

Show Report

November 13, 2024

MOVIMAT 2024



www.powersys.com | +1-651-905-8400 | info@powersys.com

As part of our ongoing effort to collect industry intelligence and information on new products, analysts from Power Systems Research regularly attend major trade shows around the world. We share our findings with you in these Show Reports.

MOVIMAT 2024 Highlights Electric Products

The 35th MOVIMAT show brings together the entire integrated logistics chain for Latin America. Held in conjunction with the 2024 Fenatran International Road Cargo Transport Show in São Paulo, Brazil, the event attracted a diverse range of exhibitors, including buyers from industries such as distribution, wholesale, retail, and e-commerce, as well as the latest integrated solutions focused on Industry 4.0.

Over the five days of the fair, MOVIMAT provided an opportunity to explore new product launches, establish connections, and gain deeper insights into the forklift segment, particularly in terms of production and sales levels.

Notably, there was significant attention on the rapid growth of Lithium-Ion battery technology in the region. The South America Power Systems Research (PSR) team attended the event to learn more about these developments and the companies that are making them happen.

Although it is one of the key events in Latin America for brands to showcase their product launches and new technologies, there was relatively low participation from the largest forklift manufacturers at the fair this year.



Toyota booth, the largest forklift manufacturer in Latin America.

We saw the country's production leader, **Toyota**, and the ever-present **Paletrans**, which focuses on pallet trucks but consistently introduced new products in counterbalanced forklifts.

Chinese brands, which have been steadily gaining market share in the Latin American forklift industry, were well represented with large booths, showcasing the full potential of their product portfolios. In addition to **Heli**,

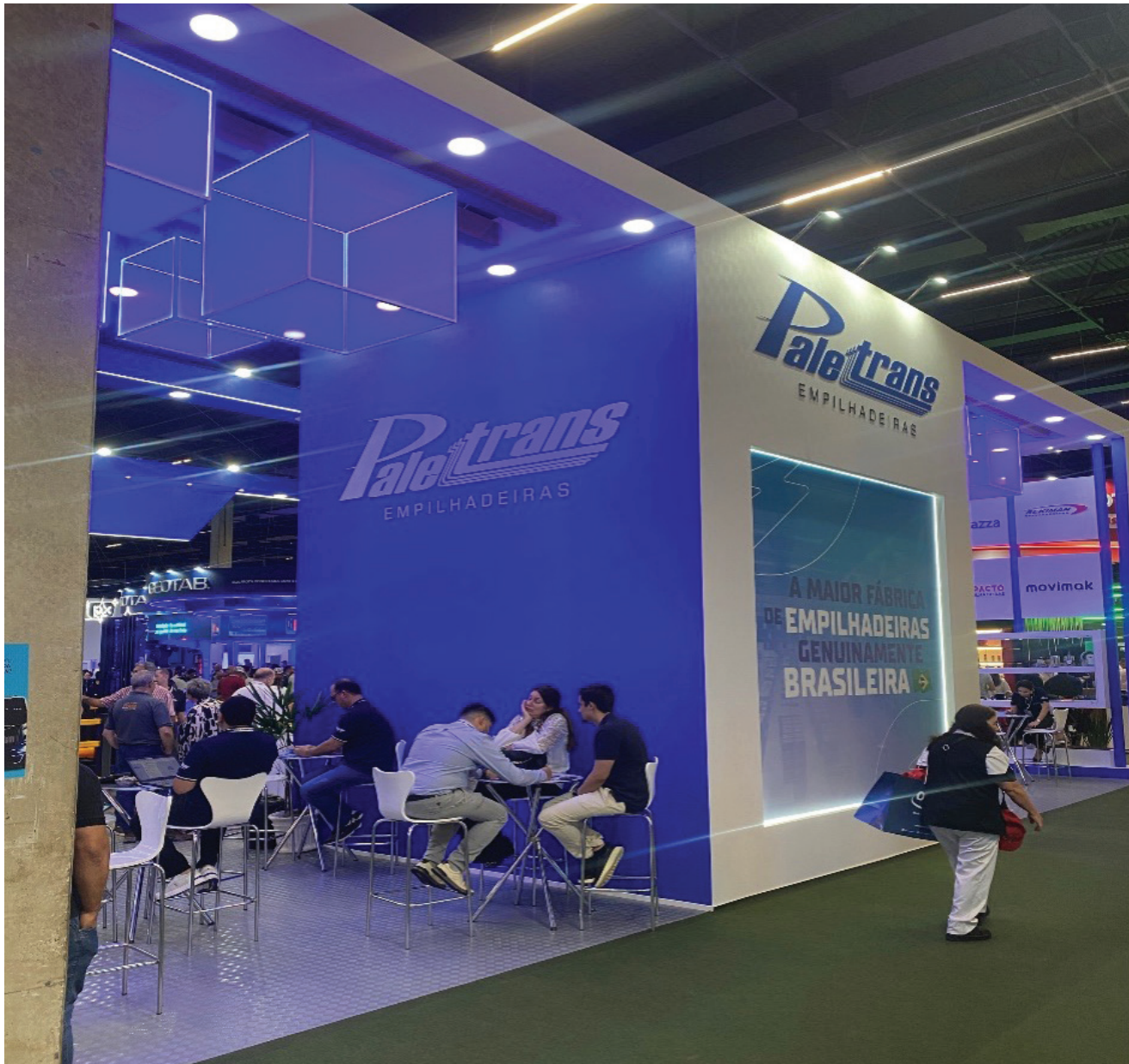
Show Report Author



*Heitor Greco Aguiari, Analyst -
Industrial and Off Highway at
Power Systems Research*

CONTACT US FOR DETAILS

+1 651.905.8400 | info@powersys.com



Paletrans at MOVIMAT, the largest Brazilian forklift manufacturer.

the largest Asian forklift manufacturer, **Hangcha** also took the opportunity to expand its business in the region during the event.

Paletrans, the leading Brazilian forklift manufacturer, in partnership with **Automni** (a Brazilian company specializing in forklift and pallet jack automation), jointly developed a new reach truck, the **AMR**, which was launched at MOVIMAT 2024. The goal was to introduce an automated operation that provides data such as pallets per hour, battery levels, usage time, efficiency,

and maintenance activities, all at a cost five times lower than imported forklifts in the same category.

The **Toyota Forklifts** showcased advanced automation and connectivity technologies, prioritizing carbon reduction and automation. Their electric forklifts and automated material handling systems aim to streamline logistics, improve safety, and reduce operational costs.

They also presented the AGVs (Automatic Guided Vehicles), which are manufactured in Brazil. Although

no launch date has been set for the market yet, the machine is capable of operating safely in complex industrial environments, where there is heavy traffic of both people and machines. The battery can operate for 12 hours, and with a quick two-hour recharge, it is ready to return to work.

ELECTRIFICATION OF THE FORKLIFT MARKET

The forklift market in Latin America is undergoing a significant transition from internal combustion machines to electric ones, especially those using Lithium-Ion

batteries. This has been the main focus for Chinese manufacturers importing to the region, who, according to representatives from **Heli** and **Hangcha**, currently show no interest in bringing production of these machines to the region.

For **Heli**, the market leader in forklift sales in Brazil, two out of every three machines sold are electric. They presented several innovations at the event, particularly focused on energy efficiency and sustainability. A major highlight was their lithium battery-powered electric



Toyota AGVs demonstrating operation at MOVIMAT 2024



New forklift from Paletrans in partnership with Automni

forklifts, aligned with the company's environmental commitment through low-emission technology and cleaner operations.

Heli's lithium batteries offer an extended lifespan of over 4,000 cycles with a five-year warranty, making them ideal for opportunity charging, optimizing operation time and reducing daily maintenance, which boosts productivity and lowers environmental impact. Their

presence at the fair reinforced their leadership in Brazil's electric forklift market, offering a comprehensive portfolio to meet various logistics needs across sectors like retail, ports, and distribution centers.

Hangcha highlighted a series of innovations at the event, focusing on high-voltage lithium battery forklift solutions, such as the XH series model. This technology was developed for operations in challenging environments, offering greater energy efficiency and extended autonomy.

Additionally, the company showcased forklifts designed to meet the growing demands for sustainability and productivity in the logistics sector, strengthening its presence in the Brazilian material handling equipment market.

Companies producing forklifts in Brazil are increasingly focused on manufacturing electric models due to the segment's many advantages. **Toyota Forklifts**, for example, has prioritized electric forklifts with advanced automation, aligning with sustainability goals and reducing carbon emissions. **Paletrans**, likewise, is investing in the production of electric forklifts to meet rising demand for environmentally friendly and energy-efficient solutions in logistics. Both companies recognize the growing market for electric forklifts, especially as Brazilian industries look for more sustainable, cost-effective material handling solutions. **PSR**



Heli at MOVIMAT



Hangcha at MOVIMAT



CONTACT US

Purchasing and Inquiries

Headquarters

St. Paul, USA

+1 651 905 8400

info@powersys.com

Detroit, USA

+1 734 545 0474

infode@powersys.com

Beijing, China

+86 10 5737 9201

infocn@powersys.com

Campinas, Brazil

+55 19 3305 5657

infos@powersys.com

European Headquarters

Brussels, Belgium

+32 2 643 2828

infobr@powersys.com

Frankfurt, Germany

+49 160 1807 044

infofe@powersys.com

Pune, India

infoin@powersys.com

Tokyo, Japan

+81 90 9139 0934

infojp@powersys.com

About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.



Power Systems Research

Data · Forecasting · Solutions™