

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, has been the best selling lift truck supplier since 1992. This company has been situated out of Irvine, California for well over 40 years, providing a comprehensive line of quality lift trucks. With a distinguished reputation of durability and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the foundation 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 majority of the Toyota lift trucks sold in the U.S.A are built here.

All Toyota machinery and components manufactured within North America adhere to the International Organization for Standardization or ISO 14001 standard. The Columbus TIEM plant has been honored on many occasions for its devotion to continuous progress and its environmentally friendly systems. It is the first and only producer to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. For instance, the Toyota 8-Series IC lift trucks emit 70% fewer smog forming emissions than the existing centralized EPA standards and have complied with California's strict emission standards and policies.

### Toyota Material Handling, U.S.A. - The Industry Leader

The president of Toyota Material Handling, U.S.A., Brett Wood believes that TMHU's achievement comes from its commitment to manufacture high quality lift trucks at the same time as offering first-rate customer assistance and service. "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 biggest lift truck dealer and is among the magazines prominent World's Most Admired Companies.

### Redefining Environmental Responsibility

Toyota Industries Corporation, as the parent company, has instilled a rich corporate doctrine of environmental stewardship in Toyota. Not many other corporations and no other lift truck manufacturer can meet Toyota's record of caring for the natural environment while simultaneously stimulating the economy. Environmental accountability is an important feature of corporate decision making at Toyota and they are proud to be the first and only manufacturer to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift trucks. Yet one more reason they remain a leader within the industry.

Toyota first released the 8-Series line of lift trucks in 2006, again exhibiting its leadership and innovation in the industry. Featuring an exclusive emission system that eclipsed both Federal EPA emission principles, and California's more environmentally friendly emission standards. The finished creation is a lift vehicle that produces 70 percent less smog forming emissions than the existing Federal standards allow.

Also starting in 2006, together with the Arbor Day Foundation, Toyota added to its commitment to the natural environment. To this day more than 58,000 trees have been embedded in the ground throughout state forests and community parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been circulated through Toyota Industrial Equipment's system of sellers to non-profit organizations and local consumers to help sustain communities all over the U.S.

### Industry-Leading Safety

Toyota's lift trucks offer improved durability, visibility, efficiency, ergonomics, and all the foremost safety technology that has made Toyota an industry leader. The company's System of Active Stability, also called "SAS", helps lessen the chance of incidents and injuries, and increasing productivity levels while minimizing the potential for merchandise and equipment damage.

System Active Stability senses several aspects that might lead to lateral volatility and potential lateral overturn. When any of those factors are detected, SAS immediately engages the Swing Lock Cylinder to steady the rear axle. This alters the lift truck's stability footprint from triangular in shape to rectangular, providing a major increase in stability which substantially reduces the likelihood of a mishap from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also helps to prevent injuries or accidents while adding strength.

SAS was first released to the market on the 7-Series internal combustion products in 1999 and subsequently catapulted Toyota into the industry leader for safety. Ever since then, SAS continues to be built-in to nearly all of Toyota's internal combustion products. It is standard equipment on the latest 8-Series. There are more than 100,000 SAS-equipped lift trucks in action, exceeding 450 million hours combined. The increased population of SAS-equipped trucks in the field, along with required worker education, overturn fatalities across all brands have decreased by 13.6% since 1999. Additionally, there have been an overall 35.5% reduction in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's measure of excellence reaches far beyond its technological achievements. The company maintains a widespread Operator Safety Training curriculum to help users meet OSHA standard 1910.178. Training services, video lessons and various materials, covering a broad scope of matters—from individual safety, to OSHA policies, to surface and cargo conditions, are accessible through the supplier network.

## Toyota's U.S. Commitment

Ever since the sale of its first lift vehicle in the U.S. to the manufacture of its 350,000th lift truck produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has maintained a solid presence in the U.S. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold in America today are manufactured in the United States.

Based in Columbus, Ind., the Toyota Industrial Equipment Mfg. campus equals 998,000 square feet of facilities across 126 acres. Facilities include a National Customer Center, as well as production operations and distribution centers for equipment and service parts, with the entire commitment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both sellers and buyers of TMHU. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an area for live product demonstrations with seating capacity for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's story since the birth of its creator, Sakichi Toyoda, in 1867, and lastly a training center.

## Leader in Customer Service and Satisfaction

The NCC embodies Toyota's commitment to offering top-notch customer service. TMHU's 68 authorized Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations right through the U.S, provide the most complete and inclusive customer service and support in the industry. The company's new and Certified Used lift vehicles, service, components, and financing features make Toyota dealerships a one-stop shop to ensure total customer satisfaction.