

Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, continues to be the top selling lift truck provider since 1992. This business has been headquartered out of Irvine, California for well over 40 years, offering a complete line of quality lift trucks. With a great reputation of stability and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the keystone 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.A are built here.

Every one of Toyota's manufacturing facilities within Canada and the United States comply with the International Organization for Standardization or ISO 14001 standard. The Columbus TIEM plant has been honored on many occasions for its dedication to continuous development and its environmentally friendly systems. It is the first and only producer 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 fewer smog forming emissions than the current centralized EPA standards and have complied with California's strict emission standards and regulations.

Toyota Material Handling, U.S.A. - The Industry Leader

The president of Toyota Material Handling, U.S.A., Brett Wood feels that TMHU's achievement comes from its commitment to create high quality lift vehicles while providing exceptional customer 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 leading lift truck dealer and is amongst the magazines prestigious World's Most Admired Companies.

New Meaning to Environmental Responsibility

Toyota's parent company, Toyota Industries Corporation, has imparted an exceptional corporate values towards environmental conservancy within Toyota. Toyota's loaded history of environmental protection whilst retaining economic viability cannot be matched by other companies and certainly no other resource handling maker can thus far rival Toyota. Environmental accountability is a key aspect of company 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 vehicles. Yet an added reason they remain a leader within the industry.

In 2006, Toyota released 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 involved 2010 emission standards. The finished invention is a lift truck that produces 70 percent less smog forming emissions than the present Federal standards allow.

Also starting in 2006, jointly with the Arbor Day Foundation, Toyota added to its commitment to the environment. To this day more than 58,000 trees have been embedded in the ground throughout state forests and neighborhood parks that were damaged by fires and other ecological causes. 10,500 seedlings have also been spread through Toyota Industrial Equipment's network of sellers to non-profit organizations and local consumers to help sustain communities all over the U.S.

Industry Leader in Safety

Toyota's lift vehicles offer improved strength, visibility, efficiency, ergonomics, and all the leading safety technology that has made Toyota an industry leader. The company's System of Active Stability, also called SAS, helps reduce the chance of incidents and accidental injuries, in addition to increasing productivity levels while minimizing the potential for merchandise and equipment damage.

System Active Stability can perceive factors that could lead to lateral volatility and likely lateral overturn. When one of these factors have been detected, the SAS will instantaneously engage the Swing Lock Cylinder to re-stabilize the rear axle. This alters the lift truck's stability footprint 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 helps to prevent injuries or accidents while adding stability.

SAS was first launched to the market on the 7-Series internal combustion models in 1999 and subsequently catapulted Toyota into the industry leader for safety. Ever since then, SAS has been built-in to nearly all of Toyota's internal combustion machines. It is standard gear 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 mandatory worker instruction, overturn fatalities across all brands have decreased by 13.6% since 1999. Also, there have been an overall 35.5% drop in industry wide collisions, loss of control, falls and tip overs from a lift truck for the same period.

Toyota's standard of excellence reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training program to help clients meet OSHA standard 1910.178. Training packages, video tutorials and a variety of materials, covering a broad scope of matters from individual safety, to OSHA regulations, to surface and cargo conditions, are accessible through the dealer network.

Toyota's U.S. Dedication

Ever since the sale of its first lift vehicle in the U.S. to the manufacture of its 350,000th lift truck produced in 2009 at Toyota Industrial Equipment Manufacturing, TMHU has sustained a solid existence in the U.S. This fact is demonstrated by the statistic that 99% of Toyota lift trucks bought in America at the moment are built 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 entire investment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both sellers and clients 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 founder, Sakichi Toyoda, in 1867, and lastly a training center.

First in Client Satisfaction and Service

The NCC embodies Toyota's commitment to offering top-notch customer service. TMHU's 68 certified Toyota Industrial Equipment, or TIE dealers, along with 189 dealership locations all over the U.S, present the most comprehensive and inclusive consumer 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 ensure overall client satisfaction.