

Press Release
April 12th 2013

New HR15 4x4 Shortlisted for HAE Award

Niftylift's new HR15 4x4 has been shortlisted for the 'Product of the Year' award at the HAE Hire Awards of Excellence.

Following the recent news that Niftylift has been nominated for the 'Supplier of the Year' award, the company is very pleased to announce that the new Nifty HR15 4x4 has also been shortlisted for the 'Product of the Year' award, at the Hire Association Europe's (HAE) Hire Awards of Excellence.

The awards ceremony, which is to be on 27th April at the Savoy Hotel in London, is independently judged and recognises excellence throughout the Hire Industry, acknowledging the successes of its hirers and suppliers.



Launched in May 2012 and based on Niftylift's already popular pre-existing 15m boom, the new HR15 4x4 builds on the previous model's market leading performance but with some significant advantages:

Firstly, and perhaps most importantly, it is considerably lighter. At just **4,500kg** the new HR15 4x4 is in fact 1,900kg lighter than its predecessor, a **reduction of nearly 30%** to a machine that was already lightest in its class. This reduction in overall weight gives the following benefits:

- **Lower floor and point loadings** – reducing the floor loadings means that it can be used in more locations and on applications with sensitive surfaces.
- **Reduced transportation costs** – smaller trucks or fewer trips (more machines per truck) lead to significant cost savings.

Secondly, its impressively-low weight allows the use of a smaller more efficient **Tier 4 compliant** Diesel engine for its power source and this gives the following benefits:

- **Reduced running costs** – the smaller engine reduces fuel consumption by 40% - 50% compared to the previous model.
- **Can be used within emission controlled zones** – such as London's Low Emission Zone (LEZ).

- **Reduced noise emissions** – engine noise emissions are 25% lower than the previous model.

Thirdly, the more efficient power pack incorporates an **Advanced Exhaust Purification** system which includes a **catalytic converter** as standard. This greatly reduces exhaust emissions as follows:

- Particulates **reduced by 30%**
- Hydrocarbons **reduced by 80%**
- Carbon Monoxide **reduced by 90%**

If all that wasn't enough, the new HR15 4x4 also includes Niftylift's patented and award winning **SiOPS**[®] operator protection system and its durable **ToughCage** too.

Simon Maher, Niftylift's Marketing Manager commented: "Niftylift is always striving to produce the very best products we can, to give our customers every possible advantage in the marketplace. I believe that the new HR15 4x4 represents the ultimate combination of performance, economy, and most importantly safety and we're very proud that it's been shortlisted for the Product of the Year award."

To find out more about Niftylift's new HR15 4x4 visit the website www.niftylift.com/uk/news/focus-on/hr15-4x4

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Niftylift Ltd manufactures a range of hydraulic work platforms with working heights ranging from 9m to over 21m mounted on trailer towable, self propelled, self drive, track drive, static base and vehicle chassis. The company was founded in 1982 and now has production facilities near Barnsley and in Milton Keynes in the UK and regional sales and service centres in USA, throughout Europe, Australia, China, South Africa, Central and East Asia. For more information visit www.niftylift.com