Toyota Forklift

Since 1992, Toyota Material Handling inc., U.S.A., also referred to as TMHU, has been the top selling lift truck supplier in the U.S. Proudly celebrating more than 40 years of operations, the Irvine, California based company provides a wide-ranging line of quality lift vehicles. Thanks to their history of excellence, reliability, and sturdiness, Toyota remains prevalent in this competitive market. Quality is the cornerstone 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 manufactured here.

All Toyota machines 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 dedication to constant 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. For instance, the Toyota 8-Series IC lift vehicles emit 70% fewer smog forming emissions than the current federal 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 commitment to manufacture high quality lift trucks while offering outstanding client assistance 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, 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.

New Meaning to Environmental Accountability

Toyota Industries Corporation, as the parent company, has instilled a rich corporate doctrine of environmental stewardship in Toyota. Not a lot of other corporations and no other lift truck manufacturer can match Toyota's record of caring for the environment while concurrently encouraging the economy. Environmental responsibility is an important feature of company decision making at Toyota and they are proud to be the first and only maker 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.

Toyota first released 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 values, and California's more environmentally friendly emission standards. The end invention is a lift vehicle that produces 70% fewer smog forming emissions than the existing Federal standards allow.

Also starting in 2006, jointly with the Arbor Day Foundation, Toyota added to its dedication to the natural environment. To this day more than 58,000 trees have been embedded in the ground throughout state forests and local parks that were damaged by fires and other natural causes. 10,500 seedlings have also been scattered 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-Leading Safety

Toyota's lift vehicles offer superior efficiency, visibility, ergonomics and resilience, and most significantly, the industry's leading safety technology. The company's System of Active Stability, also referred to as "SAS", helps lessen the risk of mishaps and injuries, and increasing productivity levels while minimizing the potential for merchandise and equipment damage.

System Active Stability is able to perceive situations that could lead to lateral volatility and possible 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 truck'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 assists to avoid injuries or accidents while adding strength.

The SAS systems were originally adopted on the 7-Series internal combustion lift vehicles which were put on the market in 1999. These systems helped thrust Toyota into the lead for industry safety standards. Now, SAS is used on nearly every modern internal combustion products 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 trucks in the field, along with required operator instruction, overturn fatalities across all brands have decreased by 13.6% since 1999. Additionally, there has 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 rigid principles continue far beyond the machinery itself. The company believes in providing general Operator Safety Training courses to help users meet and exceed OSHA standard 1910.178. Instruction services, video tutorials and assorted materials, covering a wide scope of topics—from individual safety, to OSHA rules, to surface and cargo conditions, are accessible through the dealer network.

Toyota's U.S. Dedication

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 vehicle. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold in

America at the moment are built in the United States.

TMHU is situated in Columbus Indiana and houses nearly 1 million square feet of manufacturing facilities over 126 acres of land. Facilities include a National Customer Center, as well as manufacturing operations and supply 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 history since the birth of its originator, Sakichi Toyoda, in 1867, and finally a education 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 right through the U.S, supply the most wide-ranging and inclusive consumer service and support in the industry. The company's new and Certified Used lift vehicles, service, parts, and financing features make Toyota dealerships a one-stop shop to ensure total consumer satisfaction.