

# Tech Life

Kris Abel's blog: 21st century gadgets & toys

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## Oakville Company MasterLift Delivers 20th Pimped Out LiftTruck, Launches Clothing Line

by [Kris Abel](#) on Fri 20 Jul 2007 01:37 PM EDT

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It's been over three months since I [first wrote about](#) Oakville, Ontario-based Forklift manufacturer MasterLift and their attempt to create a new line of hyper-styled, "pimped" forklifts and the small company is now happily reporting that they've delivered 20 of the customized trucks and are now offering their own line of PimpMyLift clothing. The most recent warehouse ride was sold to Golden Leaf Automotive who opted for chrome wheels and a yellow-and-black paint scheme to match the owner's '70 chevelle. Golden Leaf's president released a statement for Masterlift, saying "I love it. It's a workhorse, an employee perk and a marketing tool, all rolled into one."



Due to the amount of traffic that MasterLift has received through their [PimpMyLift.ca](#) website, they've decided to launch their own line of clothing, or "Forklift Couture" as they call it, including T-shirts, hats, and sweat pants for drivers.



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