

## **Cervus Equipment First Canadian Distributor of Baumann Sideloaders**

**CALGARY, Alberta (Nov 14, 2018)** – Cervus Equipment is proud to announce its exciting, new partnership with Baumann Canada. A first of its kind appointment, Baumann, the world’s market leader and largest sideloader manufacturer, has chosen Cervus as its official distributor across Alberta, Saskatchewan and Manitoba.

“We value long-term partnerships and believe our customers are best served by committed distributors that understand the products and mechanics well. We believe we have found that in Cervus.” affirmed Jason Reynolds, President of Baumann Canada.

Serving our customers with world-class products, such as Baumann, aligns with long-term goals at Cervus. Baumann’s emphasis on innovation, quality, reliability and support make this product line a perfect complement to the iconic brands Cervus represents today.

“We are very excited to be able to offer the Baumann range to our customers. For us, equipment is only part of our story, but offering world-class products is in our DNA. Integrity, hard work and the way we care for our people, customers and partners is crucial for growth and maintaining our reputation.” said Fred Hnatiw, Vice President of Transportation and Industrial at Cervus.

While the sideloader market remains relatively modest, Cervus recognized a growing need in various Canadian industries. From lumber to metals and extrusions, the sideloader’s capabilities offer numerous benefits in unique applications.

“By handling long loads lengthways on a load bed, sideloader customers typically find major advantages in terms of productivity, access through doorways and space utilization.” says Mark Milligan, General Manager, Materials Handling, Cervus Equipment. “Recently, increasing concerns over load safety, lift truck stability and the awareness of pedestrians has led to a resurgence in demand for equipment from the market leader.”

To learn more about Baumann Sideloaders, contact your nearest Cervus Equipment Forklifts and Materials Handling dealership or visit our website at [www.cervusequipment.com/forklifts/new/forklifts/sideloader-forklifts/](http://www.cervusequipment.com/forklifts/new/forklifts/sideloader-forklifts/)

### **For more information, please contact:**

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### **About Cervus Equipment Corporation**

Cervus Equipment (TSX: CERV) is a world-leading equipment dealer, powered by iconic equipment brands and unrivaled support. It’s our mission to enable our customer’s success by providing practical and reliable equipment solutions and support. Our customers count on Cervus to keep them moving forward, and we meet that challenge with remarkable customer service and industry-leading brands John Deere, Peterbilt, JLG, Clark, Sellick and Doosan.