Toyota Forklift

In the United States, Toyota Materials Handling inc., or TMHU, has been the top selling lift truck supplier since 1992. Proudly celebrating more than 40 years of service, the Irvine, California based company offers a wide-ranging line of quality lift trucks. Stemming from their history of superiority, reliability, and resilience, Toyota remains popular in this aggressive market. Quality is the foundation of Toyotaâ??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 manufactured here.

All Toyota machines 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 continuous development, and its environmental 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 trucks emit 70 percent less smog forming emissions than the current federal EPA standards and have complied with Californiaâ??s strict emission standards and regulations.

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

Brett Wood, President of TMHU, associates Toyotaâ??s success to its stout commitment to manufacture the finest quality lift vehicles while delivering the utmost client service and assistance. â??We must be able to learn and predict the needs of our customers,â?• said Brett Wood. â??As a leader, our success also depends on our ability to address our customersâ?? operational, safety and environmental cost issues.â?• TMHUâ??s parent company, Toyota Industries Corporation, also called TICO, is listed in Fortune Magazine as the worldâ??s largest lift truck supplier and is amongst the magazines prominent Worldâ??s Most Admired Companies.

New Meaning to Environmental Accountability

Toyota Industries Corporation, as the parent company, has instilled a rich company doctrine of environmental stewardship in Toyota. Not many other corporations and no other lift truck maker can match Toyotaâ??s history of protecting the natural environment while simultaneously encouraging the economy. Environmental responsibility is a key aspect of corporate decision making at Toyota and they are proud to be the first and only producer to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift trucks. Yet another reason they remain a leader within the industry.

In 2006, Toyota introduced the 8-Series line. The 8-Series signifies both Toyotaâ??s innovation and leadership in the industry. It features an exclusive emission system that surpasses Federal EPA emission values, and also meets Californiaâ??s more elaborate 2010 emission standards. The finished invention is a lift truck that produces 70% less smog forming emissions than the existing Federal standards allow.

Moreover in 2006, Toyota developed an affiliation with the Arbor Day Foundation, furthering their commitment to the environment. Upwards of 57,000 trees have been planted in community parks and national forests damaged by ecological causes such as fires, as a product of this partnership. 10,500 seedlings have also been distributed through Toyota Industrial Equipmentâ??s system of sellers to non-profit organizations and neighborhood customers to help sustain communities all over the United States

Industry-Leading Safety

Toyotaâ??s lift trucks provide superior productivity, visibility, ergonomics and durability, and most significantly, the industryâ??s leading safety technology. The companyâ??s System of Active Stability, also called â??SASâ?•, helps limit the chance of incidents and accidental injuries, and increasing productivity levels while minimizing the potential for merchandise and equipment damage.

System Active Stability is able to discern situations that could lead to lateral instability and potential lateral overturn. When one of these factors have been detected, the SAS will instantly engage the Swing Lock Cylinder to re-stabilize the rear axle. This adjusts the lift truckâ??s stability trajectory from triangular in shape to rectangular, providing 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 helps to avoid injuries or accidents while adding stability.

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. Since then, SAS have been built-in to nearly all of Toyotaâ??s internal combustion machines. It is standard equipment on the new 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 education, overturn fatalities across all models have decreased by 13.6% since 1999. Also, there have been an overall 35.5% fall in industry wide collisions, loss of control, falls and overturn from a lift vehicle for the same period.

Toyotaâ??s rigid standards extend far beyond the machinery itself. The company believes in offering widespread Operator Safety Training programs to help clients satisfy and exceed OSHA standard 1910.178. Training services, video lessons and a variety of materials, covering a wide scope of subjectsâ??from personal safety, to OSHA policies, to surface and load conditions, are available through the supplier network.

Toyota's Commitment to The U.S.A.

Since the sale of its first lift truck in the U.S. to the manufacture of its 350,000th lift vehicle produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has continued a unbroken presence in the U.S. This fact 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 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 new National Customer Center was conceived to serve both dealers and customers of TMHU. The facility includes a 360-degree display room, a presentation theater complete with stadium seating for 32, an section for live product demonstrations with seating capacity for 120; a presentation theater; Toyotaâ??s Hall of Fame showcasing Toyotaâ??s story since the birth of its originator, Sakichi Toyoda, in 1867, and lastly a training center.

Leader in Client Service and Satisfaction

The NCC embodies Toyotaâ??s dedication to providing top-notch consumer service. TMHUâ??s 68 authorized Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations all over the U.S, provide the most wide-ranging and inclusive consumer service and support in the industry. The companyâ??s new and Licensed Used lift vehicles, service, parts, and financing features make Toyota dealerships a one-stop shop to ensure overall client satisfaction.