

## Toyota Forklift

In the United States, Toyota Materials Handling inc., or TMHU, has been the top selling lift truck supplier since 1992. This company has been based out of Irvine, California for well over 40 years, offering a comprehensive line of quality lift trucks. With a great reputation of resilience and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the foundation of Toyota's legendary Toyota Production System practiced at all manufacturing facilities, including TIEM, which 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.

Every one of Toyota's manufacturing facilities 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 devotion to relentless progress and its environmentally friendly systems. It is the first and only manufacturer 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 fewer smog forming emissions than the current federal EPA standards and have complied with California's strict emission standards and regulations.

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

Brett Wood, President of TMHU, links Toyota's achievement to its robust dedication to manufacture the finest quality lift trucks at the same time as 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.

### New Meaning to Environmental Accountability

Toyota Industries Corporation, as the parent company, has instilled a rich company doctrine of environmental stewardship in Toyota. Not a lot of other companies and no other lift truck producer can equal Toyota's record of caring for the environment while simultaneously encouraging the economy. Environmental responsibility is an important characteristic of corporate decision making at Toyota and they are proud to be the first and only manufacturer to offer UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift trucks. Yet another reason they remain a leader within the industry.

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

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

### Industry-Leading Safety

Toyota's lift vehicles provide better productivity, visibility, ergonomics and resilience, and most notably, the industry's leading safety technology. The company's System of Active Stability, often known as "SAS", helps lessen the possibility of accidents and injuries, and increasing productivity levels while minimizing the potential for product and equipment breakage.

System Active Stability is able to discern conditions that might lead to lateral unsteadiness and potential lateral overturn. When any of these factors have been detected, the SAS will instantaneously engage the Swing Lock Cylinder to re-stabilize the rear axle. This alters the lift truck's stability footprint from triangular in shape to rectangular, providing 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 assists to avoid injuries or accidents while adding durability.

SAS was first released to the market on the 7-Series internal combustion products 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 machines. It is standard equipment 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 mandatory operator instruction, overturn fatalities across all models have decreased by 13.6% since 1999. Furthermore, there have been an overall 35.5% drop in industry wide collisions, loss of control, falls and overturn from a lift truck for the same period.

Toyota's standard of excellence reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training program to help purchasers meet OSHA standard 1910.178. Education services, video lessons and a variety of materials, covering a broad scope of subjects—from individual safety, to OSHA regulations, to surface and cargo conditions, are offered through the dealer 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 maintained a unbroken existence in the U.S. This reality is demonstrated by the statistic that

99% of Toyota lift trucks sold in America today are built in the United States.

Based in Columbus, Ind., the Toyota Industrial Equipment Mfg. campus equals 998,000 square feet of facilities across 126 acres. Facilities include a National Customer Center, as well as production operations and distribution centers for equipment and service parts, with the entire commitment exceeding \$113 million dollars.

The modern NCC was built to operate for TMHU buyers and sellers. 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 capacity for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's story since the birth of its creator, Sakichi Toyoda, in 1867, and finally a instruction center.

#### Leader in Client Service and Satisfaction

The NCC embodies Toyota's dedication to offering top-notch customer service. TMHU's 68 sanctioned Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations all through the U.S, present the most complete and inclusive client service and support in the industry. The company's new and Licensed Used lift vehicles, service, components, and financing features make Toyota dealerships a one-stop shop to guarantee overall client satisfaction.