

## Toyota Forklift

In the United States, Toyota Materials Handling inc., or TMHU, has been the best selling lift truck dealer since 1992. Proudly celebrating more than 40 years of service, the Irvine, California based business presents an extensive line of quality lift trucks. Resulting from their history of superiority, reliability, and durability, Toyota remains popular in this competitive market. Quality is the cornerstone of Toyota's notorious Toyota Production System practiced at all manufacturing facilities, including TIEM, which is stands for Toyota Industrial Equipment Manufacturing, situated 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 U.S. comply with the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its dedication to constant improvement, 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 trucks emit 70% fewer smog forming emissions than the current 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 achievement comes from its dedication to manufacture high quality lift vehicles at the same time as offering first-rate customer assistance 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 principal lift truck supplier and is amongst the magazines impressive World's Most Admired Companies.

### Redefining Environmental Responsibility

Toyota's parent company, Toyota Industries Corporation, has imparted an outstanding company values towards environmental conservancy within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability cannot be matched by other companies and certainly no other materials handling maker can yet rival Toyota. Environmental responsibility is an important 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 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 principles, and also meets California's more elaborate 2010 emission standards. The end invention is a lift truck that creates 70 percent fewer smog forming emissions than the current Federal standards tolerate.

Also in 2006, Toyota established a partnership with the Arbor Day Foundation, furthering their obligation to the environment. More than 57,000 trees have been planted in regional parks and national forests damaged by ecological causes such as fires, as a product of this relationship. 10,500 seedlings have also been spread through Toyota Industrial Equipment's system of sellers to non-profit organizations and local consumers to help sustain communities all over the United States

### Industry Leader in Safety

Toyota's lift vehicles provide better output, visibility, ergonomics and durability, and most significantly, the industry's leading safety technology. The company's System of Active Stability, often known as "SAS", helps limit the chance of mishaps and accidental injuries, and increasing productivity levels while minimizing the likelihood of product and equipment damage.

System Active Stability senses various aspects that could lead to lateral instability and potential lateral overturn. When any of those conditions are detected, SAS instantaneously engages the Swing Lock Cylinder to stabilize the rear axle. This transitions the lift truck's stability footprint from triangular in shape to rectangular, providing 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 aids to avoid injuries or accidents while adding strength.

SAS was first introduced 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 have been integrated into the majority of Toyota's internal combustion machines. It is standard gear on the latest 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 obligatory operator education, overturn fatalities across all models have decreased by 13.6% since 1999. Additionally, there have been an overall 35.5% decrease in industry wide collisions, loss of control, falls and overturn 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 program to help users meet OSHA standard 1910.178. Instruction packages, videos and assorted materials, covering a broad scope of subjects—from individual safety, to OSHA policies, to surface and cargo conditions, are accessible through the supplier network.

### Toyota's U.S. Dedication

Ever since the transaction of its first lift truck in the U.S. to the construction of its 350,000th lift vehicle produced in 2009 at Toyota

Industrial Equipment Manufacturing, TMHU has sustained a unbroken presence in the U.S. 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 manufacturing 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 entire commitment exceeding \$113 million dollars.

The new NCC was built to serve TMHU customers and dealers. 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.

#### Leader in Customer Service and Satisfaction

TMHU has 68 sanctioned industrial equipment dealers, along with 189 dealership locations all through the United States, offering the most complete and inclusive customer 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 overall client satisfaction.