



Crown's ESR 5000 reach truck at work in a warehouse.

Design awards for Goscor's reach truck

CROWN's ESR 5000 Series of reach trucks, distributed in Southern Africa by Goscor Lift Truck Company (GLTC), recently won a third international prize in recognition of the product's exceptional design. The Good Design Award is an acknowledgement of the outstanding ergonomics and advanced engineering which significantly enhance the functionality, performance and operator comfort of the model range.

After successfully taking the if Gold Award and IDEA Gold Award, Crown's ESR 5000 reach truck series has now received the Good Design Award in the 'Transportation 2010' category. The award is bestowed by the Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies. The award recognises innovative products that represent an elegant combination of form and function.

The popularity of the ESR 5000 Series of reach trucks is due to a combination of first class design with superior operator comfort and exceptionally practical features. When developing a new lift truck, Crown's

first priority is to ensure that every feature is tailored to the specific needs of operators and the logistical workflow. It is a time-intensive approach – but it pays off for the customer.

To turn the ESR 5000 Series into an even more productive component in the material handling workflow, last year Crown upgraded the reach trucks with exclusive standard and optional features. The

three key features are the unique Optimised Cornering Speed system, a new top speed of 14 km/h and an extended lift height of 13 metres. Optimised Cornering Speed ensures that the ESR always stays within safe limits whilst travelling. The system automatically monitors the truck's steering angle and handling as it travels into or out of a turn, adjusting the vehicle's speed as required.