

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, continues to be the best selling lift truck provider since 1992. This business has been headquartered out of Irvine, California for well over 40 years, offering a comprehensive line of quality lift trucks. With a distinguished reputation of resilience and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the cornerstone 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 majority of the Toyota lift trucks sold in the U.S. are built here.

All Toyota machinery and parts manufactured within North America adhere to the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its dedication to continual progress, and its environmental systems. It is the first and only manufacturer to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. For example, 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 regulations.

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

The president of Toyota Material Handling, U.S.A., Brett Wood feels that TMHU's success comes from its dedication to construct high quality lift vehicles at the same time as providing first-rate customer 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 referred to as TICO, is listed in Fortune Magazine as the world's largest lift truck provider and is amongst the magazines impressive World's Most Admired Companies.

### Redefining Environmental Responsibility

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional corporate ideology towards environmental conservancy within Toyota. Toyota's rich history of environmental protection whilst retaining economic viability can not be matched by other organizations and unquestionably no other resource handling maker can so far rival Toyota. Environmental accountability is a key 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 one more reason they remain a leader within the industry.

Toyota first introduced the 8-Series line of lift vehicles in 2006, again exhibiting its leadership and innovation in the industry. Featuring an exclusive emission system that eclipsed both Federal EPA emission standards, and California's more environmentally friendly emission standards. The end invention is a lift truck that creates 70 percent less smog forming emissions than the existing Federal standards tolerate.

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 national forests and community parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been spread through Toyota Industrial Equipment's system of sellers to non-profit organizations and neighborhood customers to help sustain communities all over the United States

### Industry-Leading Safety

Toyota's lift trucks provide superior productivity, visibility, ergonomics and durability, and most importantly, the industry's leading safety technology. The company's System of Active Stability, also called SAS, helps reduce the risk of incidents and accidental injuries, in addition to increasing productivity levels while minimizing the likelihood of product and equipment breakage.

System Active Stability can sense situations that may lead to lateral instability and possible lateral overturn. When one of these factors have been detected, the SAS will immediately 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 probability 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 strength.

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 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 vehicles in action, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with mandatory operator instruction, overturn fatalities across all designs 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 truck for the same period.

Toyota's uncompromising values reach far beyond the technology itself. The company believes in offering widespread Operator Safety Training courses to help users satisfy and exceed OSHA standard 1910.178. Training courses, video tutorials and an assortment of resources, covering a wide scope of subjects from individual safety, to OSHA regulations, to surface and load conditions, are accessible through the dealer network.

### Toyota's U.S. Dedication

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

Manufacturing, created its 350,000th lift truck. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold in America today are manufactured in the United States.

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

The modern NCC was designed to operate for TMHU customers and dealers. 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 history since the birth of its creator, Sakichi Toyoda, in 1867, and lastly a training center.

#### First in Customer Satisfaction and Service

The NCC embodies Toyota's dedication to providing top-notch consumer service. TMHU's 68 authorized Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations throughout the U.S, provide the most wide-ranging and inclusive client service and support 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 ensure total customer satisfaction.