

THE ROI EQUATION:

LOWER COSTS + MORE PRODUCTIVITY WITH LITHIUM FORKLIFTS

Uncertainty is the new normal — rising costs, shifting regulations and evolving customer demands are putting more pressure on operations than ever before.

For a reliable return on investment that will continue to drive savings over time, facilities should consider purpose-built, integrated lithium-ion forklifts. Compared to internal combustion (IC) models, **Big Joe's purpose-built, integrated lithium-ion forklifts have been proven to reduce costs by as much as 50% in some applications.**

In many cases, customers making the switch from IC to a Big Joe can experience an ROI within one year. Let's look at the numbers for a traditional 5,000 lbs. Capacity forklift operating approximately 1,800 hours per year in an average warehouse environment.

SAVE ON FUEL COSTS WITH INTEGRATED LITHIUM-ION FORKLIFTS

UP TO **90%** reduction in fuel costs per year

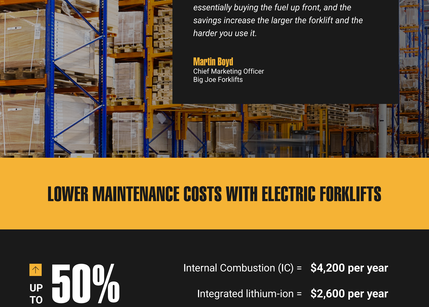
Internal Combustion (IC) = **$8,500 per year**

Integrated lithium-ion = **$1,100 per year**

Savings = **$7,400 per year**

The only fuel needed for lithium-powered forklifts is the electricity coming from your facility to charge them.

Forklift attachments also increase fuel usage, so if you use a single-double load handler or carton clamps, your IC truck will cost even more in gas each year. The more gas your forklift was previously consuming, the more you can save by switching to an integrated lithium-ion truck.



> *With an integrated lithium-ion forklift, you're essentially buying the fuel up front, and the savings increase the larger the forklift and the harder you use it.*
>
> **Martin Boyd**
> Chief Marketing Officer
> Big Joe Forklifts

LOWER MAINTENANCE COSTS WITH ELECTRIC FORKLIFTS

UP TO **50%** savings on maintenance per year

Internal Combustion (IC) = **$4,200 per year**

Integrated lithium-ion = **$2,600 per year**

Savings = **$1,600 per year**

Electric forklifts have fewer moving parts than IC models, and that means less maintenance over the life of the truck. It also means less downtime for maintenance with integrated lithium-ion forklifts.

BETTER FOR BUSINESS AND EMPLOYEES

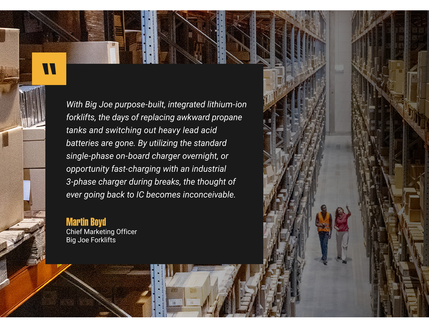
Internal Combustion (IC) = **Louder, more vibration, hot exhaust and fumes**

Integrated lithium-ion = **Quieter, ergonomic, no exhaust or fumes**

CLEANER AND MORE OPERATOR-FRIENDLY, REGARDLESS OF APPLICATION

Big Joe integrated lithium-ion forklifts are designed around the operator from the start

No longer constrained by traditional "box on wheels" chassis designs, integrating the lithium battery directly into the forklift design empowers engineers to design a more comfortable, more enjoyable experience for the operator.



> *With Big Joe purpose-built, integrated lithium-ion forklifts, the days of replacing awkward propane tanks and switching out heavy lead acid batteries are gone. By utilizing the standard single-phase on-board charger overnight, or opportunity fast-charging with an industrial 3-phase charger during breaks, the thought of ever going back to IC becomes inconceivable.*
>
> **Martin Boyd**
> Chief Marketing Officer
> Big Joe Forklifts

Get the most ROI with purpose-built, integrated lithium-ion forklifts. **The above scenario is expected to see a $63,300 reduction in operation costs over 7 years.**

REQUEST A DEMO WITH BIG JOE TO SEE YOUR PERSONALIZED ROI WITH ELECTRIC FORKLIFTS.

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Fuel Cost Assumptions:
Medium-intensity application; LPG unit calculated based on available spec sheet of comparable units.
LPG - $3.93/gal with 150% inflation based on 3-yr average (https://afdc.energy.gov/fuels/prices.html)
Electricity - $0.12/kWh with 4.63% inflation based on 3-yr average (https://www.eia.gov/electricity/monthly/epm_table_grapher.php?t=table_5_03)

Service Cost:
Medium-intensity application; PM schedule followed with 3.5% inflation on parts and labor