



WLT-0310
News Release

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For immediate Release

WISCONSIN LIFT TRUCK CORP. NAMED PREFERRED DEALER FOR RICO MANUFACTURING

Brookfield, WI - Wisconsin Lift Truck Corp. announced it has been named a preferred dealer for Rico Equipment, a leading manufacturer of engineered material handling equipment and custom built lift trucks. With over 130 years in the specialty lift truck industry, Rico has a reputation as a pioneer in the design, development, and manufacturing of material handling equipment with capacities from 3,000 pounds to over 300,000 pounds. Rico is one of the most self sufficient manufacturers in material handling with over 98% of its work performed in-house from design to fabrication, making it most unique in the material handling equipment arena. Rico's customer base includes industrial, military and commercial markets. Visit <http://www.ricoequipment.com> for more information. Click on the Wisconsin Lift Truck Corp. logo, found under the Preferred Dealer section of their site for direct access to us.

Jerry Weidmann, president of Wisconsin Lift Truck Corp. says, "The addition of Rico's line of the world's finest specialty lift trucks, along with our years of experience, excellent reputation and commitment to customers will be a successful combination."

Wisconsin Lift Truck Corp., one of Wisconsin's largest privately held firms, is a 48-year-old, full service material handling distributor with over 310 employees at its headquarters in Brookfield, Wisconsin, its branches in Green Bay, Janesville, Madison and Wausau and its business partners. Those partners include Wolter Power Systems, which specializes in new industrial engines and generator sales, service and parts; Wolter Material Handling offering sales, new and used, parts, service and rentals of lift trucks in western Wisconsin; and Contractor Equipment Services, which offers new and used sales, service, parts and rentals of construction and aerial equipment, and sweepers and scrubbers.

For more information, contact Dave Oldenburg at Wisconsin Lift truck Corp. Phone: 262-781-8011 X3025, Fax: 262-783-0729; e-mail: dave.oldenburg@wisconsinlift.com

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