

Toyota Forklift

Ever since 1992, Toyota Material Handling inc., U.S.A., also referred to as TMHU, have been the top selling lift truck provider in the United States. This company has been based out of Irvine, California for well over 40 years, providing a comprehensive line of quality lift trucks. With a remarkable reputation of stability 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 is stands for Toyota Industrial Equipment Manufacturing, situated in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S. are built here.

All Toyota machinery and parts designed 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 dedication to relentless progress and its environmentally friendly systems. It is the first and only manufacturer 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 centralized EPA standards and have complied with California's strict emission standards and regulations.

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

Brett Wood, President of TMHU, associates Toyota's achievement to its strong dedication to manufacture the finest quality lift vehicles while delivering the utmost customer service and assistance. "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 known as TICO, is listed in Fortune Magazine as the world's principal lift truck supplier and is among the magazines prominent World's Most Admired Companies.

Redefining Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional company principles towards environmental conservancy within Toyota. Toyota's rich history of environmental protection whilst retaining economic viability cannot be matched by other corporations and undoubtedly no other materials handling manufacturer can yet rival Toyota. Environmental responsibility is a fundamental aspect of company decision making at Toyota and they are proud to be the first and only manufacturer to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift trucks. Yet an added reason they remain a leader within the industry.

Toyota originally introduced 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 finished creation is a lift vehicle that produces 70% fewer smog forming emissions than the existing Federal standards tolerate.

Also in 2006, Toyota established a relationship with the Arbor Day Foundation, furthering their dedication to the environment. More than 57,000 trees have been planted in local parks and national forests damaged by ecological causes such as fires, as a result of this relationship. 10,500 seedlings have also been spread through Toyota Industrial Equipment's system of dealers to non-profit organizations and neighborhood customers to help sustain communities all over the U.S.

Industry-Leading Safety

Toyota's lift vehicles provide superior output, visibility, ergonomics and resilience, and most significantly, the industry's leading safety technology. The company's System of Active Stability, also called SAS, helps decrease the possibility of accidents and injuries, in addition to increasing productivity levels while minimizing the potential for merchandise and equipment damage.

System Active Stability can discern factors that might lead to lateral volatility and likely lateral overturn. When one of these conditions have been sensed, the SAS will instantly 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 probability of an accident from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also assists to prevent injuries or accidents while adding strength.

SAS was initially released 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 continues to be 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 vehicles in operation, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with obligatory worker training, overturn fatalities across all models have decreased by 13.6% since 1999. Also, there have been an overall 35.5% decrease in industry wide collisions, loss of control, falls and overturn from a lift vehicle for the same period.

Toyota's pattern of excellence reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training curriculum to help customers meet OSHA standard 1910.178. Education services, video lessons and various resources, covering a wide scope of matters from individual safety, to OSHA rules, to surface and load situations, are accessible through the vendor network.

Toyota's U.S. Commitment

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

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

Situated 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 total commitment exceeding \$113 million dollars.

The modern NCC was built to serve TMHU buyers and sellers. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an area 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 founder, Sakichi Toyoda, in 1867, and lastly a training center.

Leader in Customer Service and Satisfaction

The NCC embodies Toyota's commitment to offering top-notch client service. TMHU's 68 sanctioned Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations all through the U.S, supply the most complete and inclusive customer 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 guarantee overall consumer satisfaction.