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For immediate release

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Leading Westcountry dealership is going for growth

From its Patchway base, Bristol Forklifts is to further expand its operations throughout the Westcountry with the recruitment of one of the country's most respected sales specialists.

"With 30 years' experience in the sales of materials handling equipment, Steve Surrige brings an extensive knowledge of the warehousing sector and will greatly strengthen our presence in the Bristol and Swindon areas," explains Paul Schock, Sales Director of Bristol Forklifts.

"Throughout his career, Steve has worked for some of the biggest names in the industry including Crown, BT Rolatruc/Toyota and Combilift. His expertise will be invaluable to companies of all sizes across the region."

Since his arrival, Steve has been particularly impressed by the quality and sheer diversity of the award-winning range from Mitsubishi Forklift Trucks.

"Over many years the brand has earned an almost-legendary reputation for reliability in some of the world's most demanding applications," says Surrige. "But what has impressed me even more is the game-changing technology to be found throughout its electric counterbalance and warehousing products.

"It's no secret that Mitsubishi Forklift Trucks has won a host of international design awards and now I can see why. Every model in the range offers a series of features that makes it demonstrably better than anything else on the market. In some cases the intuitive handling software is more like something you'd find on a top-end car than a forklift."

No strangers to awards themselves, over the years the Bristol Forklifts team has won the prestigious Gold Award from Mitsubishi Forklift Trucks for outstanding service along with the fiercely contested National Forklift Dealer of the Year Award presented by the Fork Lift Truck Association (FLTA) at its annual Awards for Excellence.

The company was also one of the first in the Westcountry to achieve Audit Compliance with the FLTA.

A strictly confidential and rigorous process covering more than 100 criteria, the Audit examines member companies to ensure they are fulfilling the agreed criteria for membership: maintaining the exceptional standards for which the organisation and its members are known.

Importantly, it confirmed that Bristol Forklifts works to standards patently higher than non-compliant companies and removes a potentially weak link in a customer's chain of traceability and accountability.

Indeed, according to Paul, it is that commitment to customer care which drove this latest appointment.

“We are only ever as good as the service we provide and the colleagues we recruit,” adds Paul. “In Steve we have gained a consummate professional who will work closely and carefully with customers to ensure they have the most appropriate and cost-effective equipment for their purposes.”

For more information on Bristol Forklifts visit www.bristol-mitsubishi.co.uk or call 01179 694141.

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Images provided:

- **Photo: Steve Surrige, Area Sales Manager, Bristol Forklifts**