

NEWSLETTER

March 2026



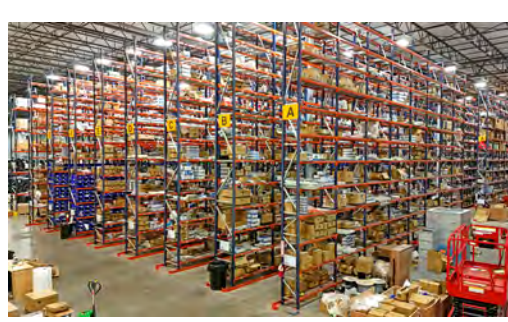
THE AS/RS SYSTEM IS ALMOST ONLINE!



THE NEW AS/RS SYSTEM IN ROCK HILL, SC!

We are proud to announce the installation of our new Automated Storage and Retrieval System (AS/RS) at our Rock Hill, South Carolina facility. This is the first system of its kind built by Hangcha in the United States. The AS/RS system is expected to be fully operational by early March. Once live, the system will be capable of storing approximately 8,000 unique parts, contributing to an overall increase of roughly 30% in our total parts storage capacity. Currently, our U.S. parts inventory includes more than 16,000 line items in stock. As smaller parts transition into the AS/RS system and additional racking is opened, we expect capacity to expand by approximately 9,000 additional part locations in the coming months. By expanding storage within a smaller footprint, the system allows our parts team to manage inventory more efficiently while simplifying the picking process.

This system is designed to optimize how parts are stored and retrieved, allowing for faster order fulfillment and more precise inventory control. Tasks that would traditionally require a full eight-hour shift of manual picking can now be completed in approximately two to three hours using the AS/RS system. By automating the storage and retrieval process, we are improving space utilization while ensuring that dealers and customers receive the correct parts more quickly and reliably.



Beyond its impact on parts operations, this AS/RS system also serves as a showcase of Hangcha's growing automation capabilities. It demonstrates what our Automated Guided Vehicles (AGVs) and integrated automated systems are capable of achieving in a real-world, high-volume distribution environment. As we continue to expand our automation footprint, this AS/RS system stands as an important milestone not only for parts fulfillment, but as a living example of the advanced solutions Hangcha can deliver.

In addition to improving operational performance, the AS/RS system plays a key role in improving our Parts eCommerce platform. The marketing team is currently working to photograph a comprehensive catalog of parts images so that every part we offer will have a corresponding photo. These images will be integrated into both our eCommerce platform and the warehouse picking process. This will allow parts pickers to visually confirm the correct item before shipment and further reduce shipping errors.



MEET OUR NEW MID-WEST/WEST REGIONAL SALES DIRECTOR

We're excited to announce the recent addition of Paul West as our new Regional Sales Director at HC Forklift America. Paul brings 20 years of experience in the material handling industry, with a strong background in sales leadership, dealer development, and strategic channel growth. He spent more than nine years with UniCarriers (Logisnext), serving as Senior Manager for the U.S. and Canada, where he supported the UniCarriers sales channel and helped drive regional performance.

the West and Midwest regions where he is responsible for expanding sales, enhancing dealer engagement, and growing the distribution network to meet evolving market needs.

Paul lives in Northern Idaho with his wife, Laura. Together, they have two daughters and three grandchildren. Outside of work, he enjoys camping, fishing, and exploring the backcountry on ATVs. A fun fact: while in high school, Paul worked on a hot-air balloon crew in Napa Valley.

In his role as Regional Sales Director, Paul oversees

WE ARE MOVING OUR HEADQUARTERS

We are excited to announce that we are moving our U.S. headquarters to Rock Hill, South Carolina on April 1st, 2026. This is a strategic move that cuts a 20 minute commute between the headquarters building to our Rock Hill warehouse down to just 5 minutes. This new facility will be home to the executive team, sales, national accounts, marketing, human resources, accounting, and IT departments. The new address is below:

New Headquarters Address:
3042 Southcross Blvd., Suite 101
Rock Hill, SC 29732

Please note that any mail delivered to the old headquarters building at 1338 Hundred Oaks Drive, Suite DD 28217, will not be received after March 20th, 2026.



THE RETURN OF THE CO-OP PROGRAM

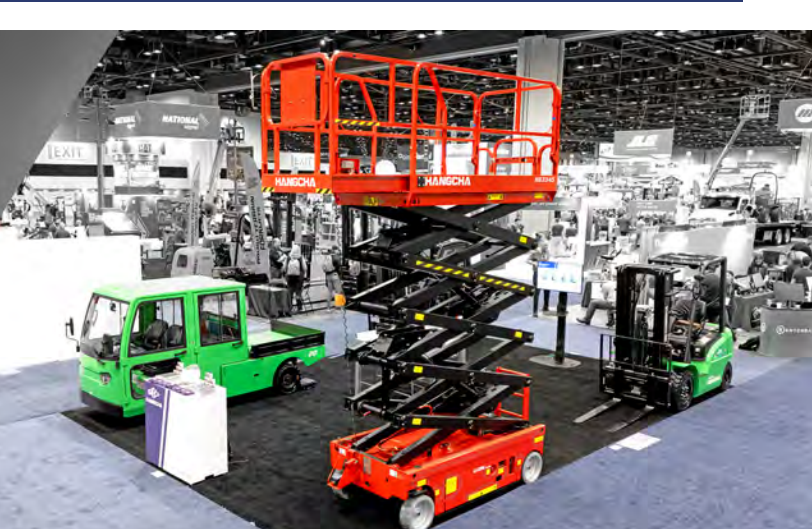
We are proud to announce the return of Hangcha America's Co-Op Program, designed to support our dealers in promoting the Hangcha brand while strengthening the partnership between HC Forklift America and our dealer network. Through this program, Hangcha will credit up to 50% of eligible advertising expenses incurred by dealers when promoting Hangcha products or the brand itself, helping reduce the cost of local marketing efforts.



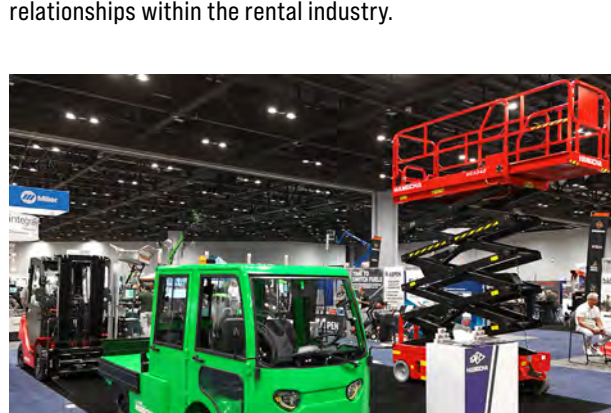
Dealers are allotted annual co-op funds equal to 1% of their total paid equipment purchases from the previous calendar year. These funds are used to maintain a consistent national brand image and drive continued growth for Hangcha equipment across the U.S. Dealers have and continue to apply these funds toward a variety of marketing initiatives, including print/digital advertising, signage, events, sponsorships, and promotional materials. After completing an approved promotion, dealers submit documentation for reimbursement and credits are issued based on the eligible portion of the total expense.

Beyond financial support, the program also provides marketing collaboration between Hangcha and its dealers. Our marketing team can assist with artwork, messaging, and campaign structure, while also offering branded apparel and promotional items such as hats, polos, jackets, print materials, and table covers upon request. Together, these resources help dealers expand their local reach.

HCFA EXHIBITS AT ARA 2026



Throughout the three-day event, the Hangcha team demonstrated how these machines support a wide range of rental and material handling applications from transporting materials across large facilities to lifting operators safely for maintenance and construction tasks. Events like the ARA Show are an important opportunity for Hangcha America to showcase new equipment, introduce upcoming products such as the lithium-ion scissor lift line, and strengthen relationships within the rental industry.



Hangcha America was proud to exhibit at the American Rental Association (ARA) Show, connecting with rental professionals, dealers, and equipment buyers from across the industry. Throughout the event, visitors had the opportunity to stop by the Hangcha booth to explore several machines from our growing lineup of material handling and access equipment. The show provided a great platform to demonstrate how Hangcha equipment is designed to meet the demanding needs of rental fleets, construction sites, and industrial operations while delivering reliability and efficiency.

At the booth, attendees were able to get an up-close look at several key machines that highlight Hangcha's focus on lithium-ion technology, operator comfort, and versatile performance. These machines represent a mix of equipment commonly used across rental fleets, warehouses, and job sites.

Machines displayed at the ARA Show included:

- 33' XEN Self-Propelled Electric Lithium-ion Scissor Lift
- 4,000lb X Series Electric Lithium-ion 4-Seater Burden Carrier with Cab
- 5,000lb XE Series Electric Lithium-ion Pneumatic Tire Forklift with On-Board Charger
- 5,000lb XF Series Pneumatic Tire Dual Fuel Forklift



HANGCHA AT THE 2026 WORLD AG EXPO

Our dealer, Wholesale Equipment of Fresno exhibited at the 2026 World Ag Expo in Tulare, CA. From February 10th-12th, 2026, Wholesale Equipment of Fresno displayed key equipment from Hangcha's full line of material handling equipment to over 100,000 attendees. They featured a Compact Pneumatic Forklift, 4-Wheel Drive Rough Terrain Forklift, XC Series Lithium-ion Pneumatic Forklift, and a Walkie Pallet Jack at the show.

Our Western Regional Sales Manager, Michael Kieley, was there along side Wholesale Equipment of Fresno. He enjoyed answering questions and showcasing how Hangcha's material handling equipment continue to make strides in the Agricultural industry.



UPCOMING EVENTS



New HCFA Headquarters
Date: 04/01/2026
Location: 3042 Southcross Blvd.
Suite 101
Rock Hill, SC 29732



MODEX26
Date: 04/13-16/2026
Booth: C13583
Location: World Congress Center
Atlanta, GA

