

toyotaforklift.com/360-support

YOUR BUSINESS IS RIDING ON IT.



LOWEST COST OF OWNERSHIP

IT'S NOT WHAT YOU PAY FOR YOUR FORKLIFT.
IT'S HOW MUCH YOU SPEND ON IT.



Tim - 360 Technician,
ProLift,
Cincinnati, OH





**A Toyota forklift is
a long-term investment,
so we work to ensure
you spend less money over the
lifetime of your forklift. Our overall
cost of ownership is second-to-none.**

QUALITY STARTS AT OUR PLANT.

It all begins with the engineering. Every Toyota attachment, component, and part is designed to increase your productivity and lower your overall operational costs.

But the best engineering is worthless unless the manufacturing is unparalleled. Toyota stands above the rest. The Toyota Production System (TPS) is the set of principles that guide every step of manufacturing your forklifts. It's based on the Japanese concept of "jidoka." Roughly translated, it means "automation with a human touch."



While automation is key to efficient, precise manufacturing, the human element takes precedence. People design our forklifts. People design our automation. People have the power and the responsibility to halt production at any sign of a quality issue along any step of the manufacturing process. And it is people who discover new ways to make our forklifts more reliable, more durable, and less expensive to operate.

From the tires to the hydraulic seals to the mast welds, every component and feature of a Toyota forklift is meticulously designed, constructed, and tested.

It's this attention to detail and unrelenting quality control that ensure a Toyota forklift will stand up to the most demanding usage. Hour after hour. Day after day. Year after year.

QUALITY IS MAINTAINED WITH TOYOTA 360 SUPPORT.

The heart of Toyota 360 Support is our commitment to keeping built-in Toyota quality intact for years in your operation. Our hands-on approach leads to long-lasting success.

Our quality of materials and workmanship is reflected in our two-year warranty on Toyota Genuine Parts, including labor. That's twice as long as any competitor. And that's good as long as you're a part of Toyota 360 Support. Add our T-Matics forklift management system, and we can further lower your cost of operation. Considerably, in many cases.

So instead of focusing solely on your out-the-door price when comparing forklifts, consider your down-the-road costs. Our forklifts provide greater longevity, giving you more years of usage for your initial investment. More uptime over the entire course of ownership. And, in the end, the highest resale value of any forklift in the world.

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