

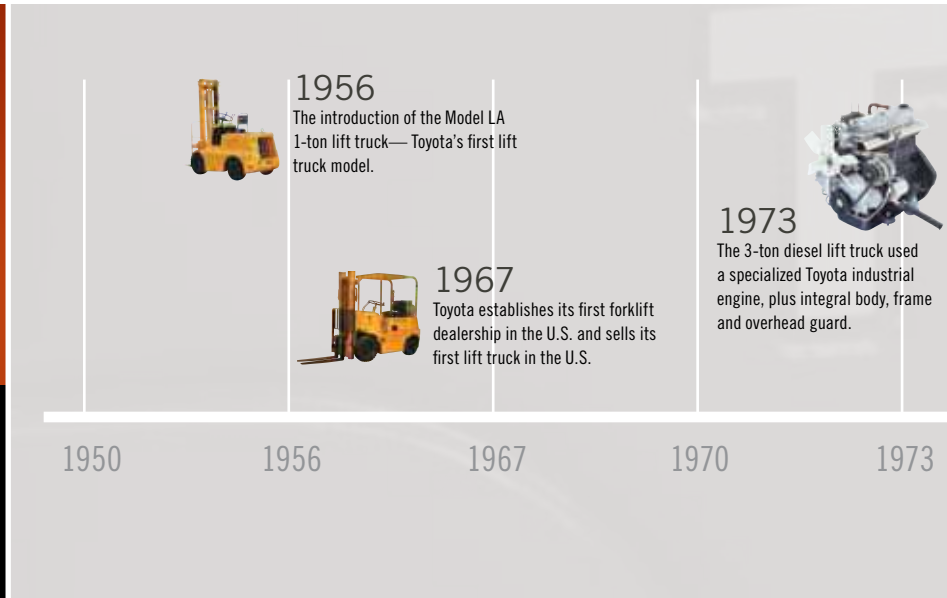
Productivity standards.
Quality standards.
Safety standards.
Environmental standards.
We're lifting them all.



Toyota Material Handling A History of Excellence

Founded in 1967, Toyota Material Handling, U.S.A., Inc. (TMHU) has become the number one selling lift truck supplier in the U.S.A. One in every five lift trucks sold in the U.S. is a Toyota.

Toyota's unsurpassed quality levels, and commitment to the environment, has made Toyota Earth's number one lift truck.



Our guiding philosophy.

At the center of Toyota's operations is the philosophy of continuous improvement, resulting in legendary quality, durability and reliability. Leveraging the company's deep automotive roots, Toyota has introduced numerous technological and design advancements that lead the lift truck industry and enhance the end-user experience:



System of Activity Stability™ (SAS)

The world's first and only System of Active Stability™ electronically monitors the lift truck's operations to help reduce the likelihood of both lateral and longitudinal tipovers.



AC Power

In 2000, Toyota became the first major lift truck manufacturer in the United States to offer AC technology. The AC System provides high performance and efficiency. The AC motors contain no springs, brushes, commutator or directional contactor, making it virtually maintenance free.





▶ #1 in Quality and Value, again!

Since 2004, Toyota has been named #1 in quality and #1 in value for five years running according to an independent study of *Modern Materials Handling* magazine readers.*



1990

Toyota begins U.S. lift truck production, opening a \$60 million state-of-the-art manufacturing plant in Columbus, Ind.



2002

Toyota becomes the #1 selling lift truck company in America.

1975

Toyota's 1st electric lift truck, the 3-ton series, helped reduce air pollution.



1997

The new 6-Series is introduced.



2006

The 8-Series line produces 70% less smog-forming emissions than 2007 EPA standards and meets California's 2010 emission standards in advance.



2008

TMHU becomes the sole distributor of Aichi scissor lifts, and wheeled and crawler boom lifts in the U.S.

1975

1980

1990

1997

2002

2006

2008

2010

Made in America with pride.

99% of Toyota lift trucks sold in the U.S. are manufactured in North America.

The majority are built in Columbus, Ind., at Toyota Industrial Equipment Manufacturing (TIEM).

In 2007, TIEM produced its 300,000 lift truck.

TIEM, an ISO 14001 Certified Facility, encompasses 870,000 square feet and employs nearly 900 associates.

Enhancing productivity.

It's all about getting more work done. So Toyota lift trucks are manufactured with productivity and lower operating costs in mind.

We've added electric lift truck performance enhancements that make them more efficient, such as the ability to run longer between battery changes or scheduled maintenance intervals. For all lift truck models, the Toyota approach is to design around the operator and the technician, using their input to build equipment that is more versatile and ergonomic, while maximizing uptime.



More than a lift truck manufacturer.

In addition to a full line of high quality lift trucks sold under the Toyota brand, Toyota Material Handling, U.S.A., Inc. (TMHU) offers other industrial equipment solutions:

Automated Guided Vehicles (AGV)

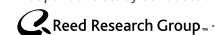
Electric and diesel tow tractors

Aichi Aerial Work Platforms



toyota-construction.com

*Independent study conducted in 2008 by



*Percentages are based on respondents rating the lift truck brand as one of their top two choices.

What we can do together

Toyota and You



In 2008, Toyota Material Handling, U.S.A., Inc. sponsored a tree-planting at the Oso Lake Reservoir in Rancho Santa Margarita. More than 100 volunteers, comprised of Toyota associates, along with scouts and unit leaders from the Orange County Council of the Boy Scouts and representatives from the Arbor Day Foundation, worked to plant 100, 24-gallon, 8-foot-tall trees at the county's popular recreational hub.



Katelyn Turner was born with a cleft lip and palate. Her parents established the Heads Up Foundation in order to help support the efforts of the health care organizations caring for children with craniofacial abnormalities and in doing so giving families hope.

Donations

Giving back to the communities we serve.

TIEM donates the proceeds from its many recycling programs to a variety of charitable organizations, including:

Make-A-Wish Foundation - Aluminum can recycling

The Heads Up Foundation - Toner cartridge recycling

Riley Children's Hospital - Paper recycling

In support of the National Arbor Day Foundation, TIEM distributes tree seedlings to all associates on Arbor Day for planting. Toyota also partnered with the Arbor Day Foundation to plant more than 57,000 trees in national forests damaged by fire or other natural causes.



to learn more about the productivity of Toyota products.

Contributions

To the community and the world.

Toyota Material Handling, U.S.A., Inc. (TMHU), along with Toyota Industrial Equipment Manufacturing (TIEM) and parent company Toyota Industries Corporation (TICO), strive to set exemplary standards of corporate contributions and community support.

Toyota has been in the fortunate position to provide industrial equipment for disaster relief efforts.



Toyota provided equipment support and substantial financial contributions to the American Red Cross for Hurricane Katrina and other natural disasters. Toyota's equipment and support were delivered closer to home when the Southern California wildfires devastated many areas near TMHU headquarters in Irvine, Calif. Toyota also donated to the American Red Cross, set-up matching gift programs, and held clothing and canned food drives to aid victims of the flooding in the Midwest.

In addition to the American Red Cross, TMHU supports many other nonprofit foundations, including The Home Depot Foundation, Bartholomew County Big Brothers/Big Sisters, The Material Handling Education Foundation, Hoag Hospital, Midwest US Japan Association Conference, Youth Alive!, City of Hope Cancer Center and March of Dimes.



In Canada

Responsibility that transcends borders.

Toyota Canada Inc. (TCI) has taken significant steps to protect the environment as well.



Friends of the Rouge Watershed

Substantial time and funding from TCI has been spent to re-establish a natural habitat in Rouge Park, with thousands of trees, shrubs and native wildflowers now planted.

Earth Day scholarship program

TCI contributes to this program that grants environmentally active students \$5,000 scholarships toward post-secondary education.

54% reduction in paper consumption over the past five years

TCI has reduced its paper consumption from 8.6 million sheets annually to 3.9 million.

World class support from the Best Dealership network in the World

Toyota lift trucks are backed by proven product support from an industry-leading network of dealers who offer a broad range of resources including: factory-trained service technicians, Genuine Toyota Parts, Toyota Certified Used Lift Trucks and flexible leasing and financing packages through Toyota Financial Services (TFS), one of the largest financial services companies.

A nationwide network of 69 authorized Toyota dealers in 190 locations work together to fulfill all of your material handling needs with total solutions for:

- Parts
- Rentals
- Services
- Financial
- Fleet management solutions
- Comprehensive customer service support
- One-stop shopping—for new and certified used



The best lift trucks in the business
with parts and service to match.

Whether you have a full Toyota fleet or a mixed fleet with other brands, our dealers are stocked with both Toyota Genuine Parts and STARLIFT all-make parts to fulfill all your service needs.

Toyota Genuine Parts

All Toyota lift trucks are constructed with Toyota Genuine Parts and Accessories. Toyota's quality control system makes certain that every Toyota Genuine Part is constructed to the same exacting tolerances and strict quality control standards as the part it replaces. The best way to receive the highest level of performance out of Toyota lift trucks is to use the best parts.

Operator Safety Training

Comprehensive operator safety training programs, which provide OSHA required training for lift truck operators, are available throughout Toyota's nationwide network of dealers.

toyotaforklift.com



Toyota has been recognized #1 in overall satisfaction and #1 in product quality per *Modern Materials Handling's* first ever Lift Truck Customer Satisfaction Study.*

Aftermarket Care

Always ahead of the market.

When it comes to aftermarket care, there's Toyota and then there's everybody else. Toyota is the only manufacturer that requires Automotive Service Excellence (ASE) certification—the automotive service industry standard—as part of its master certification program. This ensures your lift trucks will be maintained by the best of the best—Toyota Master Technicians.

As an added assurance, insist on Toyota Genuine Parts to keep your lift truck running like a genuine Toyota. If you have a mixed fleet, ask your Toyota dealer about STARLIFT** parts to ensure top quality replacement parts for other makes of lift trucks, sweepers, scrubbers, personal carriers, aerial work platforms, skid steer loaders, tow tractors and other material handling equipment.



Redefining

Fleet management solutions.

Just as Toyota continues to raise the bar in areas such as lift truck technology, operator safety, ergonomics, design and environmental responsibility, the company also has redefined the meaning of fleet management.

The Toyota Fleet Solution is a data-driven, comprehensive approach to fleet management designed to create long-term partnerships, not just short-term gains—and to deliver better bottom-line business performance. With a robust, SAP-driven Fleet Metrics System, Toyota goes beyond simply reporting to actually analyzing your fleet and making the right recommendations to deliver a lean fleet, year after year. This “lean-thinking” approach ensures that you get the benefit of optimal fleet performance at the lowest possible cost of ownership. Toyota's goal is to take you out of the business of managing your fleet, so you can concentrate on what matters most: managing your core business.

* Independent study conducted in 2008 by Reed Research Group..

** Offered through participating Toyota Industrial Equipment Dealers.

Redefining

Environmental Responsibility



Believing there is no greater purpose than to sustain that which sustains us, Toyota has a rich history of environmental stewardship that stems from the corporate doctrine of parent company Toyota Industries Corporation. No other lift truck manufacturer, and few companies in general, can match Toyota's commitment to protecting the environment while advancing the economy.



Raising the Bar

Toyota remains the only lift truck manufacturer in the world to offer a factory installed CNG fuel system option, which is both UL listed and EPA-CARB certified.



TIEM was awarded the 2006 Indiana Governor's Award for Environmental Excellence. The honor was bestowed to Toyota for its leadership in using environmental strategies in its production and decision-making processes.

Comprehensive environmental initiatives are underway.

TIEM was presented the 2008 Environmental Stewardship Award by the Association of Indiana Solid Waste Management District, in the category of Outstanding Corporate Partner.

TIEM also was honored as a recipient of the 2006 Indiana Governor's Award for Environmental Excellence for Five Years of Continuous Improvement. The recognition was due in part to the company's complete elimination of solid waste, thus becoming a 100% zero landfill facility. This was achieved by using a "Waste to Energy" facility where solid waste becomes fuel, generating steam for heating and production purposes in a nearby city. TIEM also was honored for successfully reducing Hazardous Air Pollutants (HAPs) by 80 percent and Volatile Organic Compounds (VOCs) by 33 percent in both paints and solvents by reformulating the products.



Toyota's 8-Series line of lift trucks, which includes 3,000–6,500 lb. cushion and pneumatic tire models, is the world's cleanest internal combustion lift truck.*

Produces 70% less smog-forming emissions

than the current federal EPA standard. The fuel system works in conjunction with a three-way catalytic converter to minimize such harmful emissions as Hydrocarbons (HC), Oxides of nitrogen (NOx) and Carbon monoxide (CO).

Efficient Toyota 4Y-ECS Engine

Features an exclusive closed-loop fuel system design that improves fuel economy.

100% Cadmium- and Mercury-free

* All Toyota 8-Series gasoline, LPG and CNG powered models count as 0.6 g/bhp-hr (0.8 g/kW-hr) HC+NOx towards California's end user fleet average calculation—measures do not apply to diesel-configured models.

Far-reaching impact

Future Innovations

Drawing on the hybrid technology and vehicle components available within the Toyota Group, Toyota Industries Corporation has developed a highly efficient hybrid system for lift trucks. It illustrates the company's proven fuel and emission reducing technology and application to the material handling industry.

Hybrid technology
Putting the world's most famous
technology to work.

The Toyota Hybrid Lift Truck combines the best of electric and internal combustion technology, taking advantage of the strengths of each power source. The lift truck combines an internal combustion engine, electric generator and battery in a design that allows the engine to operate with optimum fuel/emissions efficiency. The lift truck shifts automatically between battery and engine modes, simultaneously recharging the battery during operation. The result, a lift truck that cuts emissions in half and is twice as fuel efficient.



The Toyota Hybrid Lift Truck Prototype



Toyota Hydrogen Fuel Cell Lift Truck Prototype

Tomorrow's technology

Toyota is committed to constantly developing new and better technologies that raise the bar in terms of safety, reliability and performance.

For example, the company is currently working on a line of cleaner and recyclable vehicles. A prototype of the industry's first fuel cell lift truck, the Toyota FCHV-F, was developed by Toyota Industries Corporation (TICO) in cooperation with Toyota Motor Corporation (TMC).

Using hydrogen as its main power source, the Toyota FCHV-F produces electricity without combustion and generates zero carbon dioxide emissions. Toyota continues to advance its fuel cell technology and plans to bring a fuel cell lift truck to market in the future.

Fuel cell lift trucks are ideally suited for large distribution centers, where lift trucks often run continuous 24-hour shifts.

Your Full Line Material Handling Solutions Provider

INTERNAL COMBUSTION LIFT TRUCKS



ELECTRIC LIFT TRUCKS



OTHER PRODUCTS

