

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, continues to be the top selling lift truck dealer since 1992. This company has been headquartered out of Irvine, California for well over 40 years, providing a wide-ranging line of quality lift trucks. With a distinguished reputation of durability and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the cornerstone of Toyota's renowned 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 built here.

All Toyota's manufacturing plants within Canada and the United States comply with the International Organization for Standardization or ISO 14001 standard. The Columbus TIEM plant has been honored on many occasions for its dedication to continual development 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. To illustrate, the Toyota 8-Series IC lift trucks emit 70% fewer smog forming emissions than the current centralized 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 stout dedication to manufacture the finest quality lift vehicles at the same time as delivering the utmost client 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, often known as TICO, is listed in Fortune Magazine as the world's biggest lift truck provider and is amongst the magazines impressive 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 companies and no other lift truck producer can match Toyota's history of caring for the natural environment while concurrently advancing the economy. Environmental responsibility is a fundamental feature of corporate decision making at Toyota and they are proud to be the first and only producer to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift vehicles. Yet an added 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 standards, and also meets California's more intricate 2010 emission standards. The finished creation is a lift truck that produces 70 percent less smog forming emissions than the current Federal standards tolerate.

Also starting in 2006, collectively 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 state forests and community parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been distributed through Toyota Industrial Equipment's network of dealers to non-profit organizations and neighborhood consumers to help sustain communities all over the U.S.

### Industry Leader in Safety

Toyota's lift trucks offer superior 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 limit the chance of mishaps and accidental injuries, in addition to increasing productivity levels while minimizing the potential for merchandise and equipment breakage.

System Active Stability can perceive circumstances that may lead to lateral volatility and potential lateral overturn. When any of these conditions have been detected, the SAS will instantaneously engage the Swing Lock Cylinder to re-stabilize the rear axle. This adjusts 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 avoid injuries or accidents while adding stability.

SAS was originally released to the market on the 7-Series internal combustion models in 1999 and subsequently catapulted Toyota into the industry leader for safety. Ever since then, SAS continues to be integrated into nearly all of Toyota's internal combustion products. It is standard equipment on 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 worker education, overturn fatalities across all brands have decreased by 13.6% since 1999. Additionally, there has been an overall 35.5% decrease in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's pattern of excellence reaches far beyond its technological achievements. The company maintains a widespread Operator Safety Training curriculum to help purchasers meet OSHA standard 1910.178. Education programs, videos and an assortment of materials, covering a broad scope of topics—from personal safety, to OSHA rules, to surface and load conditions, are accessible through the seller network.

### Toyota's U.S. Dedication

Toyota has sustained a permanent existence in the United States ever since its first sale. In 2009, Toyota Industrial Equipment

Manufacturing, created its 350,000th lift vehicle. 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 parts, with the whole commitment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both dealers and buyers of TMHU. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an section 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 finally a training center.

#### First in Customer Satisfaction and Service

TMHU has 68 sanctioned 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 vehicles, service, parts, and financing capabilities make Toyota dealerships a one-stop shop to ensure total client satisfaction.