

## Toyota Forklift

Toyota Forklift Training Barrie - Since 1992, Toyota Material Handling inc., U.S.A., often known as TMHU, has been the best selling lift truck supplier in the United States. Proudly celebrating more than 40 years of service, the Irvine, California situated company offers an extensive line of quality lift trucks. Owing to their reputation of superiority, reliability, and resilience, Toyota remains prevalent in this aggressive market. Quality is the foundation of Toyota's legendary Toyota Production System practiced at all manufacturing facilities, including TIEM, which is stands for Toyota Industrial Equipment Manufacturing, located in Columbus, Indiana. The bulk of the Toyota lift trucks sold in the U.S. are manufactured here.

All Toyota machinery and components built within North America adhere to the International Organization for Standardization or ISO 14001 standard. TIEM has been honored many times for its dedication to persistent development, and its environmental systems. 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 trucks emit 70% less smog forming emissions than the existing 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 achievement comes from its dedication to manufacture high quality lift trucks at the same time as providing outstanding client 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 known as TICO, is listed in Fortune Magazine as the world's leading lift truck dealer and is amongst the magazines impressive 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 companies and no other lift truck manufacturer can equal Toyota's record of protecting the environment while concurrently advancing the economy. Environmental accountability is a fundamental characteristic of company 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 launched 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 standards, and also meets California's more elaborate 2010 emission standards. The end creation is a lift truck that creates 70% less smog forming emissions than the existing Federal standards allow.

Also starting in 2006, collectively 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 national forests and neighborhood parks that were damaged by fires and other natural causes. 10,500 seedlings have also been scattered through Toyota Industrial Equipment's system of sellers to non-profit organizations and neighborhood customers to help sustain communities all over the U.S.

### Industry Leader in Safety

Toyota's lift trucks offer enhanced stability, visibility, output, ergonomics, and all the foremost safety equipment that has made Toyota an industry leader. The company's System of Active Stability, also called "SAS", helps lessen the risk of mishaps and injuries, in addition to increasing productivity levels while minimizing the likelihood of product and equipment damage.

System Active Stability senses various factors that may lead to lateral insecurity and potential lateral overturn. When any of those conditions are detected, SAS instantly engages the Swing Lock Cylinder to steady the rear axle. This transitions the lift truck's stability trajectory from triangular in shape to rectangular, offering a major increase in stability which substantially reduces the likelihood of an accident from a lateral overturn. The Active Mast Function Controller or the Active Control Rear Stabilizer also helps to prevent injuries or accidents while adding strength.

The SAS systems were initially used on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped propel Toyota into the lead for industry safety standards. Now, SAS is adopted on virtually every modern internal combustion models and is standard equipment for the new 8-Series. There are more than 100,000 SAS-equipped lift trucks in operation, 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% fall in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's rigid principles continue far beyond the technology itself. The company believes in providing general Operator Safety Training courses to help customers meet and exceed OSHA standard 1910.178. Education programs, video lessons and an assortment of materials, covering a broad scope of matters-from personal safety, to OSHA policies, to surface and load situations, are accessible through the dealer 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 truck. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold 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 across 126 acres. Facilities include a National Customer Center, as well as manufacturing operations and supply centers for equipment and service parts, with the entire commitment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both sellers and buyers 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 creator, Sakichi Toyoda, in 1867, and finally a training center.

#### Leader in Client 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 throughout the U.S, present the most wide-ranging and inclusive customer service and support in the industry. The company's new and Certified Used lift trucks, service, parts, and financing capabilities make Toyota dealerships a one-stop shop to ensure overall consumer satisfaction.