0461 • (800) 236-3766 • Fax (715) 842-8432