

FRAZA



CLEAN.
EFFICIENT.
ELECTRIC.

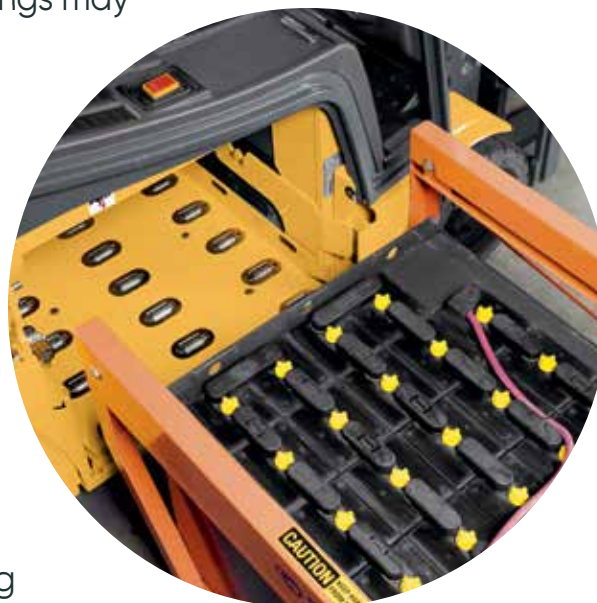


ELECTRIC: DON'T GET LEFT BEHIND

When thinking about electric motor technology, a few things may come to mind: Future. Innovation. Clean Energy.

When considering converting your material handling equipment from internal combustion to electric, you should also think of: Safety. Efficiency. Savings.

Electric models currently make up roughly 67% of the forklifts in the market. With that number continuing to climb, we can safely say the future is already here. Offering a cleaner and safer working environment, saving money on fuel and maintenance, and enjoying longer equipment life are just a few of the reasons making the switch is worth it.



FINANCIAL VALUE:

Lower Total Cost of Ownership (TCO)

- While the initial investment will be higher than purchasing IC trucks, you will save money over the life of the equipment.

Powering electric vehicles costs less in the long run

- With market volatility for fossil fuels and lower cost of electric power in general, fuel savings over time are significant.

Save 15-20% on maintenance costs

- Electric equipment has fewer moving parts, meaning fewer breakdowns and less maintenance.

Longer equipment life

- Electric forklifts average 15,000 hours of life, whereas their IC counterparts come in at 12,000 hours.

Offset acquisition costs with incentives

- Rebates are available from several different sources, helping to alleviate some financial pressures.

EXAMPLE ROI CALCULATION

Based on a 12-truck fleet over 5 years.

ELECTRIC FLEET

TRUCKS

- 5K Capacity Electric Truck . . . \$31,335/ea
- 24V Battery \$8,283
- 48V Charger \$4,149
- Subtotal \$530,604**

MAINTENANCE

- Annual per Truck \$2,160/yr
- Annual Battery/Charger \$220/yr
- Subtotal \$11,900**

FUEL

- Annual per truck \$935/yr
- Subtotal \$56,100**

TOTAL FLEET COST: **\$598,604**

LP FLEET

TRUCKS

- 5K Internal Combustion Truck . . \$32,044/ea
- Subtotal \$384,528**

MAINTENANCE

- Annual per Truck \$2,600/yr
- Subtotal \$13,000**

FUEL

- Annual per truck \$4,725/yr
- Subtotal \$283,500**

TOTAL FLEET COST: **\$681,028**

TOTAL SAVINGS W/ELECTRIC FLEET*: \$82,424

* Savings over 5 years

THE ELECTRIC DIFFERENCE

- Increased safety and ergonomics for operators
- Improved air quality and sound levels
- Superior maneuverability and smaller turn radius
- Exceptional for narrow and very narrow aisle applications
- Increased lift speed
- Higher load and lift capacities
- Increased productivity with configurations that "maximize the storage cube"
- Increased tire life



Discover the improvements an electric fleet can make to your business.



Contact Fraza today!

Learn more at frazagroup.com or call:

Canton
800.954.5553

Sterling Heights
866.857.5438

Bridgeport
800.993.7777

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