

Toyota Forklift

In the U.S., Toyota Materials Handling inc., or TMHU, has been the top selling lift truck provider since 1992. This company has been based out of Irvine, California for well over 40 years, providing a complete line of quality lift trucks. With a great reputation of durability and reliability, Toyota lift trucks have thrived in the competitive materials handling market. Quality is the foundation of Toyota's legendary Toyota Production System practiced at all manufacturing facilities, including TIEM, which stands for Toyota Industrial Equipment Manufacturing, situated in Columbus, Indiana. The majority of the Toyota lift trucks sold in the U.S. are built here.

Every one of Toyota's manufacturing plants 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 continual improvement and its environmentally friendly systems. It is the first and only maker 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 less 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 feels that TMHU's achievement comes from its dedication to produce high quality lift vehicles at the same time as offering superb 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 known as TICO, is listed in Fortune Magazine as the world's principal lift truck supplier and is amongst the magazines prestigious World's Most Admired Companies.

Redefining Environmental Accountability

Toyota's parent company, Toyota Industries Corporation, has imparted an outstanding corporate ideology towards environmental management within Toyota. Toyota's rich history of environmental protection whilst retaining economic viability cannot be matched by other companies and unquestionably no other materials handling producer can yet rival Toyota. Environmental accountability is a fundamental characteristic of corporate 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 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 principles, and also meets California's more intricate 2010 emission standards. The finished invention is a lift vehicle that creates 70 percent less smog forming emissions than the current Federal standards tolerate.

Furthermore in 2006, Toyota established an affiliation with the Arbor Day Foundation, furthering their responsibility to the environment. In excess of 57,000 trees have been planted in community parks and national forests damaged by natural reasons such as fires, as a result of this relationship. 10,500 seedlings have also been circulated through Toyota Industrial Equipment's system of dealers to non-profit organizations and local customers to help sustain communities all over the U.S.

Industry Leader in Safety

Toyota's lift vehicles offer better durability, visibility, productivity, ergonomics, and all the foremost safety technology that has made Toyota an industry leader. The company's System of Active Stability, often known as SAS, helps reduce the risk of mishaps and injuries, and increasing productivity levels while minimizing the potential for merchandise and equipment breakage.

System Active Stability senses many aspects that might lead to lateral insecurity and potential lateral overturn. When any of those conditions are detected, SAS instantly engages the Swing Lock Cylinder to steady the rear axle. This alters the lift truck's stability footprint 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 aids to prevent injuries or accidents while adding strength.

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. Ever since then, SAS continues to be built-in to most of Toyota's internal combustion products. It is standard equipment on the latest 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 trucks in the field, along with mandatory operator training, overturn fatalities across all models have decreased by 13.6% since 1999. Also, 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 standard of brilliance reaches far beyond its technological achievements. The company maintains a widespread Operator Safety Training program to help purchasers meet OSHA standard 1910.178. Education services, video lessons and assorted resources, covering a broad scope of topics from personal safety, to OSHA rules, to surface and load conditions, are accessible through the supplier network.

Toyota's U.S. Dedication

Toyota has maintained a continuous presence in the United States ever since its first sale. In 2009, Toyota Industrial Equipment Manufacturing, created its 350,000th lift truck. This reality is demonstrated by the statistic that 99% of Toyota lift trucks sold in America at the moment are manufactured in the United States.

Situated 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 entire investment exceeding \$113 million dollars.

The new National Customer Center was conceived to serve both dealers and consumers of TMHU. The facility includes a 360-degree showroom, 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 founder, Sakichi Toyoda, in 1867, and lastly a instruction center.

Leader in Customer Service and Satisfaction

TMHU has 68 authorized industrial equipment dealers, along with 189 dealership locations throughout the United States, providing the most comprehensive and inclusive consumer support and customer service 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 guarantee overall customer satisfaction.