

## Toyota Forklift

In the United States, Toyota Materials Handling inc., or TMHU, has been the best selling lift truck supplier since 1992. Proudly celebrating more than 40 years of performance, the Irvine, California established company offers a comprehensive line of quality lift trucks. Stemming from their history of excellence, reliability, and sturdiness, Toyota remains popular in this aggressive market. Quality is the keystone of Toyota's notorious Toyota Production System practiced at all manufacturing facilities, including TIEM, which is stands for Toyota Industrial Equipment Manufacturing, located in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S.A are manufactured here.

All Toyota's manufacturing plants within Canada and the U.S. comply with the International Organization for Standardization or ISO 14001 standard. The Columbus TIEM plant has been honored on many occasions for its devotion to continual progress and its environmentally friendly systems. It is the first and only maker to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. For instance, the Toyota 8-Series IC lift vehicles emit 70% less smog forming emissions than the existing centralized EPA standards and have complied with California's strict emission standards and policies.

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

Brett Wood, President of TMHU, links Toyota's accomplishment to its strong dedication to constructing the best 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 provider and is amongst 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 a lot of other organizations and no other lift truck producer can meet Toyota's history of protecting the environment while concurrently stimulating the economy. Environmental accountability is a key feature of company decision making at Toyota and they are proud to be the first and only producer 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 launched 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 invention is a lift vehicle that creates 70 percent less smog forming emissions than the current Federal standards allow.

Also starting in 2006, together with the Arbor Day Foundation, Toyota added to its dedication 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 distributed through Toyota Industrial Equipment's network of dealers to non-profit organizations and local consumers to help sustain communities all over the U.S.

### Industry-Leading Safety

Toyota's lift vehicles offer enhanced durability, visibility, productivity, ergonomics, and all the leading safety technology that has made Toyota an industry leader. The company's System of Active Stability, often known as "SAS", helps reduce the risk of incidents and injuries, and increasing productivity levels while minimizing the potential for merchandise and equipment breakage.

System Active Stability senses many aspects that might lead to lateral instability and potential lateral overturn. When one of those conditions are detected, SAS immediately engages the Swing Lock Cylinder to stabilize the rear axle. This alters the lift truck's stability trajectory from triangular in shape to rectangular, offering 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 assists to prevent injuries or accidents while adding durability.

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 thrust Toyota into the lead for industry safety standards. Now, SAS is used 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 trucks in operation, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with required operator instruction, overturn fatalities across all designs have decreased by 13.6% since 1999. Also, there have been an overall 35.5% drop in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's rigid standards reach far beyond the technology itself. The company believes in offering extensive Operator Safety Training services to help customers satisfy and exceed OSHA standard 1910.178. Instruction services, videos and various materials, covering a wide scope of subjects—from personal safety, to OSHA policies, to surface and load situations, are accessible through the seller network.

### Toyota's Dedication to The U.S.A.

Ever since the sale of its first lift vehicle in the U.S. to the construction of its 350,000th lift vehicle produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has sustained an unbroken presence in the U.S. This fact is demonstrated by the statistic that 99% of Toyota lift trucks sold in America at the moment are built in the United States.

Based in Columbus, Ind., the Toyota Industrial Equipment Mfg. campus equals 998,000 square feet of facilities spanning 126 acres. Facilities include a National Customer Center, as well as manufacturing operations and distribution centers for equipment and service components, with the entire investment 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 showroom, a presentation theater complete with stadium seating for 32, an section for live product demonstrations with seating capability for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's story since the birth of its founder, Sakichi Toyoda, in 1867, and finally a instruction center.

#### First in Customer Satisfaction and Service

TMHU has 68 official industrial equipment dealers, along with 189 dealership locations throughout the United States, offering the most complete and inclusive consumer support and customer service in the industry. The company's new and Certified Used lift trucks, service, parts, and financing features make Toyota dealerships a one-stop shop to guarantee total consumer satisfaction.