

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, has been the top selling lift truck supplier since 1992. This business has been based out of Irvine, California for well over 40 years, offering a comprehensive line of quality lift trucks. With a first-rate reputation of durability and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the keystone of Toyota's renowned Toyota Production System practiced at all manufacturing facilities, including TIEM, which stands for Toyota Industrial Equipment Manufacturing, located in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S. 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. The Columbus TIEM plant has been honored on many occasions for its commitment to relentless improvement and its environmentally friendly 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% fewer smog forming emissions than the current centralized EPA standards and have complied with California's strict emission standards and policies.

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

The president of Toyota Material Handling, U.S.A., Brett Wood believes that TMHU's achievement comes from its commitment to produce high quality lift trucks while offering exceptional 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, often known as TICO, is listed in Fortune Magazine as the world's principal lift truck provider and is amongst the magazines prominent World's Most Admired Companies.

### Redefining Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional company philosophy towards environmental management within Toyota. Toyota's rich history of environmental protection whilst retaining economic viability cannot be matched by other companies and unquestionably no other resource handling manufacturer can so far rival Toyota. Environmental accountability is an important feature of corporate decision making at Toyota and they are proud to be the first and only maker to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift trucks. Yet one more reason they remain a leader within the industry.

Toyota first launched the 8-Series line of lift vehicles in 2006, yet 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 product is a lift vehicle that produces 70% less smog forming emissions than the present Federal standards tolerate.

Also starting in 2006, together with the Arbor Day Foundation, Toyota added to its dedication 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 natural causes. 10,500 seedlings have also been scattered through Toyota Industrial Equipment's network of dealers to non-profit organizations and neighborhood consumers to help sustain communities all over the U.S.

### Industry Leader in Safety

Toyota's lift vehicles offer enhanced strength, visibility, productivity, ergonomics, and all the leading safety technology that has made Toyota an industry leader. The company's System of Active Stability, also called "SAS", helps reduce the possibility of mishaps and accidental injuries, in addition to increasing productivity levels while minimizing the likelihood of merchandise and equipment damage.

System Active Stability senses numerous conditions that might lead to lateral volatility and possible lateral overturn. When one of those conditions are detected, SAS instantly engages the Swing Lock Cylinder to steady 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 probability of a mishap from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also helps to prevent injuries or accidents while adding strength.

The SAS systems were originally used on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped thrust Toyota into the lead for industry safety standards. Now, SAS is utilized on nearly every modern internal combustion products and is standard equipment for 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 vehicles in the field, along with compulsory operator training, overturn fatalities across all designs have decreased by 13.6% since 1999. Also, 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 brilliance reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training curriculum to help consumers meet OSHA standard 1910.178. Training packages, video tutorials and a variety of resources, covering a broad scope of matters—from individual safety, to OSHA regulations, to surface and cargo conditions, are accessible through the supplier network.

### Toyota's Commitment to The U.S.A.

Since the transaction of its first lift vehicle in the U.S. to the manufacture of its 350,000th lift vehicle produced in 2009 at Toyota

Industrial Equipment Manufacturing, TMHU has continued a solid existence in the U.S. This fact is demonstrated by the statistic that 99% of Toyota lift trucks bought in America now are manufactured 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 supply centers for equipment and service components, with the entire investment exceeding \$113 million dollars.

The new NCC was designed to operate for TMHU customers and dealers. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an area for live product demonstrations with seating capacity 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 Customer Satisfaction and Service

TMHU has 68 authorized industrial equipment dealers, along with 189 dealership locations throughout the United States, providing the most complete and inclusive consumer support and customer service in the industry. The company's new and Licensed Used lift vehicles, service, parts, and financing features make Toyota dealerships a one-stop shop to ensure overall consumer satisfaction.