

Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, continues to be the top selling lift truck supplier since 1992. Proudly celebrating more than 40 years of operations, the Irvine, California based company offers an extensive line of quality lift vehicles. Attributable to their status of superiority, reliability, and resilience, Toyota remains prevalent in this aggressive market. Quality is the keystone 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 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. TIEM has been honored many times for its commitment to continuous improvement, 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. To illustrate, the Toyota 8-Series IC lift vehicles emit 70% less smog forming emissions than the existing federal EPA standards and have complied with California's strict emission standards and regulations.

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

The president of Toyota Material Handling, U.S.A., Brett Wood feels that TMHU's success comes from its dedication to manufacture high quality lift trucks while providing first-rate 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 called TICO, is listed in Fortune Magazine as the world's principal lift truck supplier and is among the magazines prestigious World's Most Admired Companies.

Redefining Environmental Responsibility

Toyota Industries Corporation, as the parent company, has instilled a rich company doctrine of environmental stewardship in Toyota. Not many other companies and no other lift truck manufacturer can meet Toyota's history of caring for the natural environment while concurrently advancing the economy. Environmental accountability is an important aspect 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.

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 values, and also meets California's more elaborate 2010 emission standards. The finished creation is a lift vehicle that creates 70% less smog forming emissions than the existing Federal standards tolerate.

What's more in 2006, Toyota established an affiliation with the Arbor Day Foundation, furthering their commitment to the environment. Greater than 57,000 trees have been planted in local parks and national forests damaged by environmental causes such as fires, as a product of this relationship. 10,500 seedlings have also been spread through Toyota Industrial Equipment's network of dealers 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 durability, visibility, output, ergonomics, and all the leading safety technology that has made Toyota an industry leader. The company's System of Active Stability, often known as "SAS", helps lessen the risk of incidents and injuries, and increasing productivity levels while minimizing the likelihood of merchandise and equipment breakage.

System Active Stability senses numerous elements that could lead to lateral volatility and likely lateral overturn. When any of those conditions are detected, SAS immediately engages the Swing Lock Cylinder to stabilize the rear axle. This alters the lift truck's stability trajectory 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 avoid injuries or accidents while adding strength.

SAS was originally launched to the market on the 7-Series internal combustion models in 1999 and subsequently catapulted Toyota into the industry leader for safety. Since then, SAS have been built-in to the majority of Toyota's internal combustion products. It is standard gear on 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 trucks in the field, along with required operator instruction, overturn fatalities across all designs have decreased by 13.6% since 1999. Furthermore, there has been an overall 35.5% reduction 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 offering general Operator Safety Training services to help clients meet and exceed OSHA standard 1910.178. Training courses, videos and various resources, covering a broad scope of matters from individual safety, to OSHA policies, to surface and cargo situations, are accessible through the seller 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 unbroken 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 manufactured in the United States.

Based 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 manufacturing operations and distribution centers for equipment and service parts, with the total commitment exceeding \$113 million dollars.

The contemporary NCC was built to operate for TMHU buyers and dealers. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an area for live product 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 lastly a training center.

Leader in Client Service and Satisfaction

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