

MONTH IN REVIEW

NEWSLETTER

May/June 2026



2026 DEALERS OF EXCELLENCE

After a successful 2025, we are honoring our top dealers for their hard work and dedication to selling Hangcha's equipment in the United States. The Dealer of Excellence award was given to Wholesale Equipment of Fresno for being our number one dealer of the 2025 calendar year in sales and customer service. Two platinum, gold, and silver awards were given to the top dealers (respectively) of the 2025 calendar year in sales and customer service. We are thankful for both these dealers and the rest of our dealer network for their help in continuing to make Hangcha a well known material handling equipment provider in the United States. Dealers are the conduit to our success. Congratulations to the dealers recognized and all of our fine dealers in the United States.

2026 Dealer of Excellence Award Wholesale Equipment of Fresno



2026 Platinum Dealer Awards

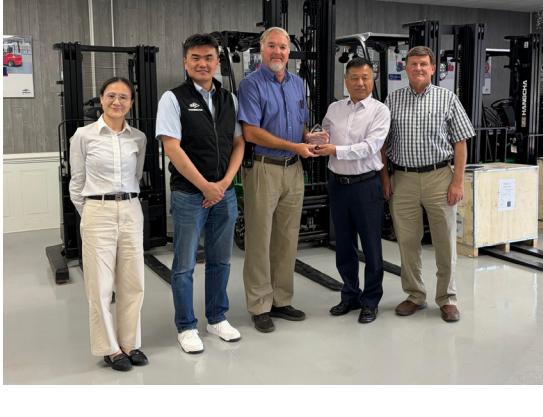
Piedmont Forklift
Ogden Forklifts

2026 Gold Dealer Awards

H&K Equipment
Florida Forklift

2026 Silver Dealer Awards

Select Equipment
Shoppa's Material Handling



HANGCHA GROUP OPENS NEW THAILAND MANUFACTURING FACILITY



On June 26th, 2026 Hangcha Group held a ribbon cutting ceremony for its new 377,000 sq foot (35,000 sq. meter) manufacturing facility. This event brought Hangcha Group's Chairman, Zhao Limin, company executives, including Jason Wu, Vice General Manager of Hangcha Group, and He Chunping, General Manager of Manufacturing Thailand, customers, and global partners together to inaugurate Hangcha's newest manufacturing facility, HANGCHA GROUP MANUFACTURING (THAILAND) CO., LTD.. Located in Chonburi, Thailand, this facility is the first manufacturing facility outside mainland China. During the ceremony, He Chunping stated "This first self-built overseas facility represents a milestone achievement (for Hangcha Group)." This state-of-the-art facility serves for the production, research and development, and testing of Hangcha's aerial work platforms and telehandlers. As the facility continues to ramp up, Hangcha Group expects to reach its annual production capacity goal of 10,000 aerial work platforms and telehandlers by 2028. Beyond 2028, Hangcha will look at bringing in more of its product portfolio to manufacture at this facility. In addition to production, R&D, and testing, this facility also serves as a sales and localized support of Hangcha's full line of material handling equipment for Southeast Asia. As a part of Hangcha's globalization strategy, this milestone serves as a key expansion for Hangcha Group. By building a production facility outside of China, Hangcha Group is able to better navigate evolving international trade regulations and tariffs.

Speaking at the ceremony, Jason Wu, Vice General Manager of Hangcha Group, highlighted the strategic importance of the Thailand base. "Backed by Chonburi's strong industrial ecosystem and its location at the heart of Southeast Asia's manufacturing supply chain, the facility will serve as a bridge connecting Hangcha with global markets." Specifically for the U.S. market, this new facility is creating the bridge that will allow HC Forklift America to import and competitively sell both aerial work platforms and telehandlers to our nationwide dealer network and large national account customers. The launch of the Thailand Manufacturing Base marks another important step in Hangcha's global journey, bringing manufacturing, innovation, and customer support even closer to customers worldwide. As we continue to strengthen our global manufacturing network, facilities like this help us deliver innovative material handling solutions, reliable support, and long-term value to our customers throughout North America.



INTRODUCING HC FORKLIFT AMERICA'S NEWEST MEMBERS

We're continuing to grow! Help us welcome the new members of the HC Forklift America team, Steven Rogers and Charles Detrich. Each brings a unique blend of experience, expertise, and fresh perspective that strengthens our ability to serve our dealers and customers. From project management to sales, each play an important role in driving our continued growth and success.



Steven Rogers

With over 20 years of experience in the material handling industry, Steven brings expertise in sales, marketing, national account, and project management. In prior roles with Toyota and Logisnext, he worked as a product development program manager, senior project manager, and a senior product management consultant.

At Hangcha, Steven acts as a national accounts project manager. He will work along side our largest national accounts as a main point of contact post sale. He is responsible for overseeing national account projects, increasing efficiencies within those projects, and eliminating redundancies where needed. He ensures that processes happen, that the right people are looped into the project, and the project happens in a timely manner.

Outside of work, Steven enjoys traveling with his wife Maria, outdoor activities, cooking, gardening, and spending time with his wife Maria, daughter Taylor, and their talkative Siamese cat Sebastian.

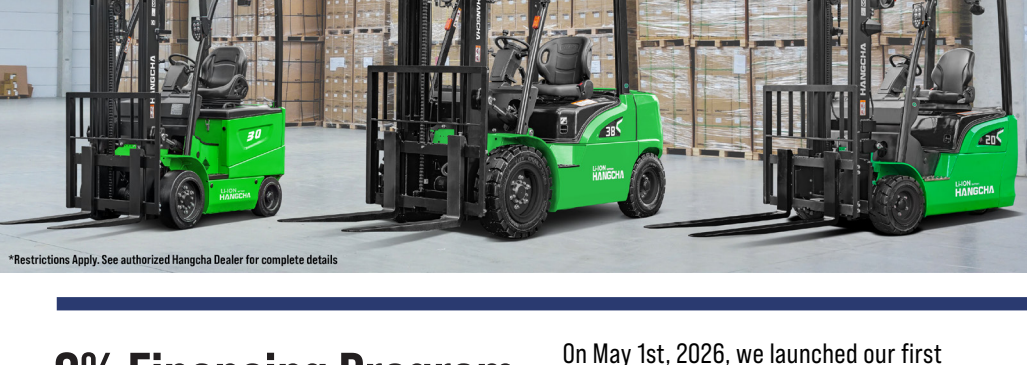


Charlie Detrich

Charlie brings over 2 decades of extensive sales experience to HCFA. Prior to joining, Charlie worked in the construction, heavy equipment, and material handling industries. He brings a demonstrated record of accelerating revenue growth and performance-driven channel management that is backed by his experience in manufacturing alignment, dealer development, dealer network expansion, customer service leadership, and support strategy across domestic and global operations. His background provides valuable insight into the challenges and opportunities faced by dealers across the northeast market.

In his role as Regional Sales Manager - Northeast, Charlie is responsible for overseeing regional sales activities, supporting dealer and customer relationships, and identifying opportunities to grow market share. He works closely with customers and internal teams to strengthen partnerships, enhance sales engagement, and support continued business growth across the region.

0% FINANCING UP TO 60 MONTHS



*Restrictions Apply. See authorized Hangcha Dealer for complete details.

0% Financing Program



On May 1st, 2026, we launched our first end-user targeted promotion to bridge the cost gap for lithium-ion models and entice end-users to make the switch from both LPG I.C. forklifts and lead-acid powered forklifts. This program allows sales representatives to "sell the payment" on select Hangcha lithium-ion models and compete competitively against other brand's models. Launched in 2019, Hangcha's electric Lithium Iron Phosphate forklifts, with an integrated design, are continuing to provide users with longer run times, rapid/opportunity charging, and maintenance-free batteries. With lithium-ion units in stock, rising fuel prices, and HCFA's 0% financing program, now is a great time for your customers to make the switch.

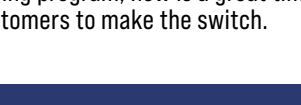
UPCOMING EVENTS

Webinar Series

- July 22nd, 2026
Lithium-ion Battery Recycling
- August 12th, 2026
New Co-op Program Swag
- September 29th, 2026
Parts Progress
- October 20th, 2026
New Product Introduction
- November 17th, 2026
Learning Management System
- December 8th, 2026
Service & Warranty

HCFA 2026 National Dealer Conference

September 15th-16th, 2026
Mark your calendars! We will be hosting a national dealer conference in Charlotte, NC. Over the course of two days, we will offer productive meetings, all things new with Hangcha, and an unforgettable fun experience. Hint: The theme is "Driving Success". Details and RSVP's will be sent in the next week. Be on the look out!



HANGCHA