

## Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, has been 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 an impressive reputation of durability and reliability, Toyota lift trucks have thrived in the competitive resources handling market. Quality is the cornerstone 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 majority of the Toyota lift trucks sold in the U.S. are manufactured here.

All Toyota's manufacturing plants 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 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. To illustrate, the Toyota 8-Series IC lift trucks emit 70 percent less smog forming emissions than the current centralized EPA standards and have complied with California's strict emission standards and policies.

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

The head of Toyota Material Handling, U.S.A., Brett Wood feels that TMHU's success comes from its commitment to manufacture high quality lift vehicles while providing outstanding customer 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, also called TICO, is listed in Fortune Magazine as the world's biggest 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 organizations and no other lift truck maker can equal Toyota's history of caring for the natural 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 an added reason they remain a leader within the industry.

In 2006, Toyota released 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 values, and also meets California's more elaborate 2010 emission standards. The finished product is a lift vehicle that produces 70 percent less smog forming emissions than the existing Federal standards allow.

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 local parks that were damaged by fires and other natural causes. 10,500 seedlings have also been spread through Toyota Industrial Equipment's network of sellers to non-profit organizations and neighborhood consumers to help sustain communities all over the United States

### Industry-Leading Safety

Toyota's lift vehicles provide enhanced productivity, visibility, ergonomics and resilience, and most importantly, the industry's leading safety technology. The company's System of Active Stability, often known as SAS, helps decrease the possibility of incidents and injuries, and increasing productivity levels while minimizing the likelihood of merchandise and equipment breakage.

System Active Stability is able to perceive conditions that may lead to lateral unsteadiness and likely 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 footprint from triangular in shape to rectangular, providing a major increase in stability which substantially reduces the probability of an accident from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also helps to avoid injuries or accidents while adding durability.

SAS was first launched to the market on the 7-Series internal combustion models in 1999 and subsequently catapulted Toyota into the industry leader for safety. Since then, SAS has been integrated into nearly all 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 compulsory operator training, overturn fatalities across all models have decreased by 13.6% since 1999. Furthermore, there have been an overall 35.5% reduction in industry wide collisions, loss of control, falls and overturn from a lift vehicle for the same period.

Toyota's uncompromising principles continue far beyond the technology itself. The company believes in offering widespread Operator Safety Training programs to help clients meet and exceed OSHA standard 1910.178. Training courses, videos and a variety of resources, covering a wide scope of matters from individual safety, to OSHA regulations, to surface and cargo conditions, are available through the supplier network.

### Toyota's U.S. Dedication

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

Industrial Equipment Manufacturing, TMHU has continued a unbroken presence in the U.S. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold in America now are built in the United States.

TMHU is based in Columbus Indiana and houses nearly 1 million square feet of production facilities over 126 acres of property. Facilities include a National Customer Center, as well as manufacturing operations and distribution 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 customers of TMHU. 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 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 instruction center.

#### First in Customer Satisfaction and Service

TMHU has 68 official 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 total client satisfaction.