



TOYOTA GENUINE PARTS RANK HIGHEST IN QUALITY AND RELIABILITY IN LIFT TRUCK PARTS SURVEY FOR THIRD YEAR IN A ROW

IRVINE, Calif., (Sept. 15, 2011) – [Toyota Material Handling U.S.A., Inc.](#) (TMHU) today announced that Toyota Genuine Parts ranked highest as the brand of lift truck parts that customers consider the best in quality and most reliable in a recent 2011 Lift Truck Parts Study.

The annual independent survey, conducted by Peerless Media, LLC – Research Group, gauges the most important attributes that customers evaluate for lift truck parts purchases and which brands of lift truck parts lead in these key factors.

"For the third year in a row, forklift users that participated in this study have validated that Toyota Genuine Parts are the highest in quality and reliability," said Terry Rains, vice president of aftermarket sales for TMHU. "Toyota has long maintained that using Toyota Genuine Parts and accessories will prolong the life of a forklift and maximize the trade-in value."



Responses were collected from 300 industry decision-makers, readers of *Modern Materials Handling* magazine, involved in the purchasing of material handling equipment, products, technologies and services. Most of those surveyed were plant managers, distribution center and warehouse management, and corporate management within manufacturing and distribution facilities across a wide range of businesses and industries including automotive, food and beverage, machinery and wholesale trade.

Respondents' comments regarding Toyota lift truck parts, included:

- "The parts fit and do not need to be replaced over and over."
- "Over the years we have had outstanding service from the parts."
- "The dealer always has the right part."

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

Celebrating more than 40 years of established operations in North America, Irvine, Calif.-based Toyota Material Handling, U.S.A., Inc., (TMHU) is the supplier for the No. 1 selling lift truck brand 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 TIEM, a zero-landfill facility.

TIEM is a member of the National Safety Council, complies with the ISO 14001 standard from the International Organization for Standardization, and has been honored for its environmental management systems and dedication to continuous improvement.

Toyota's commitment to excellence in customer service extends throughout the U.S. and Canada. Sixty-eight authorized Toyota Industrial Equipment dealers, with a total of 190 dealership locations throughout North America, 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.