

## 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 based out of Irvine, California for well over 40 years, providing a complete line of quality lift trucks. With a distinguished reputation of stability and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the foundation 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 majority of the Toyota lift trucks sold in the U.S. are manufactured here.

All Toyota machines 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 improvement, and its environmental 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 vehicles emit 70 percent less smog forming emissions than the current federal 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 success comes from its commitment to produce high quality lift trucks at the same time as offering outstanding client support 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 leading 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 corporations and no other lift truck manufacturer can match Toyota's record of protecting the environment while simultaneously advancing the economy. Environmental accountability is a key characteristic of company 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 trucks. Yet an added 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 principles, and also meets California's more involved 2010 emission standards. The end product is a lift truck that creates 70% less smog forming emissions than the existing Federal standards allow.

What's more in 2006, Toyota developed an affiliation with the Arbor Day Foundation, furthering their dedication to the environment. In excess of 57,000 trees have been planted in regional parks and national forests damaged by natural causes such as fires, as a result of this relationship. 10,500 seedlings have also been spread through Toyota Industrial Equipment's network of sellers to non-profit organizations and local customers to help sustain communities all over the United States

### Industry-Leading Safety

Toyota's lift trucks offer superior productivity, visibility, ergonomics and resilience, and most importantly, the industry's leading safety technology. 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 likelihood of merchandise and equipment breakage.

System Active Stability senses various aspects that could lead to lateral instability and likely 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, 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 helps to avoid injuries or accidents while adding durability.

SAS was first launched 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 have been integrated into most of Toyota's internal combustion products. It is standard gear 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 trucks in the field, along with required worker instruction, overturn fatalities across all brands have decreased by 13.6% since 1999. Furthermore, 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 standard of excellence reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training course to help users meet OSHA standard 1910.178. Education courses, videos and a variety of resources, covering a wide scope of subjects—from personal safety, to OSHA regulations, to surface and cargo conditions, are available through the supplier network.

### Toyota's U.S. Dedication

Since the transaction of its first lift truck in the U.S. to the fabrication of its 350,000th lift vehicle produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has sustained a solid presence in the U.S. This fact is demonstrated by the statistic that 99% of Toyota lift trucks bought in America today are built in the United States.

Situated 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 production operations and supply 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 consumers of TMHU. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an section for live product demonstrations with seating capacity for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's history since the birth of its

originator, Sakichi Toyoda, in 1867, and finally a instruction center.

#### First in Customer Satisfaction and Service

The NCC embodies Toyota's commitment to offering top-notch client service. TMHU's 68 certified Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations throughout the U.S, provide the most wide-ranging and inclusive consumer 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 guarantee overall client satisfaction.