

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, continues to be the top selling lift truck supplier since 1992. This business has been headquartered out of Irvine, California for well over 40 years, offering a complete line of quality lift trucks. With a great reputation of stability and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the cornerstone of Toyota's notorious Toyota Production System practiced at all manufacturing facilities, including TIEM, which is stands for Toyota Industrial Equipment Manufacturing, situated in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S. are manufactured here.

All Toyota machines and parts designed within North America adhere to the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its dedication to persistent development, and its environmental methods. It is the first and only manufacturer to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. To illustrate, the Toyota 8-Series IC lift trucks emit 70% less smog forming emissions than the current centralized EPA standards and have complied with California's strict emission standards and regulations.

### TMHU, U.S.A.- Leading the Industry

Brett Wood, President of TMHU, associates Toyota's accomplishment to its stout dedication to manufacture the finest quality lift trucks at the same time as delivering the utmost customer service and support. "We must be able to learn and predict the needs of our customers," said Brett Wood. "As a leader, our success also depends on our ability to address our customers' operational, safety and environmental cost issues." TMHU's parent company, Toyota Industries Corporation, also called TICO, is listed in Fortune Magazine as the world's principal lift truck supplier and is amongst the magazines impressive World's Most Admired Companies.

### New Meaning to Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional corporate philosophy towards environmental stewardship within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability cannot be matched by other companies and certainly no other resource handling maker can so far rival Toyota. Environmental accountability is a key feature of corporate decision making at Toyota and they are proud to be the first and only maker to offer UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift vehicles. Yet another reason they remain a leader within the industry.

In 2006, Toyota introduced the 8-Series line. The 8-Series signifies both Toyota's innovation and leadership in the industry. It features an exclusive emission system that surpasses Federal EPA emission values, and also meets California's more involved 2010 emission standards. The end product is a lift vehicle that produces 70 percent less smog forming emissions than the existing Federal standards tolerate.

Also starting in 2006, jointly with the Arbor Day Foundation, Toyota added to its commitment to the environment. To this day more than 58,000 trees have been embedded in the ground throughout national forests and neighborhood parks that were damaged by fires and other natural causes. 10,500 seedlings have also been scattered through Toyota Industrial Equipment's network of dealers to non-profit organizations and neighborhood customers to help sustain communities all over the U.S.

### Industry-Leading Safety

Toyota's lift trucks provide better productivity, visibility, ergonomics and resilience, and most importantly, the industry's leading safety technology. The company's System of Active Stability, often known as "SAS", helps limit the chance of accidents and accidental injuries, in addition to increasing productivity levels while minimizing the potential for product and equipment damage.

System Active Stability senses many conditions that might lead to lateral volatility and potential lateral overturn. When one of those conditions are detected, SAS instantaneously engages the Swing Lock Cylinder to steady the rear axle. This adjusts the lift truck's stability footprint from triangular in shape to rectangular, providing a major increase in stability which substantially reduces the probability of an accident from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also helps to avoid injuries or accidents while adding strength.

The SAS systems were initially adopted on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped boost Toyota into the lead for industry safety standards. Now, SAS is utilized on nearly every modern internal combustion products and is standard equipment for the new 8-Series. There are more than 100,000 SAS-equipped lift vehicles in operation, exceeding 450 million hours combined. The increased population of SAS-equipped trucks in the field, along with required operator instruction, overturn fatalities across all models have decreased by 13.6% since 1999. Also, there have been an overall 35.5% decrease in industry wide collisions, loss of control, falls and tip overs from a lift vehicle for the same period.

Toyota's pattern of excellence reaches far beyond its technological achievements. The company maintains a widespread Operator Safety Training program to help purchasers meet OSHA standard 1910.178. Instruction programs, videos and an assortment of materials, covering a wide scope of topics from individual safety, to OSHA regulations, to surface and load conditions, are offered through the seller network.

### Toyota's U.S. Dedication

Ever since the transaction of its first lift vehicle in the U.S. to the fabrication of its 350,000th lift truck produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has sustained a unbroken existence in the U.S. This fact is demonstrated by the statistic

that 99% of Toyota lift trucks bought in America today are manufactured in the United States.

TMHU is based in Columbus Indiana and houses nearly 1 million square feet of manufacturing facilities over 126 acres of land. Facilities include a National Customer Center, as well as manufacturing operations and supply centers for equipment and service components, with the total investment exceeding \$113 million dollars.

The contemporary NCC was designed to function for TMHU buyers and sellers. The facility includes a 360-degree showroom, a presentation theater complete with stadium seating for 32, an section for live product demonstrations with seating capability for 120; a presentation theater; Toyotaâ??s Hall of Fame showcasing Toyotaâ??s history since the birth of its creator, Sakichi Toyoda, in 1867, and finally a training center.

#### Leader in Customer Service and Satisfaction

TMHU has 68 authorized industrial equipment dealers, along with 189 dealership locations all through the United States, offering the most comprehensive and inclusive client support and customer service in the industry. The companyâ??s new and Certified Used lift vehicles, service, parts, and financing features make Toyota dealerships a one-stop shop to guarantee overall customer satisfaction.