## Toyota Forklift

In the United States, Toyota Materials Handling inc., or TMHU, continues to be the best selling lift truck provider since 1992. This company has been situated out of Irvine, California for well over 40 years, offering a wide-ranging line of quality lift trucks. With a first-rate reputation of resilience and reliability, Toyota lift trucks have thrived in the competitive materials handling 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, located in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S.A are manufactured here.

All 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 continuous development 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 example, the Toyota 8-Series IC lift trucks emit 70 percent 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 achievement to its strong commitment to constructing the finest quality lift trucks while delivering the utmost client 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, also referred to as TICO, is listed in Fortune Magazine as the world's largest lift truck dealer and is amongst the magazines prestigious World's Most Admired Companies.

New Meaning to Environmental Responsibility

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional corporate philosophy towards environmental stewardship within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability can not be matched by other organizations and certainly no other materials handling producer can so far rival Toyota. Environmental responsibility is an important feature of company 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 vehicles. Yet another reason they remain a leader within the industry.

Toyota originally 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 values, and California's more environmentally friendly emission standards. The end invention is a lift truck that produces 70% fewer smog forming emissions than the current Federal standards tolerate.

Also starting in 2006, jointly 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 community parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been scattered through Toyota Industrial Equipment's system of sellers to non-profit organizations and neighborhood customers to help sustain communities all over the U.S.

Industry-Leading Safety

Toyota's lift vehicles offer improved strength, visibility, efficiency, ergonomics, and all the foremost safety equipment that has made Toyota an industry leader. The company's System of Active Stability, also called "SAS", helps lessen the risk of incidents and accidental injuries, and increasing productivity levels while minimizing the likelihood of merchandise and equipment damage.

System Active Stability is able to discern factors that may lead to lateral volatility and potential lateral overturn. When one of these factors have been sensed, the SAS will instantaneously engage the Swing Lock Cylinder to re-stabilize the rear axle. This changes the lift truck's stability trajectory from triangular in shape to rectangular, offering 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 stability.

The SAS systems were originally utilized on the 7-Series internal combustion lift trucks which were put on the market in 1999. These systems helped drive Toyota into the lead for industry safety standards. Now, SAS is adopted on almost every new internal combustion products 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 compulsory operator instruction, overturn fatalities across all models have decreased by 13.6% since 1999. Additionally, there has been an overall 35.5% drop in industry wide collisions, loss of control, falls and overturn from a lift vehicle for the same period.

Toyota's standard of brilliance reaches far beyond its technological achievements. The company maintains a widespread Operator Safety Training curriculum to help clients meet OSHA standard 1910.178. Training programs, video lessons and an assortment of resources, covering a broad scope of topics—from individual safety, to OSHA rules, to surface and load conditions, are offered through the dealer network.

Toyota's Dedication to The U.S.A.

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

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

TMHU is situated in Columbus Indiana and houses nearly 1 million square feet of manufacturing 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 new NCC was built to operate for TMHU clients and sellers. 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 capability for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's story since the birth of its founder, Sakichi Toyoda, in 1867, and finally a instruction 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 comprehensive and inclusive client support and customer service in the industry. The company's new and Licensed Used lift trucks, service, parts, and financing capabilities make Toyota dealerships a one-stop shop to ensure overall consumer satisfaction.