

CROWN

encore[®]
Renewed Lift Trucks



encore[®] TOTAL VALUE

Crown trucks are designed from the beginning to last longer, get more work done and outperform other forklift brands. In short, they deliver a lower total cost of ownership.

With Encore lift trucks, you can depend on a Crown truck that meets strict manufacturing standards. So, when considering pre-owned trucks, you can count on Encore trucks to perform like other Crown trucks—exceptionally well—and at a competitive price.

What's more, when you choose Encore trucks, you also benefit from Crown reliability, durable performance, lower operating costs and environmentally responsible lift trucks that get the job done—every time.

You can also count on the unparalleled warranty protection, service and factory support provided by your Crown dealer. Now that's total value.

GUARANTEED LIKE NO OTHER

We believe so strongly in the long-term reliability of our Encore trucks that even our warranty is better than those offered by many competitors for NEW trucks.

Each Crown Encore truck includes a one-year factory warranty on all major components with no hour limits. We also provide coverage for 90 days on all wearable parts.

The result: you get a highly productive, competitively priced, sustainably produced and confidently warranted truck that performs for years.

Add to this Crown Integrity Parts and Service[®] and you'll see there's little risk and great rewards when choosing Crown Encore trucks.

So, when Encore vehicles need maintenance, we put the industry's most responsive and qualified dealer network at your fingertips—ready and accessible. It's a proven network that's focused day-to-day on supporting productive, high-performing trucks designed to exceed expectations in terms of output and customer experience.

Add in our certified service technicians who use only Crown Integrity Parts[®]—the same parts used in our new lift trucks—and you save even more time and money.

Exceptional warranty, support and service with Crown Integrity Parts and Service: it's what you can expect and what we guarantee with every Encore lift truck from Crown.

1 YEAR

We back our Encore trucks with an impressive one-year factory warranty on all major components with no hour limits.





encore[®]

TAKE A LOOK INSIDE

When you look at Encore's total remanufacturing approach—known as the Crown Renewed process—you'll see the difference, inside and out. From the mast to the tires and everything in between, nothing escapes our attention.

Operation & Safety

Every Encore lift truck goes through an extensive operational and safety inspection before delivery.

Crown Integrity Parts

Crown Integrity Parts are original equipment components engineered specifically by Crown for Crown lift trucks—contributing to long parts life and reliable performance from every Encore truck.



Wheels & Tires

To ensure a safe, responsive ride, all drive tires, load wheels and bearings are replaced on every Encore truck.

Finish

The Renewed finish includes new paint, covers and consoles, as well as new control handles and labels/decals.

COMPLETE REMANUFACTURING

Crown began remanufacturing lift trucks more than a decade ago based on the principle that—just like our new forklifts—Crown's Encore trucks should be the best in the industry.

As customers expressed interest and demand for our like-new remanufactured lift truck options, the Encore line became an important part of our product offering.

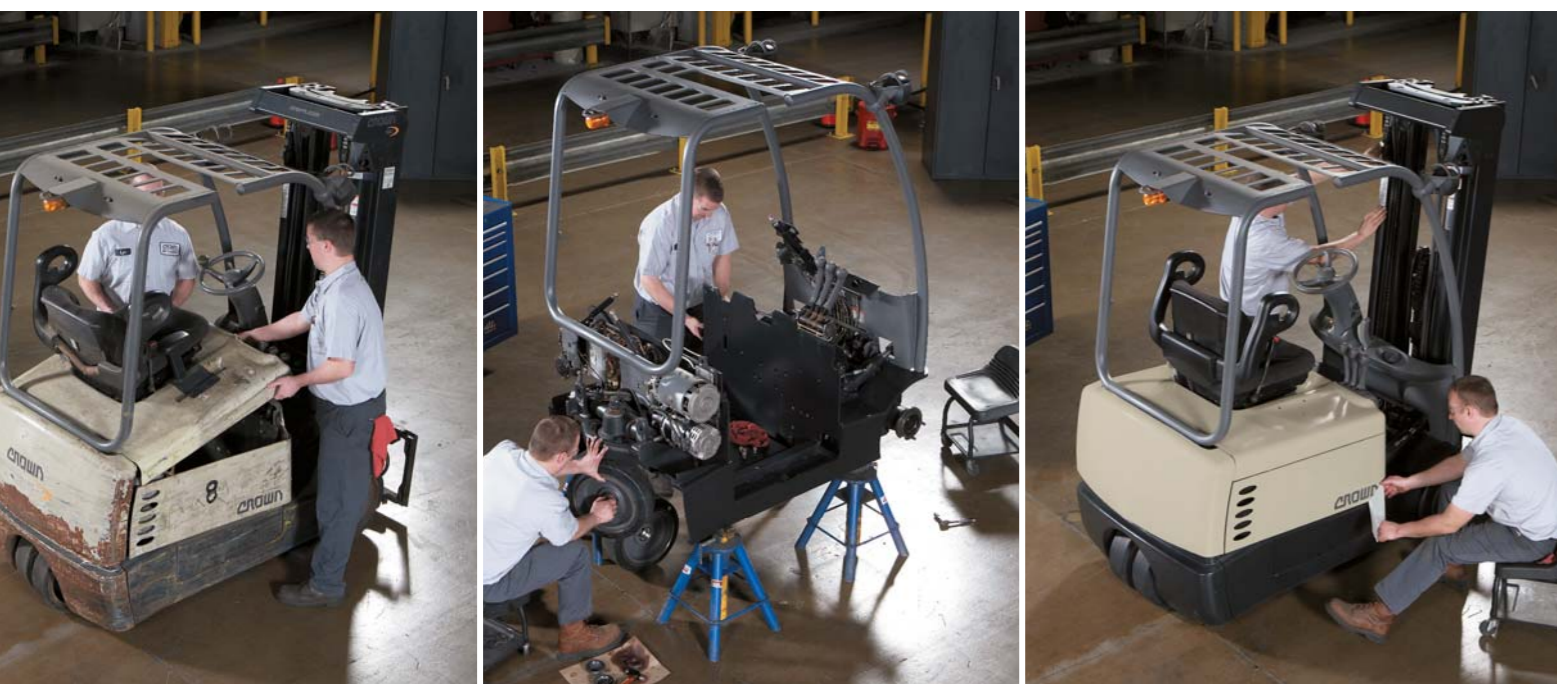
Since then, thousands of lift trucks have been remanufactured to like-new condition through dedicated remanufacturing centers.

Our remanufacturing technicians strip each truck to its frame, thoroughly inspect, repair and/or replace every part—including electrical, structural, drive units, hydraulics, brakes and exterior components—then recycle any unusable components.

And, because Crown is a vertically integrated manufacturer—not an assembler—we make a majority of the components in our trucks. This gives us and our customers immediate access to quality parts that support continued high performance.

See For Yourself

Crown's time-lapsed animated video shows the transformation of a pre-owned 3-wheel counterbalanced truck. The video illustrates each step in the remanufacturing process of an Encore lift truck. Access this informative video at crown.com.



Visit crown.com to see the Encore remanufacturing process in action.

ANATOMY OF AN encore®



Structural

During remanufacturing, poly mast stops/bumpers, lift chains, mast shimming, forks, overhead guard, frame, power unit/mast mounting and other components—including every nut and bolt—are checked and replaced as necessary.

Brakes

To ensure the safe operation of each Encore lift truck, we perform a complete brake overhaul that includes the replacement of cylinders, pads, rotors and fluids.

Hydraulics

During truck remanufacturing, the hydraulic system, filters, hydraulic oil, cylinders, packing, hoses and other worn hardware are replaced.

Appearance

The interior of an Encore truck gets special attention during the remanufacturing process, including steam cleaning, dent/bent metal repair and new floor mats/pads.

Electrical

Crown replaces potentiometers, brushes, fuses and contactor assemblies. In addition, all wire harnesses, power cables, lights, gauges and switches are checked and replaced as necessary.

Certified Renewed Drive Units

Gear oil and the drain plug gaskets are replaced in every Encore lift truck. We also replace anything needed—without question—to ensure superior performance.

SUSTAINABLE RESULTS

Crown has a strong history of engineering, designing, building, servicing, reclaiming and remanufacturing trucks and components to minimize environmental waste and maximize productive lifespans.

In fact, in addition to providing Crown-quality trucks at competitive prices, the Encore process also advances environmental stewardship.

But remanufacturing isn't where the dollars and sense of sustainability ends. Thanks to our unique integrated manufacturing approach, we're able to reclaim and reuse materials, and in doing so, reduce waste and save you money.

Additionally, our dedication to improving forklift energy efficiency and creating truck-based technologies that eliminate the need to replace or adjust parts further underscores Crown's commitment to conserving resources and improving your bottom line.



Clean Environment. Smart Business.

CLEAN ENVIRONMENT. SMART BUSINESS.

Founded on the principles of minimizing waste, managing energy and maximizing lifespan, Crown ecologic™ represents the synthesis of our sustainability efforts that include advanced materials recycling and recovery methods, innovative production practices, the one-of-a-kind Encore remanufacturing process, industry-leading energy efficiency, and the preservation of land and natural resources.

Shaped by decades of thought leadership, Crown ecologic will never stop evolving. Promising fuel alternatives, the development of "smart" lift truck components and superior resource reclamation techniques are just some of the ecologic opportunities on the horizon. The possibilities are great, and so are the benefits.

FULL LINE OF LIFT TRUCKS



Whatever your material handling needs, there's an **Encore lift truck that's been remanufactured to perform for you.**

Choose from our dealer network's readily available inventory, or request the truck types and quantities your operation requires and we'll handle the rest.

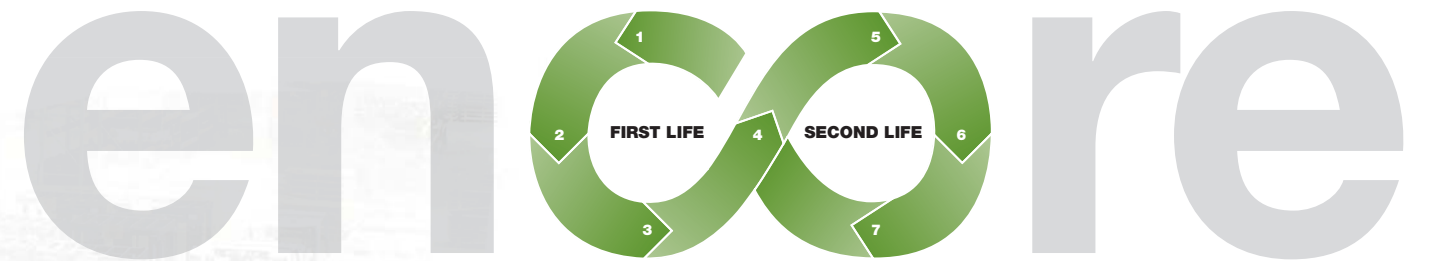
Some of our most commonly available models include Rider Pallet Trucks, Stockpickers, Counterbalanced Lift Trucks and Narrow-Aisle Reach Trucks.

Regardless of the models you choose, Crown's competitive purchase, lease, long-term rentals and rental with purchase options enable you to supplement your fleet with the Encore lift trucks that best meet your operational and budgetary needs.

ENDURING VALUE

Crown has been manufacturing lift trucks for over 50 years and has grown to become a market leader worldwide. Once again, we are setting the industry standard with our **Encore line of Renewed lift trucks.**

The Encore value chain below outlines the inherent value built into every one of our Encore trucks—value you can experience firsthand by adding Encore lift trucks to your fleet.



1. Durable Design

Right from the start, Crown trucks are designed to last and be recycled.

2. Quality Manufacturing

We're not just an "assembler." Our manufacturing processes are vertically integrated, resulting in truck systems that work—better than others.

3. Truck Reclamation

Unlike others, Crown has a process to accept, evaluate and recycle 99 percent of truck components, up to and including complete remanufacture.

4. Reliable Remanufacturing

Like our initial manufacturing, we take a thorough approach by using Crown Integrity Parts and Certified Renewed motors and drives to ensure complete system performance.

5. Factory Warranty & Support

Crown offers a 90-day/one-year warranty with each Encore truck, as well as service and maintenance programs to support uptime for your business.

6. Flexible Financing

Crown offers financing for Encore trucks—including leasing or full ownership options.

7. Truck Recycling

Encore customers can trust Crown to be environmentally responsible in the recycling of end-of-life trucks.

Compare the total value of Encore lift trucks.

The reasons are clear: high-quality trucks that are fully remanufactured for long-term performance, industry-leading warranties that take away the risk, and readily available service and factory support. There's no comparison, Encore lift trucks are the smart, sustainable choice for your business.

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Clean Environment. Smart Business.

Printed on elemental chlorine free and sustainably forested paper.

CROWN

You can count on Crown to build lift trucks designed for safe operation, but that's only part of the safety equation. Crown encourages safe operating practices through ongoing operator training, safety-focused supervision, maintenance and a safe working environment. Go to crown.com and view our safety section to learn more.

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