

NatWest backing gives a lift to forklift truck importer

Witham based Ambassador Lift Trucks has been appointed as a UK importer for Komatsu Forklift Trucks.

To support the appointment and facilitate the import of forklift trucks into the UK, the company has agreed a new trade finance facility with its banking partner **NatWest**.

Established in 1994, Ambassador is also the authorised importer and distributor of OMG Warehouse Equipment, one of Europe's fastest growing warehouse manufacturers.

Komatsu has a rich history dating back over 90 years. It has manufactured forklift trucks since 1953 and is now one of the major world wide forklift manufacturers.

As a UK importer, Ambassador will be responsible for supporting existing Komatsu forklift dealers nationwide. It will also focus on increasing Komatsu's UK market share with the identification and appointment of additional dealers across the country and will also provide after-sale support and the supply of Komatsu forklift spare parts.

Trevor De'Ath, director, Ambassador Lift Trucks said: "Komatsu is one of the world's leading forklift manufacturers and it is an honour for the company to be chosen as a UK importer.

"Having operated in this market for 17 years we ourselves have a strong pedigree in the UK market and we will bring this to the fore as we seek to increase Komatsu's market share in this country."





Ambassadors all: Pictured left to right: Andy Craven (RBS Invoice Finance), Sarah Preddy (RBS), Trevor De'Ath (Ambassador Lift Trucks), Andrew De'Ath (Ambassador), Nick Beckworth (NatWest), Willem Van Der Veldt (Ambassador)