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FOR IMMEDIATE RELEASE

**TOYOTA NUMBER ONE IN LIFT TRUCK SALES FOR
EIGHTH CONSECUTIVE YEAR**

IRVINE, Calif., (Sept. 14, 2010) – [Toyota](#) ranked as the world’s largest lift truck supplier for the eighth consecutive year in [Modern Materials Handling’s Annual Top 20](#) ranking. Toyota reported \$4.6 billion in worldwide sales revenue for the 2009 fiscal year.

“Toyota is honored to have been ranked the number one lift truck supplier worldwide,” said Brett Wood, president of Toyota Material Handling, U.S.A., Inc. “Our dealers, customers and associates are responsible for this tremendous achievement and the success of our business. We truly appreciate their loyal support and share this honor with them.”

To be eligible for *Modern’s* annual Top 20 lift truck suppliers ranking, companies must manufacture and sell lift trucks in at least one of the Industrial Truck Association’s seven truck classes: electric motor rider; electric motor hand trucks; internal combustion engine; pneumatic tire; electric and internal combustion engine, tow tractors; and rough terrain lift trucks. Toyota sells products in six of the seven classes. Rankings are based on worldwide revenue from powered industrial trucks during each company’s most recent fiscal year.

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About Toyota Material Handling, U.S.A., Inc.

Celebrating more than 40 years of established operations in the United States, Irvine, Calif.-based Toyota Material Handling, U.S.A., Inc., (TMHU) has been the No. 1 selling lift truck supplier in the U.S. since 2002. In addition to the full line of high-quality lift trucks sold under the Toyota brand, the company's extended industrial equipment solutions include: Aichi aerial work lifts—scissor lifts, crawler and wheeled boom lifts—Automated Guided Vehicles, and electric and diesel tow tractors.

Quality is the hallmark of the Toyota Production System practiced at all Toyota manufacturing facilities, including Toyota Industrial Equipment Mfg., Inc. (TIEM). Most of the Toyota lift trucks sold in the United States are manufactured at TIEM, a zero-landfill facility, in Columbus, Ind.

TIEM, and all Toyota manufacturing plants in the U.S. and Canada, comply with the ISO 14001 standard from the International Organization for Standardization (ISO), and have been honored for their environmental management systems and dedication to continuous improvement.

Toyota's commitment to excellence in customer service extends nationwide. Sixty-eight authorized Toyota Industrial Equipment dealers, with a total of 189 dealership locations throughout the United States, offer comprehensive customer service and support, including one-stop shopping for both new and used lift trucks, rentals, parts and service, fleet servicing and financing. For more information on TMHU, please visit www.toyotaforklift.com, www.facebook.com/ToyotaForklift or twitter.com/ToyotaForklift or call 1-800-226-0009.

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