

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

Pettibone Upgrades Product Line with QUALCOMM's Global TRACS® Equipment Management Solution

Two industry leaders team up to improve construction fleet management

BARAGA, MI – Beginning April 1st, all forklifts off of Pettibone's production line will come standard with QUALCOMM's GlobalTRACS system. Pettibone, an innovator in heavy manufacturing for over 120 years, and QUALCOMM, a leader in wireless services and business solutions, announced together that this integration of services will improve machine uptime for end users and streamline operations for Pettibone dealers.

"Pettibone has set itself apart from the competition by producing some of the finest machines in the market, and we are proud to be part of the customer solution," said Larry Cleary, Senior Director of Sales & Business Development, QUALCOMM Wireless Business Solutions. "We believe that offering their equipment with the GlobalTRACS solutions will only increase their appeal and provide additional value to their customers."

GlobalTRACS, a GPS-based equipment management system, collects and then transmits vital machine information to a datacenter both dealers and customers can access via the Internet. GlobalTRACS enables dealers to easily locate their machines in the field, track machine hours and utilization rates, monitor unauthorized use and record maintenance history. These abilities translate to improved productivity and machine uptime for customers who benefit from optimally serviced machines. In addition, GlobalTRACS provides a virtual fence for enhanced security.

(more)

"Job efficiencies are increasingly difficult to attain, and we need to anticipate the technologies that deliver value," Earl Martin of PowerPro Equipment, one of Pettibone's top dealers said, "The GPS Equipment Management system allows us to manage location, condition, maintenance, and unauthorized access, all in the blink of an eye."

Pettibone President Kevin Walsh said, "Pettibone's new line of equipment is extremely advanced, and the addition of GlobalTRACS will allow end users to better monitor and maintain their equipment for more productivity and increased machine life."

High-quality equipment is a Pettibone standard. Similarly, GlobalTRACS is made with a durable design able to handle the rough terrain forklifts encounter. GlobalTRACS is also made using today's best technology, with built-in adaptability to conform to systems developed in the future.

QUALCOMM has introduced strategic mobile solutions across many industries to help businesses gain long-term value.

Last year, Pettibone introduced the F-130 hydraulic system on all Extendo and Traverse model telehandlers — the fastest, smoothest and most responsive hydraulic system on the market.

Located in Baraga, Michigan, Pettibone manufactures a full line of fixed-boom, transfer-boom, rough-terrain telehandlers, Cary-Lift pipe and log lifts, Speed Swing railroad maintenance lifts and cranes.

For additional informational on Pettibone products, contact Dan Blondeau at 800.GO.PETTIBONE or danb@gopettibone.com.

To find the Pettibone dealer near you, visit www.gopettibone.com.

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