

## Toyota Forklift Masts

Since 1992, Toyota Material Handling inc., U.S.A., also called TMHU, continues to be the top selling lift truck provider in the United States. This company has been based out of Irvine, California for well over 40 years, providing a wide-ranging line of quality lift trucks. With a remarkable reputation of durability 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 stands for Toyota Industrial Equipment Manufacturing, located in Columbus, Indiana. The majority of the Toyota lift trucks sold in the U.S. are built here.

All Toyota machinery and parts manufactured within North America adhere to the International Organization for Standardization or ISO 14001 standard. The Columbus TIEM plant has been honored on many occasions for its commitment 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. For instance, the Toyota 8-Series IC lift trucks emit 70 percent fewer 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 president of Toyota Material Handling, U.S.A., Brett Wood believes that TMHU's success comes from its dedication to manufacture high quality lift trucks while offering excellent 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 referred to as TICO, is listed in Fortune Magazine as the world's leading lift truck dealer and is amongst the magazines celebrated World's Most Admired Companies.

### New Meaning to Environmental Responsibility

Toyota Industries Corporation, as the parent company, has instilled a rich corporate doctrine of environmental stewardship in Toyota. Not a lot of other companies and no other lift truck maker can match Toyota's record of caring for the environment while concurrently encouraging the economy. Environmental accountability is an important characteristic of corporate decision making at Toyota and they are proud to be the first and only maker to provide UL-listed, EPA- and CARB-certified Compressed Natural Gas powered lift vehicles. Yet another reason they remain a leader within the industry.

Toyota originally launched the 8-Series line of lift vehicles in 2006, again exhibiting its leadership and innovation in the industry. Featuring an exclusive emission system that eclipsed both Federal EPA emission principles, and California's more environmentally friendly emission standards. The end creation is a lift truck that creates 70% less smog forming emissions than the current 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 environmental 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-Leading Safety

Toyota's lift vehicles offer improved stability, visibility, efficiency, ergonomics, and all the leading safety equipment that has made Toyota an industry leader. The company's System of Active Stability, also called "SAS", helps reduce the possibility of accidents and injuries, and increasing productivity levels while minimizing the potential for product and equipment breakage.

System Active Stability can sense conditions that may lead to lateral instability and likely lateral overturn. When any of these factors have been sensed, 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 likelihood 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 durability.

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 push Toyota into the lead for industry safety standards. Now, SAS is adopted on virtually every new internal combustion products and is standard equipment for the new 8-Series. There are more than 100,000 SAS-equipped lift vehicles in action, exceeding 450 million hours combined. The increased population of SAS-equipped vehicles in the field, along with obligatory operator training, overturn fatalities across all designs have decreased by 13.6% since 1999. Furthermore, there have been an overall 35.5% decrease in industry wide collisions, loss of control, falls and overturn from a lift vehicle for the same period.

Toyota's measure of brilliance reaches far beyond its technological achievements. The company maintains an extensive Operator Safety Training program to help purchasers meet OSHA standard 1910.178. Training programs, video tutorials and a variety of materials, covering a broad scope of topics-from personal safety, to OSHA policies, to surface and load situations, are available