

## 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, providing a wide-ranging line of quality lift trucks. With a remarkable reputation of resilience and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the keystone of Toyota's renowned 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 equipment and parts designed 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 development, and its environmental methods. It is the first and only producer 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% less smog forming emissions than the existing federal EPA standards and have complied with California's strict emission standards and policies.

### TMHU, U.S.A.- Leading the Industry

Brett Wood, President of TMHU, links Toyota's success to its robust dedication to constructing the best quality lift vehicles while delivering the utmost customer 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 largest lift truck provider and is amongst the magazines prestigious 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 corporations and no other lift truck producer can equal Toyota's history of protecting the environment while concurrently advancing the economy. Environmental responsibility is an important aspect 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 another reason they remain a leader within the industry.

Toyota first released 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 principles, and California's more environmentally friendly emission standards. The end creation is a lift truck that produces 70% fewer smog forming emissions than the existing Federal standards allow.

Also starting in 2006, together with the Arbor Day Foundation, Toyota added to its commitment to the environment. To this day more than 58,000 trees have been embedded in the ground throughout national forests and local parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been circulated through Toyota Industrial Equipment's network of dealers to non-profit organizations and neighborhood consumers to help sustain communities all over the United States

### Industry-Leading Safety

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

System Active Stability can perceive situations that may lead to lateral unsteadiness 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 alters 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 stability.

The SAS systems were initially adopted on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped boost Toyota into the lead for industry safety standards. Now, SAS is utilized on nearly every new internal combustion models and is standard equipment for the new 8-Series. There are more than 100,000 SAS-equipped lift vehicles in operation, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with mandatory operator training, overturn fatalities across all designs have decreased by 13.6% since 1999. Also, there has been an overall 35.5% fall in industry wide collisions, loss of control, falls and overturn from a lift truck for the same period.

Toyota's rigid values extend far beyond the machinery itself. The company believes in offering extensive Operator Safety Training services to help clients satisfy and exceed OSHA standard 1910.178. Instruction packages, videos and a variety of resources, covering a wide scope of topics—from individual safety, to OSHA regulations, to surface and cargo situations, are accessible through the vendor network.

### Toyota's U.S. Dedication

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

Based 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 manufacturing operations and supply centers for equipment and service parts, with the total investment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both dealers and clients of TMHU. The facility includes a 360-degree showroom, 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 originator, Sakichi Toyoda, in 1867, and finally a training center.

#### First in Client Satisfaction and Service

TMHU has 68 sanctioned industrial equipment dealers, along with 189 dealership locations throughout the United States, providing the most complete and inclusive customer 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 guarantee overall customer satisfaction.