

Toyota Forklift

Ever since 1992, Toyota Material Handling inc., U.S.A., also known as TMHU, continues to be the best selling lift truck provider in the U.S. Proudly celebrating more than 40 years of performance, the Irvine, California based company presents an extensive line of quality lift vehicles. Stemming from their reputation of excellence, reliability, and sturdiness, Toyota remains popular in this aggressive market. Quality is the foundation of Toyota's notorious 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.A are built here.

All Toyota's manufacturing plants within Canada and the U.S. comply with the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its dedication to continuous improvement, and its environmental methods. It is the first and only maker to offer EPA and CARB-certified Compressed Natural Gas powered lift trucks on the market. For example, the Toyota 8-Series IC lift vehicles emit 70% fewer 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 stout dedication to manufacture the finest quality lift trucks 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 referred to as TICO, is listed in Fortune Magazine as the world's largest lift truck supplier and is among the magazines prominent World's Most Admired Companies.

Redefining Environmental Responsibility

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

Toyota originally launched 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 standards, and California's more environmentally friendly emission standards. The end invention is a lift truck that creates 70% fewer smog forming emissions than the existing Federal standards allow.

Also in 2006, Toyota developed a partnership with the Arbor Day Foundation, furthering their commitment to the environment. More than 57,000 trees have been planted in community parks and national forests damaged by environmental 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 consumers to help sustain communities all over the U.S.

Industry Leader in Safety

Toyota's lift vehicles provide enhanced efficiency, visibility, ergonomics and durability, and most importantly, the industry's leading safety technology. The company's System of Active Stability, also called "SAS", helps decrease the risk of mishaps and accidental injuries, and increasing productivity levels while minimizing the likelihood of product and equipment breakage.

System Active Stability senses many aspects that may lead to lateral volatility and potential lateral overturn. When any of those factors are detected, SAS instantly engages the Swing Lock Cylinder to steady the rear axle. This transitions the lift truck's stability footprint from triangular in shape to rectangular, offering a major increase in stability which substantially reduces the probability of a mishap from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also assists to prevent injuries or accidents while adding durability.

The SAS systems were originally utilized on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped boost Toyota into the lead for industry safety standards. Now, SAS is adopted on virtually every new internal combustion models and is standard equipment for 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 compulsory operator training, overturn fatalities across all models have decreased by 13.6% since 1999. Additionally, there have 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 measure of brilliance reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training curriculum to help purchasers meet OSHA standard 1910.178. Training packages, video tutorials and assorted materials, covering a wide scope of topics—from individual safety, to OSHA policies, to surface and load conditions, are accessible through the seller network.

Toyota's U.S. Commitment

Ever since the sale of its first lift vehicle in the U.S. to the manufacture of its 350,000th lift vehicle produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has maintained a solid presence in the U.S. This reality is demonstrated by the statistic

that 99% of Toyota lift trucks bought in America at the moment 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 supply centers for equipment and service parts, with the entire commitment exceeding \$113 million dollars.

The contemporary NCC was built to serve TMHU clients and dealers. The facility includes a 360-degree showroom, a presentation theater complete with stadium seating for 32, an section 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 finally a education center.

First in Client Satisfaction and Service

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