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Canadian company offers 'pimped' forklifts

by [Robeel Haq](#) on Wednesday, 18 July 2007

Masterlift, a Canadian manufacturer of material handling products, has launched a customised service for customers purchasing forklift trucks.

Labelled 'pimp my lift', the service allows companies to personalise their forklifts with unique paintwork, pedals, rims and exhausts.

"It's not enough anymore to be the best forklift on the market. You've also got to be the best looking forklift on the market," said Gary Wilson, president of Masterlift.

"There's a change taking place and we're not only there - we're leading the loading dock revolution," he added.



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