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**FOR IMMEDIATE RELEASE**

## **MITSUBISHI FORKLIFT TRUCKS HONORS WHOLESALE EQUIPMENT OF FRESNO AS A 2011 “QUEST FOR EXCELLENCE” DEALER OF THE YEAR**

**HOUSTON** (March, 2011) – Mitsubishi Forklift Trucks recognizes Fresno, California-based Wholesale Equipment of Fresno as a 2011 Quest for Excellence, Dealer of the Year. Sales and service excellence, coupled with exceptional implementation of the “Quest for Excellence” program during 2010, positions Wholesale Equipment of Fresno as a key dealer in the material handling industry.

“Wholesale Equipment of Fresno has been nationally recognized for its overall excellence in superior sales and service during a less than ideal economy,” said Kent Eudy, vice president of dealer sales for Mitsubishi Forklift Trucks. “We congratulate and appreciate the staff and its valuable contribution to the Mitsubishi Forklift Trucks business and we look forward to continued success in 2011.”

“To be recognized as a dealer of the year during a down economy is a great honor” said Bob Green, general manager, Wholesale Equipment of Fresno “We are proud to be a part of the Mitsubishi forklift trucks dealer network and are looking forward to much success in 2011.”

**About Mitsubishi Forklift Trucks**

*Mitsubishi Forklift Trucks are Ready, Reliable and Right on the Money.*

Mitsubishi Forklift Trucks provides customers with reliable forklift trucks that deliver exceptional value and are ideal for today’s fast-moving material handling applications. Mitsubishi forklift trucks, ranging in capacity from 2,200 to 15,500 pounds, are manufactured and distributed by Mitsubishi Caterpillar Forklift America Inc. (MCFA), a leading manufacturer of forklifts in the United States, Mexico, Canada and Latin America. For more information on Mitsubishi Forklift Trucks, visit <http://www.mit-lift.com>, call 1-888-MIT-LIFT or become a fan on Facebook (<http://www.facebook.com/mitsubishiforklifttrucks>).

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