



CUSTOMER RESULTS



“On average, I have about 8,000 hours on each of the Crown forklifts in 18 months, and they are performing really well. My maintenance costs for the C-5s are comparably lower than my other forklifts. I haven’t had any overheating issues or axle or brake problems. The same can’t be said for the other forklifts in my fleet. With these other forklifts, I’ve had to replace four transmissions in the last nine months, which is about \$3,300 each; I’ve had to replace four steer axles in the last 12 months, which is a about \$2,700 each; and I typically replace the brakes on competitor forklifts every 15 to 16 months, which costs about \$700 each.”

Joel Back
Production Manager
Gold Metal Recyclers



Watch the Crown C-5 perform in this rugged, dusty application.

Gold Metal Recyclers

Reduce Maintenance Costs with a Forklift Built for Constant Punishment

APPLICATION

Gold Metal Recyclers is one of the largest metal recycling companies in the United States. The Dallas processing yard encompasses about 38 acres and ships approximately 200 to 300 trailers of scrap metal and concrete a week. Forklifts are primarily used to transport the scrap from trucks to bailers or other types of processing machinery.

CHALLENGE

Working seven days a week with two shifts a day, Gold Metal runs each of its forklifts approximately 3,000 hours a year on average. Forklifts move large pieces of scrap metal and concrete, often in 100+ degree heat in a rough and dusty application with large potholes and rebar sticking out of the ground like landmines. Given the dust and debris in the air, along with heavy use and high hours, the customer’s number one challenge is downtime, often due to maintenance repairs. With competitor forklifts, Gold Metal had to replace four transmissions in the last nine months for about \$3,300 each; four steer axles in the last 12 months, for about \$2,700 each; and brakes every 15 to 16 months, for about \$700 each.

SOLUTION

- The **Crown Power Brake** features a full circle brake pad with 90% more friction area. The brake is virtually sealed preventing dust and debris build up on the brake pads.
- The C-5’s **industrial engine and transmission** features an advanced cooling system with a dual open-core radiator that provides separate cooling for the engine and transmission. The transmission’s cast iron housing protects it when driving over scrap metal and rebar.
- The Crown **steer axle design** includes a ¾" steel body plate and 2" diameter cylinder rod that is built to withstand constant punishment, unlike the competitor’s light-duty steer axle design.

RESULT

Gold Metal can save up to \$6,700 in maintenance costs relating to brake, transmission and steer axle repairs over 18 months.

UP TO
\$6,700
SAVINGS
OVER 18 MOS.