

Toyota Forklift

Since 1992, Toyota Material Handling inc., U.S.A., also called TMHU, has been the best selling lift truck dealer in the United States. Proudly celebrating more than 40 years of performance, the Irvine, California based business provides a complete line of quality lift vehicles. Stemming from their status of superiority, reliability, and resilience, Toyota remains prevalent in this aggressive market. Quality is the foundation of Toyota's notorious 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.A are built here.

All Toyota machinery and components manufactured within North America adhere to 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 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 percent less 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 success to its robust commitment to constructing the best quality lift trucks 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, also referred to as TICO, is listed in Fortune Magazine as the world's largest lift truck dealer and is amongst the magazines celebrated World's Most Admired Companies.

New Meaning to Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an outstanding corporate values towards environmental conservancy within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability can not be matched by other organizations and unquestionably no other resource handling manufacturer can thus far rival Toyota. Environmental responsibility is an important characteristic of corporate decision making at Toyota and they are proud to be the first and only maker to offer UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift vehicles. Yet an added reason they remain a leader within the industry.

Toyota originally introduced 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 values, and California's more environmentally friendly emission standards. The end invention is a lift vehicle that produces 70 percent less smog forming emissions than the current Federal standards allow.

Also starting in 2006, collectively with the Arbor Day Foundation, Toyota added to its dedication to the natural 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 circulated 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-Leading Safety

Toyota's lift vehicles offer better efficiency, visibility, ergonomics and durability, and most significantly, the industry's leading safety technology. 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 potential for product and equipment damage.

System Active Stability can discern circumstances that may lead to lateral instability and potential lateral overturn. When one of these conditions have been sensed, the SAS will instantaneously engage the Swing Lock Cylinder to re-stabilize the rear axle. This adjusts the lift truck's stability trajectory 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 assists to avoid injuries or accidents while adding strength.

SAS was originally launched to the market on the 7-Series internal combustion products in 1999 and subsequently catapulted Toyota into the industry leader for safety. Ever since then, SAS have been built-in to most of Toyota's internal combustion models. It is standard gear on the new 8-Series. There are more than 100,000 SAS-equipped lift vehicles in action, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with compulsory operator education, overturn fatalities across all designs have decreased by 13.6% since 1999. Additionally, there has been an overall 35.5% reduction in industry wide collisions, loss of control, falls and tip overs from a lift vehicle for the same period.

Toyota's hardnosed principles reach far beyond the technology itself. The company believes in providing extensive Operator Safety Training services to help users satisfy and exceed OSHA standard 1910.178. Training packages, videos and assorted resources, covering a broad scope of topics—from individual safety, to OSHA regulations, to surface and cargo situations, are accessible through the vendor network.

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

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 sustained 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 built in the United States.

TMHU is situated 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 production operations and supply centers for equipment and service components, with the whole investment exceeding \$113 million dollars.

The contemporary NCC was designed to operate for TMHU customers and sellers. The facility includes a 360-degree showroom, a presentation theater complete with stadium seating for 32, an section for live product demonstrations with seating capability for 120; a presentation theater; Toyota's Hall of Fame showcasing Toyota's history since the birth of its originator, Sakichi Toyoda, in 1867, and finally a training center.

First in Customer Satisfaction and Service

The NCC embodies Toyota's commitment to offering top-notch client service. TMHU's 68 certified Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations throughout the U.S, provide the most complete and inclusive consumer service and support in the industry. The company's new and Certified Used lift trucks, service, parts, and financing features make Toyota dealerships a one-stop shop to ensure overall client satisfaction.