

CROWN



SERIES
IC Pneumatic
4,000–6,500 lbs.

PUSHING LIMITS INSIDE AND OUT

▶ **NO LIMITS:** The Crown C-5 delivers more power all day long to lift and maneuver demanding loads that vary in size and weight.

CROWN REDEFINES IC WITH THE NEW C-5 SERIES

You've been dealing with the same IC truck issues for years:

- ▶ Engines intended for automobiles that run hotter than they should.
- ▶ Brakes, transmissions and cooling systems that are not up to the task.
- ▶ Jolts and discomfort that add to operator fatigue.
- ▶ Service that seems never ending.

You know there must be a better way of doing your job. And now you have one.

INTRODUCING A REVOLUTIONARY IC TRUCK FROM ONE OF THE MOST PROVEN BRANDS IN MATERIAL HANDLING: THE CROWN C-5 SERIES.

POWER & STRENGTH

COMFORT & SAFETY

SERVICE & UPTIME

Customers asked Crown to come up with a better IC truck, so we reinvented the entire experience: more **POWER AND STRENGTH** to do industrial work, unprecedented operator **COMFORT AND SAFETY** and ease of **SERVICE THAT MEANS MORE UPTIME**, all the time.

We spent thousands of hours understanding customer needs, testing trucks in demanding indoor and outdoor applications and solving problems—some of which they didn't know they had. In short, we've done our homework so you can do more work.

EXPERIENCE THE NEW INDUSTRIAL POWER AND SEE HOW WE'RE PUSHING LIMITS—INSIDE AND OUT—SO YOU CAN TOO.

Visit crown.com

See how we're pushing limits.
Visit our website to learn more.



THE NEW INDUSTRIAL POWER

CROWN AND JOHN DEERE CREATE A REVOLUTIONARY IC ENGINE: MORE POWER, GREATER FORCE, LONGER LIFE

A powerful reaction can occur when combining two strong forces. For Crown and John Deere, the process of developing a **TRUE INDUSTRIAL ENGINE** produced revolutionary results.



BEST-IN-CLASS COLLABORATION

TRUE INDUSTRIAL ENGINE: Let's face it. The name of the game in material handling is productivity. So it goes without saying that engine power and uptime are critical. The C-5 "new industrial power" leverages Crown's 50 years of leadership in material handling along with the industrial expertise of John Deere.

THE RESULT: An engine with fewer service intervals and an unmatched 36-month/6,000-hour warranty.

No more automotive leftovers. Now, you have one tough engine that offers twice the life of competitor trucks.

DIESEL HERITAGE AND RUGGED, HIGH-PERFORMANCE COMPONENTS: Open the hood, and you'll quickly see what gives this engine the right to be branded the new industrial power:

- The in-line 4-cylinder 2.4L LPG engine has been designed and tested for a 20,000-hour life.
- The larger, cast-iron engine head and block are designed for high compression and reduce problems such as head warpage.
- Oil capacity of 8 quarts and internal oil cooler result in superior heat dissipation for extended oil and component life.
- A gear-driven camshaft and valve train mean less service and more uptime.
- Internal balancing produces smoother performance and less vibration for better operator comfort.

▶ **INDUSTRIAL FORCE:** Indoor, outdoor, whatever the challenge, the C-5 keeps heavy loads moving—even when negotiating deep potholes and uneven terrain.



POWER TRANSFER

WHEN PUSH COMES TO SHOVE: PRODUCTIVITY REQUIRES BOTH TORQUE & HORSEPOWER

Power's one thing. Force is another. With Crown's C-5 Series trucks, you get the bold combination of torque and horsepower: force to handle tough loads and power to move fast.

DELIVERING POWER TO GET MORE DONE

With the C-5's power shift single-speed transmission, users get more mass, more steel and more performance through:

- Robust components such as an industrial-strength cast-iron housing, larger axle mount and greater bearing diameters.
- High-temperature seals and O-rings virtually eliminate leaks in heavy-duty applications.
- Optimized gear construction for less noise and vibration.
- Cooling systems that extend transmission life.



SIZE REALLY MATTERS



▲ **CROWN PISTON:** (shown left) is considerably larger than competition

EXCEEDS EPA EMISSIONS STANDARDS



▲ **CROWN:** 2.4L industrial engine

▲ **LEADING COMPETITOR:** 2.2L automotive derivative engine

Note: Pistons and engines shown in relative proportion

CROWN POWER BRAKE

SAY GOODBYE TO COSTLY REPAIRS: Crown's exclusive Power Brake System, **standard on pneumatic trucks**, delivers durability and performance advantages that virtually eliminate maintenance. It also minimizes the pedal force required by operators.

- Responsive power brakes reduce operator pedal effort by 53%.
- Fewer parts and "no-adjustment" design equate to one-tenth the maintenance over other brakes.
- The 90% more friction area contributes to longer brake pad life.
- One-touch park brake makes actuation easier and eliminates a cumbersome lever.
- The Crown Power Brake includes an industry-leading **36-month/6,000-hour warranty**.



CROWN POWER BRAKE

▲ **CROWN POWER BRAKE:** Crown's unique full-circle power brake features fewer parts and larger friction areas for improved responsiveness and brake life.

TYPICAL DRUM BRAKE

▲ **DRUM BRAKES**—standard on most competitor pneumatic trucks—include many moving parts and reduced friction areas. They are likely to require more maintenance and become costly in heavy-duty, outdoor applications.

LOW-END TORQUE: POWER WHEN YOU NEED IT



The breakthrough power system on the C-5 delivers unprecedented low-end torque. It provides the ability to drive up ramps fully loaded, pull out of potholes with greater ease, accelerate with heavy loads, push pallets with necessary force and keep the engine from stalling while using hydraulic functions.

▲ **POWER POINT:** The C-5 delivers 12% more low-end torque than the closest competitor.

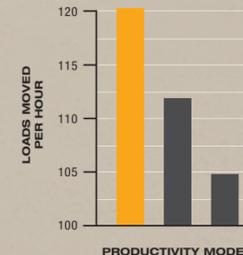
PRODUCTIVITY & ECONOMY

BALANCING PERFORMANCE WITH CONSUMPTION: Everyone knows it takes power to get more done. The Crown C-5 Series clearly delivers on power, but not at the expense of efficiency.

To help users balance their needs, the C-5 offers a range of **PRODUCTIVITY** and **ECONOMY** modes. The **PRODUCTIVITY** mode boasts industry-leading throughput while the **ECONOMY** mode provides fuel efficiencies and productivity levels that meet or exceed those of leading competitors.

YOU CHOOSE: Industry-leading productivity or fuel economy.

▲ CROWN C-5
■ LEADING COMPETITORS



▲ **PRODUCTIVITY MODE:** For high-throughput applications, the C-5 Series can be tuned to deliver industry-leading results.

HOT PROBLEMS COOL SOLUTIONS

HEAT MANAGEMENT: KEY TO LONG TRANSMISSION & ENGINE LIFE

Heat is the ultimate enemy of the engine and transmission. Too much of it and you pay the price: poor truck performance, component damage...even total failure. What's more, heat can greatly impact operator comfort and performance.

However, heat is a reality in demanding indoor and outdoor IC applications. So, while reinventing the IC truck, Crown engineers focused on what customers told us: "Heat's killing our engines, transmissions and performance."

That's why the C-5 Series comes equipped (standard) with the Dual Open-Core Radiator. And, for the most demanding applications, Crown's exclusive On-Demand Cooling option effectively manages heat in intense and dirty environments.

EXCEPTIONAL COOLING COMES STANDARD

THE C-5 DUAL OPEN-CORE RADIATOR: Crown's attention to detail pays off in the effectiveness of the cooling system. Crown's comprehensive approach delivers dramatically improved airflow and cooling effectiveness.

The heart of the system is the **Crown Dual Open-Core Radiator** that provides separate cooling for the engine and transmission and is standard on every C-5 truck.

The open-core design further supports temperature management by reducing the potential for debris build-up on the radiator.

In addition, other components in Crown's comprehensive cooling system ensure the engine and transmission remain cool, reducing the need for service and contributing to twice the expected powertrain life.



▲ Crown C-5 Dual Open-Core System

COMPREHENSIVE COOLING SYSTEM

- ▶ **RECIRCULATION SHIELD**
Prevents hot air from reentering the radiator.
- ▶ **DUAL OPEN-CORE RADIATOR**
Provides separate cooling for engine and transmission.
- ▶ **CUSTOM VENTURI SHROUD**
Efficiently directs airflow throughout the entire radiator surface.
- ▶ **TEN-BLADE FAN**
Increases airflow through the radiator.
- ▶ **DEBRIS GRILL**
Prohibits large debris from entering the cooling system.



▲ **A CLEAN START, EVERY TIME:** With On-Demand Cooling, C-5 Series trucks remain cool and clear even in the dirtiest environments. At every start-up, air flow is automatically reversed so accumulated debris is blown clear from the radiator, saving time and potential engine and transmission failures.

CROWN'S REVOLUTIONARY ON-DEMAND COOLING OPTION

You've seen it before: it's the heat of the moment, you're pushing limits to get work done. The truck's too hot, now it's in slowdown mode. Not good for productivity or budgets since the damage can cost you thousands.

That's history. By looking at the problem from a new perspective, Crown engineered the optional On-Demand Cooling (ODC) System. It delivers the combination of **PRECISE COOLING** and **RADIATOR CLEARING** for better efficiency, increased uptime and cost savings.

What's more, with On-Demand Cooling, customers benefit from Crown's industry-leading, **24-month/4,000-hour radiator warranty**.



▲ **COMPETITOR RADIATORS** have limited abilities to prevent debris from accumulating on the radiator, causing uneven air distribution, inefficient cooling or possible radiator/engine damage.

PRECISE COOLING

MANAGE ENGINE TEMPERATURE THROUGH EXTREME CONDITIONS: With the independent fan, Crown offers a common sense approach to heat management. Through Precise Cooling, fan speeds are automatically changed to manage engine and transmission temperatures.

Therefore, energy to run the fan is only used when necessary, increasing fuel economy.

Crown's uniquely-shaped counterweight louvers and patent-pending radiator seals ensure air is moved away from the truck.

THE BOTTOM LINE: Improved efficiency, extended service intervals and greater uptime.

RADIATOR CLEARING

REDUCE DEBRIS AND COST THROUGH RADIATOR CLEARING: Think about it. How many times do your operators or technicians clean your radiators or skip cleaning them and expose you to failures? The answer may surprise you.

IC trucks literally vacuum debris from the warehouse floor, depositing it in the radiator where it accumulates day to day. Sure it can be cleaned, but the resulting downtime, lack of performance and truck failure add up.

By controlling the fan independent of the engine, fan rotation is automatically reversed to clear debris from the radiator with each engine start.

THE BOTTOM LINE: Cost savings and increased uptime.

STRENGTH THAT STEELS THE SHOW



◀ **STANDOUT PERFORMANCE:** It takes backbone to be confident in demanding applications. With the Crown C-5 Series, the backbone comes from steel—lots of it—in all the right places. Optional dual drive tires (pictured) give added traction and stability when working with wide loads on inconsistent surfaces.

LONG-LASTING STRENGTH & DURABILITY

When an operator has a heavy load, it's no time to lose confidence—leading to reduced productivity and potential safety concerns. Through years of hands-on experience, Crown knows that truck design, strength and dependability all contribute to the operator's command of every situation.

For the Crown C-5 Series, this confidence is born through the combination of physics, engineering and steel. Steel that's thicker where it needs to be: the frame, mast and steer axle.



CROWN'S SUPPLEMENTAL FRAME GUARANTEE:

Includes a 3-year/
6,000-hour warranty.

ENGINEERING STRENGTH INTO THE C-5 SERIES

// FRAME DESIGN

C-5 Series frames are engineered from the ground up and thoroughly tested in Crown's labs as well as thousands of hours in customer applications.

Formed from heavy-duty 3/4" steel that's carefully assigned to the right points in the frame, the Crown C-5 withstands the rigors of even the toughest applications.



// STEER AXLE DESIGN

Demanding applications force constant abuse to steer axles. That's why the C-5 Series incorporates a 3/4" steel plate and 2" diameter cylinder rod to withstand constant punishment.

PUTTING THE "I" IN CONFIDENCE

// LOAD HANDLING

Handling heavy loads at height can be a test of confidence. Not with Crown. Our mast design relies on one of the world's most proven and fundamental construction elements: the "I" Beam. Through this strength, operators gain confidence in their ability to efficiently handle heavy-duty loads at height.



// I-BEAM STABILITY

The C-5 Series mast outperforms in all three ratings of mast strength: longitudinal and lateral stiffness and torsional resistance.

▶ **LIFT PERFORMANCE:** Crown not only employs the strength of steel, but also delivers unmatched lift performance. In fact, the C-5 has the fastest lift speeds (130 feet per minute) and fastest cycles in the industry.



DRIVEABILITY CENTRAL

DRIVEABILITY: COMFORT, CONTROL, STABILITY & VISIBILITY

For Crown engineers and designers, the ultimate challenge in reinventing the IC experience was to create superior driveability. It's about the feeling of smooth handling and ease in every action—traveling across the warehouse floor, maneuvering a corner, lifting a heavy pallet and loading and unloading at the dock.

This truck is designed for the ultimate in driveability through the combination of smart use of steel, operator-forward design, intrinsic stability, optimized center of gravity, larger wheel base and easy-access controls. These driveability elements enable you to get more done—so you can push the limits of your own productivity.

COMFORT & CONTROL: THE BASICS OF DRIVEABILITY



// EASE OF ENTRY & EXIT

From more headroom and convenient hand-holds, to a large step and the floorboard, everything on this truck is about comfort and easy access.



// BEST-IN-CLASS ROOM

The C-5's foot, knee, leg and headroom extend beyond the competition. With the Crown FlexSeat™ it's about comfort, all day, every day.



// EASY BRAKE PEDAL ACTIVATION

No need to put the pedal to the metal here. Crown's C-5 brake defines responsive control and requires 53% less operator effort than other IC trucks.



// CONTROLS WITHIN REACH

Every control is designed for the combination of optimum access while supporting visibility and easy truck entry/exit.



// BETTER HEAT MANAGEMENT

Less heat from the engine, better airflow and no hot air blasts while driving in reverse, add to overall operator satisfaction.



// LESS VIBRATION

Crown's "floating cab" technology minimizes impact and vibration to the operator through a series of four engineered isomounts.



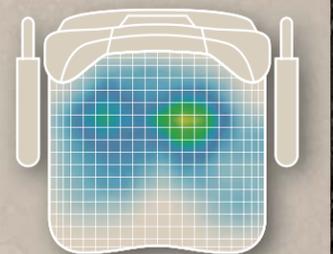
▲ CROWN FLEXSEAT Innovations include a polymer spring that adds the "flex" to the industry's widest seat. The result: A more alert and efficient operator.

// CROWN FLEXSEAT: REDUCING PRESSURE ALL DAY LONG

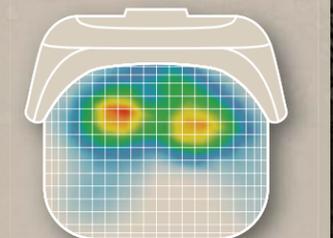
Crown engineers studied a range of lift truck seats—identifying pressure points and discomfort—and then worked to overcome them.

The result: The Crown FlexSeat, the widest, most durable and flexible seat on the market.

Beneath an easily replaceable industrial cover and two inches of high-density foam is a flexible mesh which provides a passive suspension system to absorb and dissipate shocks and vibrations. This technology virtually eliminates the pressure points common to "foam on steel" seats and does not "bottom out." In addition, a polymer spring allows the seat back to flex back and forth with the operator.



▲ CROWN FLEXSEAT: Reduced stress on pressure points has been achieved through innovations in materials and design.



▲ COMPETITOR SEAT: High stress on pressure points means shocks are literally moving through the operator all day long.

LOW PRESSURE SCALE HIGH



VISIBLY SAFER BY DESIGN

WHILE OPERATOR COMFORT & CONTROL ARE KEY TO DRIVEABILITY, SAFER DAY-TO-DAY OPERATIONS COME FROM TRUCK STABILITY & VISIBILITY.

As part of the revolution of IC trucks, Crown took a hard look at both stability and visibility—making certain the structure of the truck surpasses industry standards on stability and enables the operator to see more than ever before.

▼ **BUILDING CONFIDENCE:** Whether lifting a heavy load, negotiating tight spaces or transporting across tough terrain, the C-5 Series provides the stability, maneuverability and visibility to safely reach new heights in performance and efficiency.



SAFETY THROUGH STABILITY

Through thirty years of experience in counterbalanced trucks, we recognize the importance of dynamic and forward stability in getting the job done. So, we built technology into the truck to support optimum truck performance. We call this system Crown Intrinsic Stability.

INTRINSIC STABILITY BUILT RIGHT IN: Access 1 2 3[®] technology builds a foundation of Intrinsic Stability in C-5 Series trucks. It **proactively** keeps operators out of unsafe conditions through a comprehensive, integrated approach that supports safe, efficient operating practices designed to build operator confidence, rather than test it.

Some competitor trucks rely on complex sensors that **react** to unsafe operating conditions. These systems are often difficult to repair and costly to replace.

BOTTOM LINE: You need a system that prevents unsafe conditions rather than reacts to them.

// INTRINSIC STABILITY FEATURES

MORE MASS:

Greater mass in the right places equates to added strength and more confidence. Crown uses steel where it's needed most so the C-5 is one of the strongest IC trucks available.

DEAD-ENGINE BRAKING & STEERING:

The C-5 Series incorporates dead-engine braking and steering so trucks retain braking and steering functions if the engine shuts down unexpectedly.

HILL HOLD:

Crown's hill hold (standard) keeps the truck in place while in gear on a hill without requiring constant pressure on the brake pedal.

RAMP SPEED CONTROL:

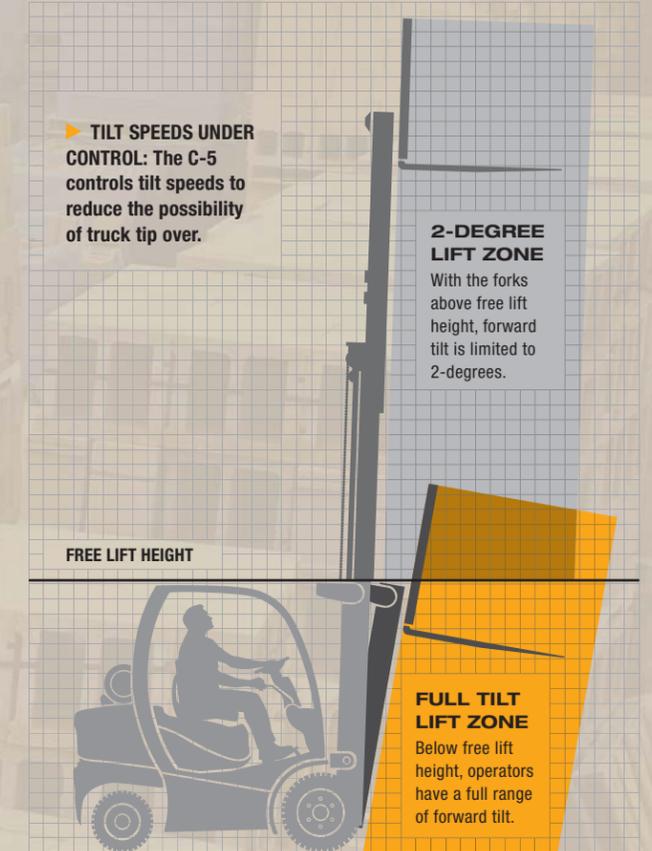
A speed limiter (standard) sets top speeds even when traveling on a ramp. Other brands charge for this feature.

TILT INTERLOCK & SPEED CONTROL:

Access 1 2 3 monitors degree of tilt and fork height and automatically makes adjustments to limit possibility of a tip over.

// STABILITY THROUGH TILT INTERLOCK

One of the biggest risks associated with counterbalanced trucks is tipping it over. The C-5 Series' Interlock System monitors tilt and height and automatically adjusts truck functionality to limit unsafe conditions and reduce the likelihood of a tip over.



VISIBILITY: WE SEE OPPORTUNITY

REARWARD VISIBILITY: Crown's excellent rearward visibility is achieved through the combination of a lower counterweight and LP bottle bracket as well as a higher seat. This allows a greater "rear window" and enhanced visibility.



- With lower counterweight and LP brackets, operators can better see objects behind the truck, including objects on the floor. This means operators can be more effective, working faster and more safely.
- The high seat position on the C-5 provides enhanced sightlines.
- Crown FlexSeat's™ wide base, contoured shoulder cut out and back flex allow the operator to more easily reposition to see more.

FORWARD VISIBILITY: The C-5 Series provides the best operator-forward positioning in the industry. This allows the operator to be "closer to the work" for unobstructed views of the forks and floor.



▲ **UPWARD VISIBILITY:** The Crown C-5 Series gives operators superior visibility at height through its slanted cross braces and open-mast design.



OPEN DOOR ACCESSIBILITY

EASE OF ACCESS TO SERVICEABLE PARTS

When we learned technicians routinely remove seat decks on competitor trucks to get their jobs done, we knew half the battle in service was access. So, we designed Crown C-5 trucks for the ultimate in open door accessibility.

What you get is a truck that's thoroughly thought through. No shortcuts or loose ends. From its removable side panels to generous access space, you'll see we designed the entire truck for "standing access"—no more getting on your knees, bending over or reaching for components.

// LP BOTTLE INNOVATION

The LP bracket was designed to make bottle removal easier. It also simplifies access to the engine compartment for service and maintenance.

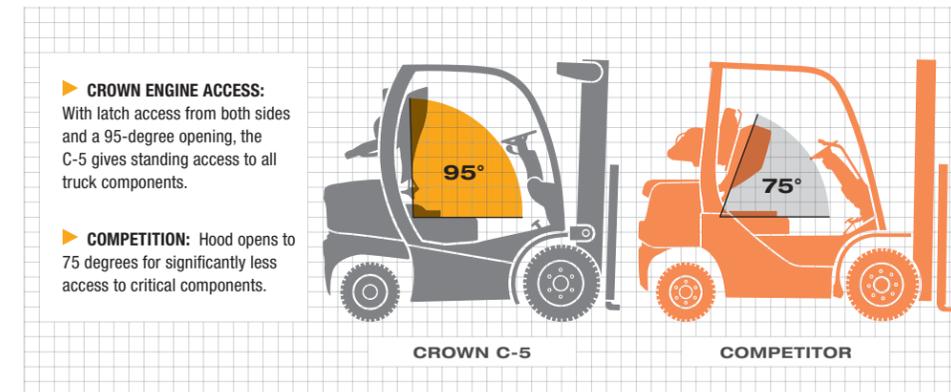


▲ **STEP ONE:** Pull pin to enable the tank to fold back.



▲ **STEP TWO:** Unlatch clamp to remove bottle.

THE BOTTOM LINE: Easier on your back, no reaching up, better visibility and a simpler process.



A PLACE FOR EVERYTHING

The C-5 Series truck provides **standing access** to components to make service easier and faster than on other IC trucks.

// STARTER



// ALTERNATOR



// AIR FILTER



// OIL FILTER



EVERYTHING IN ITS PLACE

While we've worked hard to reduce service requirements (cut in half in some cases), we know you'll eventually have to get under the hood. When you do, you'll discover countless features that add up to simpler service.

- A gas strut-actuated steering column quickly tilts up and out of the way at the press of a button.
- The C-5's seat deck latch enables users to easily lift the deck from either side of the truck.
- A patent-pending, four-bar pivot allows the seat deck to open to a 95-degree angle.
- Side panels, floorboard, and radiator screen all lift out easily.
- Post-to-post clearance is 20 percent greater than the industry average.



▲ **SIDE PANEL REMOVAL:** The C-5 features removable side panels for top and side access to engine and components. No tools required.



▲ CROWN INTUITIVE DISPLAY: Through the C-5's display, real-time truck performance feedback is provided to the operator or technician. No more fumbling with a laptop, handsets or dongles to get truck feedback and diagnostics. Simply use the intuitive keypad and you're on your way.

INTEGRATED TRUCK TECHNOLOGIES

Access123

THE BRAINS BEHIND THE BEIGE: Access 1 2 3[®] Comprehensive System Control is the platform through which the truck automatically collects data, monitors functions and controls truck systems to support desired levels of performance and productivity.

For example, it communicates a wealth of information about truck systems: powertrain, exhaust, cooling and more. It also senses truck speed and direction, position of forks, thermal ranges, operator performance levels, functions selected and more.

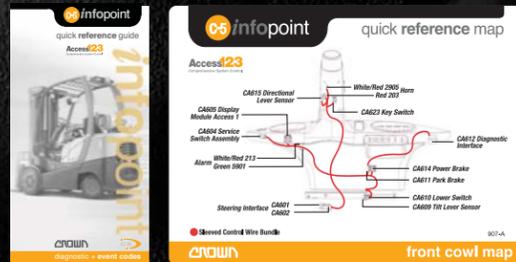
The display serves as an interface, facilitating two-way communications between the truck, operator and technician when and where needed.

BOTTOM LINE: Well-controlled, safe, highest-performing truck.

FINE-TUNED PERFORMANCE: Crown C-5 Series trucks are not one-size-fits-all. In fact, through integrated truck technologies, users and managers are able to modify truck performance to the task, operator and desired fuel consumption.

SIMPLIFIED TECHNICAL SUPPORT: Technicians and managers can access the system via the display, see event codes and access supporting documentation from InfoPoint[®] reference maps.

InfoPoint tells the technician what it is, where it is, and what it does. The technician can quickly get to the heart of the problem—and solve it—fast.



▲ INFOPOINT: The InfoPoint maps, quick reference guides, and Access 1 2 3 messaging are the IC industry's first on-board diagnostic system.

FUEL BALANCE INDICATOR: NO MORE RUNNING OUT OF GAS

The Crown C-5 Series features a breakthrough fuel monitoring system that results in less wasted fuel and time changing fuel tanks unnecessarily.

A patent-pending technology, **eSmart™ Accurate Fuel Tracking**, uses an algorithm to measure fuel bottle factors for accurate fuel measurements. Via an LED indicator on the display, refueling advice begins when the system senses 16 minutes of remaining fuel.



What's more, the system also tracks fuel consumption data that's available through the Crown InfoLink[®] system. With this software, managers can access and use fuel data by operator, truck, fleet and location to measurably reduce fuel costs and inefficiencies.



▲ eSmart™ ACCURATE FUEL TRACKING takes the guesswork out of refueling.

UNPRECEDENTED VALUE



CUTTING-EDGE SERVICE PROGRAMS THAT WILL REDEFINE YOUR VIEW OF LIFETIME COSTS.

Beyond offering the industry's best IC truck, total value for Crown customers is realized through a number of cost-saving, productivity-enhancing programs, including:

- ▶ Dramatically extended service intervals—less service, more uptime.
- ▶ The best warranties in the industry—often double the competition.
- ▶ Access to Crown's proven service and support network.
- ▶ What's more, we've developed an unprecedented offer we call the **CROWN CONFIDENCE PLAN**. It includes 24 months (or 2,000 hours) of routine maintenance.

// GLOBAL SUPPORT NETWORK

Crown offers access to the best network of sales, service and support professionals throughout the world. This includes the Crown Integrity Parts and Service System[®], offering a proven way to reduce labor and parts replacement costs.

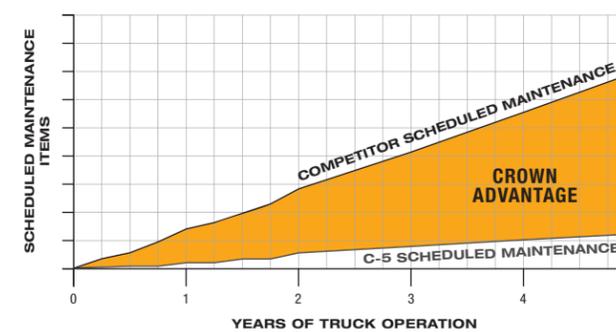
You'll also benefit from state-of-the-art facilities, featuring the latest equipment and tools, service expertise, complete product and part inventories, well-stocked service vans and more.

// LESS SERVICE ADDS UP

Throughout the life of your truck, you'll experience the cost-saving, uptime-generating benefits of less maintenance.

The chart illustrates the dramatic reduction in maintenance touchpoints for the C-5 versus the leading competitor. While they require 610 touchpoints in the first 2,000 hours, the C-5 requires 79. Not only can you **save \$4,500 in parts and service labor** in the first 5 years, the competitor truck is in the maintenance shop 4 times more often due to scheduled maintenance.

// SCHEDULED MAINTENANCE COMPARISON*



* Scheduled maintenance in chart above based on data from Crown and competitor service manuals.

// CROWN CONFIDENCE PLAN

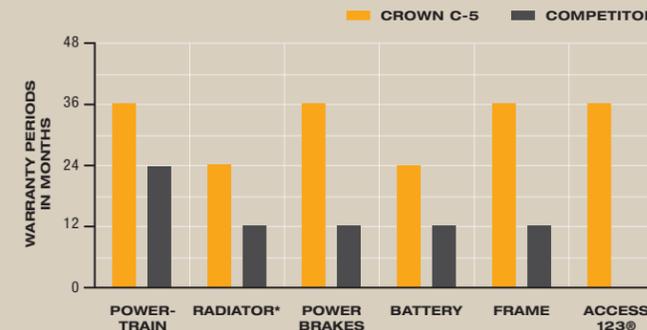
Choose Crown and you get confidence and value. And with each C-5 truck, **you'll receive routine maintenance for up to 24 months or 2,000 hours**. This adds up to immediate payback along with long-term performance.

▲ THIS CHART reflects costs of recommended scheduled maintenance for Crown and the leading competitor. The result: significant savings over the life of the truck.

// INDUSTRY-LEADING WARRANTIES

Standing behind our word has always been a standard business practice at Crown. But, nothing's standard about the warranties on the C-5 Series.

Customers can rest assured that Crown trucks are ready to serve—with **standard warranties that far surpass any competitor**. We'll stand behind our truck so your technicians don't have to stand over them.



// BOTTOM LINE: LOWER LIFETIME COSTS

At the end of the day, a major factor for choosing one lift truck over another is total cost over time.

Crown takes a long-term approach to value with the C-5 Series through the combination of a truck that's engineered for uptime, leading warranties, cutting-edge service programs and global support.

Add these factors and it's clear: the unprecedented value delivered by Crown will save you money.

* Crown radiator values based on selection of ODC option.

CLEAR CHOICE REVOLUTIONARY RESULTS

PUT US TO WORK FOR YOU

Choose the C-5 Series and you'll experience firsthand the dramatic improvements in truck power and strength, operator comfort and safety and service and uptime that will enable you to:

- ▶ Unleash the world's **most powerful industrial lift truck engine** for twice the engine life and more torque where you need it.
- ▶ Increase uptime and truck life through Crown's comprehensive approach to cooling, including the industry's first **On-Demand Cooling** system with automatic radiator clearing.
- ▶ Eliminate nearly all brake maintenance with **Crown's Power Brake** solution.
- ▶ Feel the truck's **unmatched driveability** that comes from operator confidence, comfort and control.
- ▶ See how **world-class ergonomics** and **additional visibility** contribute to safer work environments.
- ▶ Benefit from the greatly **reduced service intervals**, 25% better service access and industry-leading warranties.
- ▶ Realize two years of routine maintenance with **Crown's Confidence Plan**.
- ▶ Push the limits of your expectations with a truck that's **designed and built to perform for 20,000 hours** or more.

EXPERIENCE REVOLUTIONARY VALUE TODAY. CONTACT YOUR LOCAL CROWN DEALER TO SCHEDULE A DEMONSTRATION THAT WILL COMPLETELY CHANGE HOW YOU SEE IC TRUCKS.



**CROWN C-5 SERIES:
PUSHING LIMITS
INSIDE & OUT**



Visit [crown.com](https://www.crown.com)

See how we're pushing limits.
Visit our website to learn more.

ecologic™

Clean Environment. Smart Business.

Printed on elemental chlorine free and sustainably forested paper.

CROWN

You can count on Crown to build lift trucks designed for safe operation, but that's only part of the safety equation. Crown encourages safe operating practices through ongoing operator training, safety-focused supervision, maintenance and a safe working environment. Go to crown.com and view our safety section to learn more.

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