

## Toyota Forklift

Since 1992, Toyota Material Handling inc., U.S.A., also called TMHU, has been the best selling lift truck provider in the United States. This company has been headquartered out of Irvine, California for well over 40 years, offering a complete line of quality lift trucks. With a first-rate reputation of resilience and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the foundation of Toyota's legendary 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. are manufactured here.

All Toyota equipment and components manufactured within North America adhere to the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its commitment to persistent progress, and its environmental methods. It is the first and only maker to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. To illustrate, the Toyota 8-Series IC lift vehicles emit 70 percent less smog forming emissions than the existing federal EPA standards and have complied with California's strict emission standards and policies.

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

Brett Wood, President of TMHU, associates Toyota's accomplishment to its strong dedication to fabricating the finest quality lift trucks while delivering the utmost client service and assistance. "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, often known as TICO, is listed in Fortune Magazine as the world's leading lift truck dealer and is among the magazines prominent World's Most Admired Companies.

### Redefining Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an outstanding corporate principles towards environmental management within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability can not be matched by other organizations and certainly no other materials handling producer can thus far rival Toyota. Environmental accountability is a fundamental characteristic 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 trucks. Yet one more reason they remain a leader within the industry.

In 2006, Toyota released 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 creates 70 percent fewer smog forming emissions than the current 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 ecological causes. 10,500 seedlings have also been scattered through Toyota Industrial Equipment's system of sellers to non-profit organizations and neighborhood consumers to help sustain communities all over the U.S.

### Industry Leader in Safety

Toyota's lift vehicles provide enhanced productivity, visibility, ergonomics and durability, and most notably, the industry's leading safety technology. The company's System of Active Stability, also referred to as "SAS", helps decrease the risk of mishaps and injuries, in addition to increasing productivity levels while minimizing the potential for merchandise and equipment breakage.

System Active Stability senses many conditions that may lead to lateral insecurity and likely lateral overturn. When one of those conditions are detected, SAS instantly engages the Swing Lock Cylinder to steady the rear axle. This changes the lift truck's stability footprint from triangular in shape to rectangular, offering a major increase in stability which substantially reduces the likelihood of an accident from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also aids to avoid injuries or accidents while adding durability.

SAS was originally introduced to the market on the 7-Series internal combustion models in 1999 and subsequently catapulted Toyota into the industry leader for safety. Since then, SAS has been built-in to nearly all of Toyota's internal combustion models. It is standard gear 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 vehicles in the field, along with compulsory worker training, overturn fatalities across all brands have decreased by 13.6% since 1999. Additionally, there has been an overall 35.5% reduction in industry wide collisions, loss of control, falls and overturn 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 course to help purchasers meet OSHA standard 1910.178. Training programs, video tutorials and a variety of materials, covering a broad scope of subjects—from individual safety, to OSHA regulations, to surface and load situations, are available through the supplier network.

### Toyota's U.S. Dedication

Since the sale of its first lift truck in the U.S. to the manufacture 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 bought in America at the moment are manufactured in the United States.

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

The new National Customer Center was conceived to serve both sellers and customers of TMHU. The facility includes a 360-degree showroom, a presentation theater complete with stadium seating for 32, an area for live merchandise 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 lastly a training center.

#### Leader in Customer Service and Satisfaction

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