



## The History of Taylor

### 1927 And the Early Years

W. A. “Alex” Taylor, Sr. had a dream to build the finest machine shop in Mississippi. In 1927 W. A. “Alex” Taylor, Sr. opened a small automobile shop, Taylor’s Garage and Machine Shop, in Louisville, Mississippi. It was not long before a machine shop, woodworking shop, gristmill, and feed mill were added to Taylor’s Garage and Machine Shop. The Taylor shop later began to build log trailers and skidders for handling timber. Taylor’s Garage and Machine Shop later became known as Taylor Machine Works. Then on May 31, 1946, a charter of incorporation was signed, transforming Taylor Machine Works, a partnership, into Taylor Machine Works, Inc.

W. A. “Alex” Taylor, Sr., set these words down on paper, “Faith Vision Work.” They were a succinct summary of his personal and business philosophy. He lived by these three simple words, and they became the power behind his actions. By example, others were persuaded to take these words to heart, and “Faith Vision Work” became the motto for the Taylor company. Those words are in big letters above the main gate in the Louisville manufacturing complex. Everyone sees them as they arrive for work every day. “Faith Vision Work” still states the company’s core values. Today Taylor is known for its dependability and innovation in the material handling world. The motto “Faith Vision Work” applies to more than just products. It is the core values that drive Taylor to provide the customer with the solution they seek, the dependability they expect, and the relationship Taylor cherishes. *Faith* is how the first steps are taken, *Vision* is how the future is viewed, and *Work* is how Taylor overcomes the obstacles!

### 1968 and the Taylor Image and Branding

W. A. “Bill” Taylor, Jr. decided there was a need for a new symbol to represent the company’s image to the customers, employees, and community in 1968. He wanted something to exemplify the Taylor spirit. The “Big Red” icon was created. It projects the finest example of products and services in the field. “Big Red” reflects the fact that Taylor skimps on nothing when it comes to putting the finest engineering, the best materials, and the proudest workmanship into every product. Taylor supports those products with dedicated after-the-sale service.

Taylor is still characterized by Big Red today. Big Red represents The Big Red Taylor Team. Over the years, Big Red has evolved but still represents the same attributes as in 1968. Today Big Red sits just outside the gate as a reminder to everyone who sees him of the Taylor attributes that all members of the Big Red team should exemplify.

Also, in 1968, a slogan was created that is still in use today, **You Can Depend on Big Red!**

### **The 1970s Expansion and Growth**

By the early 1970s, W. A. “Bill” Taylor, Jr. led Taylor Machine Works into becoming one of the most advanced machine companies due to its heavy investments in modernized and specialized machine equipment. Their products included a line of durable transport trailers, numerous agricultural implements, reforestation equipment, log loaders, and other specialized machines, in addition to the major line of forklift trucks. By 1972 Taylor had delivered its 10,000<sup>th</sup> machine. The 1970s brought on significant expansions and a 50-Year Anniversary Celebration.

### **The 1980s and the Economy**

The 1980s brought with it a terrific downturn in the nation’s economy and, with it, an extremely difficult period of downturn for Taylor. By the late 80s, Taylor managed to survive the downturn and celebrate 60 years, as well as delivering the 20,000<sup>th</sup> machine.

### **The 1990s and Intermodalism**

During the 1990s, the word *intermodal* took on increasing importance for American business and Taylor Machine Works in particular. Intermodal refers to shipping containerized freight using a combination of rail, trucks, and ships, sometimes all three. Taylor Machine Works had been manufacturing big container-handling lift trucks for several years. Taylor became the prime manufacturer of machines for the intermodal freight industry. Taylor engineers, working with railroads and trucking companies, developed the attachment system for handling these big loads that became a standard for the industry nationwide. This new design in Intermodal equipment brought Taylor to the forefront. By the end of the 1990s, Taylor offered several different container handlers for various containerization applications.

### **2007 Expansion of Engineering and Operations**

Taylor celebrated their 80th Anniversary and the opening of a new Engineering and Operations Building in 2007.

### **2015 40,000 Machines**

By 2015 Taylor had delivered the 40,000<sup>th</sup> machine.

### **2017 An Honor to be Chosen**

In 2017 Taylor celebrated its 90<sup>th</sup> Anniversary and participated in the first “Made in America” event President Trump hosted at the Whitehouse in Washington, DC, on Monday, July 17, in which representatives from each state were honored, and Taylor Machine Works was the choice from Mississippi.

### **2019 The Push Toward Zero Emissions**

Taylor felt an immense responsibility to design and manufacture a zero-emissions container handler that would integrate seamlessly into the existing customer workflow. In 2019, Taylor unveiled the world’s first battery-electric container handler, the ZLC-Series, at The Port of Los Angeles. The ZLC- Series was introduced as the first plug-in battery-electric vehicle that charged in five hours.

### **2021 and Electrification Technology**

In 2021 Taylor announced a new partnership with Proterra Inc., a leading innovator in commercial vehicle electrification technology. The next generation Taylor ZLC-Series top handler and ZH-Series forklifts will feature Proterra's battery technology system. The ZLC Series and ZH-Series support various heavy-duty applications. These include container handling in port environments and other heavy-material industrial settings such as warehouses, plants, worksites, mine sites, and lumber yards.

Taylor is readying their customers with new available choices in ways energy is used in their businesses. "Taylor has always provided customers with stable and forward-thinking technology, and this continues in the EV space with our strategic Proterra partnership," stated Matt Hillyer, Director of Engineering.

### **2022 Celebrating 95 Years**

This year of 2022 marks Taylor's 95 Anniversary, with 16 companies under the Taylor umbrella. Innovation has been one of the foundations of success for Taylor over the years.

Taylor is proud to be a Mississippi-based manufacturer. As stated best by the former president and CEO, W. A. "Bill" Taylor (1931-2008), "Mississippi is a great state, and Taylor Machine Works, Inc is thankful to be one of the true native, home-grown, family businesses left in America today."