



NEW FORKLIFT MARKETING TOOLS

This year, PERC is working to supply marketers with the resources they need to grow gallons with propane forklift prospects. Look out for these pieces on propane.com/industrial.

Video Testimonials | Photography | Case Studies



FOR MORE INFORMATION

To learn more about the benefits of propane-powered forklifts, visit propane.com.

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The Propane Education & Research Council was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.

FINDING PROPANE'S PLACE IN THE FORKLIFT MARKET

GET TO KNOW YOUR CUSTOMER

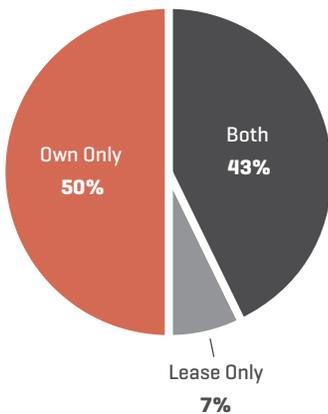
In an effort to strategically expand propane's presence in the industrial market, the Propane Education & Research Council conducted a primary research study to understand perceptions and gain insights about propane forklifts. These exciting market findings will inspire new marketing materials for you to use with potential new customers through 2016. Review these findings to better understand your potential forklift customer's unique situation and needs.

METHODOLOGY

- Survey conducted online among U.S. individuals responsible for managing and/or maintaining their companies' forklift fleets.
- PERC and Swanson Russell worked with a publisher to develop and host the online survey, which was sent to 36,051 equipment professionals beginning in November 2015.
- 315 professionals completed the survey; 223 of whom are considered qualified respondents.

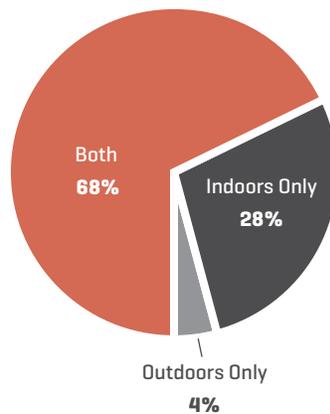
LEASE VS. OWN

Respondents who report leasing or owning their forklift fleet, or a combination of the two.



OPERATING INSIDE VS. OUTSIDE

Respondents who report operating their forklifts indoors, outdoors, or both.

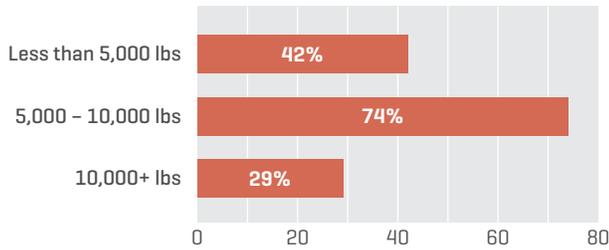


FLEET COMPOSITION

Weight Class

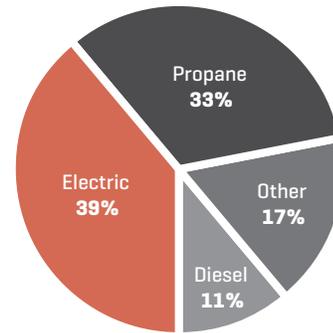
Nearly three-fourths of respondents operate forklifts in the 5,000-10,000-lb. range, including 41 percent that *only* have forklifts in this range.

Only 29 percent of respondents have forklifts with 10,000+ lb. capacity, and just seven percent only have forklifts in this category.



Fuel Type

Propane leads the market along with electric, with over 70 percent of respondents indicating they have electric or propane forklifts. Diesel's smaller share is consistent with the 10,000+ lb. category being the smallest weight class.



PURCHASE DRIVERS

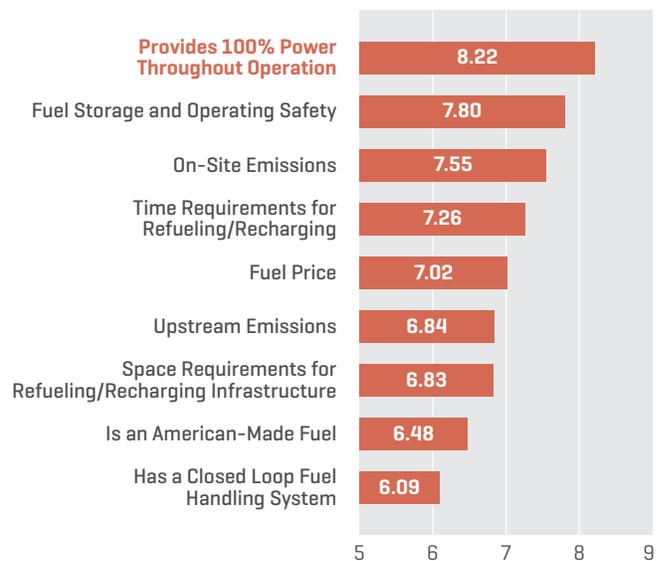
Vehicle Characteristics

All factors were rated as high in importance, but safety was the most important factor to potential buyers. Fuel type ranked lowest but is considered important nonetheless.



Fuel Considerations

One of propane's primary advantages over electric — *100 percent power throughout operation* — is what potential buyers consider most important. Having a closed-loop fuel system, also relevant to propane, ranked as the least important factor.



5,000 LB. CAPACITY AND SMALLER

OVERVIEW

Electric and propane continue to lead in this class, while diesel has minimal presence.

22% OF RESPONDENTS
USE PROPANE
EXCLUSIVELY

42% OF RESPONDENTS
USE ELECTRICITY
EXCLUSIVELY

CHALLENGES

Emissions: The data suggest electric is overtaking propane in this category, especially in applications that are emissions-sensitive.

- California, where state emissions standards are relatively strict.
- Indoor-only applications.
- Food handling applications, where even propane's low emissions aren't viewed as "clean enough."
- Companies with aggressive sustainability goals.

OPPORTUNITIES

Power: Propane provides 100 percent power throughout operation — a significant advantage over electric.

Refueling: Propane has a time-to-refuel advantage over electric forklifts.

Purchase Criteria: Because many criteria go into purchase decisions, invest time to understand each prospect's particular situation.

Safety: Promote propane safety and reliability.

5,000 - 10,000 LB. CAPACITY

OVERVIEW

This is propane's sweet spot, with seventy percent of respondents indicating they use propane forklifts. Electric ranks second with 16 percent exclusive use.

70% OF RESPONDENTS
USE PROPANE
FORKLIFTS

34% OF RESPONDENTS
USE PROPANE
EXCLUSIVELY

CHALLENGES

Emissions: Propane's leadership position in this category is threatened by electric's on-site emissions advantages. Food application restrictions and state regulations remain an obstacle.

Application: Forklift applications vary widely, making customers' purchase criteria somewhat unpredictable.

OPPORTUNITIES

Market Leadership + Power: Promote propane's leadership position in the category, and continue to emphasize propane's zero power loss during operation compared with electric.

Cleaner: Targeting existing diesel customers is a top opportunity. Propane offers significant emissions advantages over diesel.

Refueling: Propane has a time-to-refuel advantage over electric forklifts.

Take time to listen to each prospect's unique situation.

10,000+ LB. CAPACITY

OVERVIEW

Propane leads this high weight class category, edging out diesel by eight points. Electric's dominance fades in this category.

33% OF RESPONDENTS
USE PROPANE
EXCLUSIVELY

25% OF RESPONDENTS
USE DIESEL
EXCLUSIVELY

CHALLENGES

Electric: As electric and battery technology continues to improve, electric will continue to threaten propane's market share.

Cost: Diesel's convenience and lower comparative cost is appealing to customers.

Safety: Doubts about propane's safety are more prevalent in this class.

OPPORTUNITIES

Market Leadership: Continue to promote propane's strength in this category.

Emissions: Propane significantly reduces emissions compared with diesel. Strategically target emissions-specific applications (that can't be served by electric).

Refueling: Continue to promote propane's time-to-refuel advantages versus electric.

Tier 4: With regulations driving up the cost of diesel technology, propane has a chance to capture additional market share.