

Toyota Forklift

Since 1992, Toyota Material Handling inc., U.S.A., also called TMHU, have been the top selling lift truck dealer in the United States. Proudly celebrating more than 40 years of performance, the Irvine, California based company presents an extensive line of quality lift trucks. Thanks to their status of excellence, reliability, and resilience, Toyota remains prevalent in this aggressive market. Quality is the foundation 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 majority of the Toyota lift trucks sold in the U.S. are built here.

All Toyota machines 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 commitment to continual 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 trucks emit 70% fewer smog forming emissions than the current 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 accomplishment to its robust dedication to fabricating the finest quality lift trucks while delivering the utmost client 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, often known as TICO, is listed in Fortune Magazine as the world's largest lift truck provider and is among the magazines prominent World's Most Admired Companies.

Redefining Environmental Responsibility

Toyota's parent company, Toyota Industries Corporation, has imparted an outstanding corporate values towards environmental stewardship within Toyota. Toyota's rich history of environmental protection whilst retaining economic viability can not be matched by other companies and undoubtedly no other materials handling producer can yet rival Toyota. Environmental accountability is a key feature of corporate 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 one more 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 principles, and also meets California's more involved 2010 emission standards. The finished creation is a lift truck that creates 70 percent fewer smog forming emissions than the current Federal standards allow.

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

Industry Leader in Safety

Toyota's lift trucks offer superior durability, visibility, productivity, ergonomics, and all the leading safety equipment that has made Toyota an industry leader. The company's System of Active Stability, also known as SAS, helps limit the possibility of mishaps and injuries, and increasing productivity levels while minimizing the likelihood of merchandise and equipment breakage.

System Active Stability can perceive situations that might lead to lateral volatility and potential lateral overturn. When any of these conditions have been detected, the SAS will immediately 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 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 durability.

SAS was first introduced 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 has been built-in to most of Toyota's internal combustion products. It is standard equipment 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 trucks in the field, along with mandatory operator instruction, overturn fatalities across all brands have decreased by 13.6% since 1999. Additionally, there has been an overall 35.5% decrease in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's uncompromising values extend far beyond the machinery itself. The company believes in providing general Operator Safety Training programs to help users satisfy and exceed OSHA standard 1910.178. Instruction programs, video tutorials and various resources, covering a broad scope of matters from individual safety, to OSHA policies, to surface and load situations, are accessible through the seller network.

Toyota's U.S. Dedication

Toyota has maintained a permanent presence in the United States ever since its first sale. In 2009, Toyota Industrial Equipment Manufacturing, created its 350,000th lift truck. This fact is demonstrated by the statistic that 99% of Toyota lift trucks bought in

America now are built in the United States.

Situated in Columbus, Ind., the Toyota Industrial Equipment Mfg. campus equals 998,000 square feet of facilities spanning 126 acres. Facilities include a National Customer Center, as well as production operations and distribution centers for equipment and service parts, with the total commitment 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 showroom, a presentation theater complete with stadium seating for 32, an area for live merchandise demonstrations with seating capacity 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 Client Service and Satisfaction

The NCC embodies Toyota's commitment to providing top-notch client service. TMHU's 68 authorized Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations all over the U.S, present the most comprehensive and inclusive customer service and support 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 consumer satisfaction.