



COMPANY PROFILE

2025

ELEVATING SERVICE,
LIFTING EXPECTATIONS



ABOUT ASCENSEUR

Ascenseur Lift Trucks is a premier provider of forklift solutions, dedicated to delivering exceptional service in repairs, servicing, and maintenance of all types of lift trucks. Founded on the principles of reliability and technical excellence, we strive to support our customers with an extensive range of services, including equipment hire and sales. Our commitment to quality and customer satisfaction has positioned us as a trusted partner in the material handling industry.





VISION & MISSION

Vision

- Our belief is that customer service, paired with the proper diagnosis techniques and a needs analysis of every customer will lead to overall customer satisfaction. We intend to lift standards and elevate service!

Mission

- At Ascenseur Lift Trucks, our mission is to deliver reliable lift truck sales, expert service, and dependable repairs while ensuring complete customer satisfaction. We are committed to providing exceptional product support that keeps our clients' operations running smoothly, safely and efficiently.

CORE SERVICES



Repairs & Maintenance:

Our expert technicians are equipped with the skills and knowledge to perform comprehensive repairs and routine maintenance on a wide variety of forklift models. We understand the importance of uptime in your operations and prioritize efficient, effective service to minimize downtime.



Servicing:

Regular servicing is crucial for optimal performance and longevity of your lift trucks. Our team utilizes advanced diagnostic tools and techniques to ensure that your equipment is operating at peak efficiency, helping to reduce operational costs and maximize productivity.



Hire Services:

Ascenseur offers flexible hire solutions that cater to diverse operational needs. Whether you require short-term rental for special projects or long-term hire for ongoing operations, we provide a range of modern and well-maintained forklifts to meet your specific requirements.



Sales:

We are proud to offer a comprehensive selection of high-quality lift trucks for sale. Our knowledgeable sales team can assist you in selecting the right equipment that aligns with your operational demands, ensuring that you make an informed investment.



Product Support:

At Ascenseur, we believe in going beyond basic problem-solving. Our technicians are trained to provide holistic product support, offering valuable insights and recommendations that enhance your overall experience. We take pride in building long-lasting relationships with our customers, understanding their unique challenges, and delivering tailored solutions.

WHY CHOOSE ASCENSEUR



Expert Team

Our technicians possess not only technical expertise but also a customer-centric approach, ensuring a seamless experience from initial contact to service completion.



Commitment to Excellence:

We are dedicated to maintaining the highest standards of service quality, ensuring that your lift trucks operate safely and efficiently.



Flexible Solutions:

Whether you need immediate repairs, planned maintenance, or new equipment, we offer customized solutions that adapt to your business needs.



Customer-Focused Approach:

Our goal is to exceed your expectations through proactive communication, timely service, and ongoing support.

COMPANY OVERVIEW

Ascenseur (Pty) Ltd is a trusted provider of comprehensive forklift solutions, serving industries with reliable equipment and expert support. Specializing in sales, repairs, maintenance, hire, and product support, Ascenseur Lift Trucks ensures that businesses have the lifting power they need to operate efficiently and safely.

With a strong focus on customer satisfaction, we offer a wide selection of new and pre-owned forklifts, tailored to meet the needs of warehouses, manufacturing plants, distribution centers, and more. Whether customers are looking for electric, gas, or diesel-powered lift trucks, Ascenseur provides competitive options backed by industry-leading brands.

Repair and maintenance services are carried out by certified technicians, delivering prompt on-site support or in-shop repairs to minimize downtime. Preventive maintenance programs are also available to keep fleets running at peak performance.

In addition to equipment and service, Ascenseur Lift Trucks offers ongoing product support, including parts sourcing, and technical assistance, making them a one-stop partner for all material handling needs.

Driven by professionalism and integrity, we are committed to helping businesses lift more, move faster, and operate smarter.

FUTURE PLANS



Sustainability initiatives



Training and Development Programs



Regional Expansion



THANK YOU

We look forward to working with you



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