

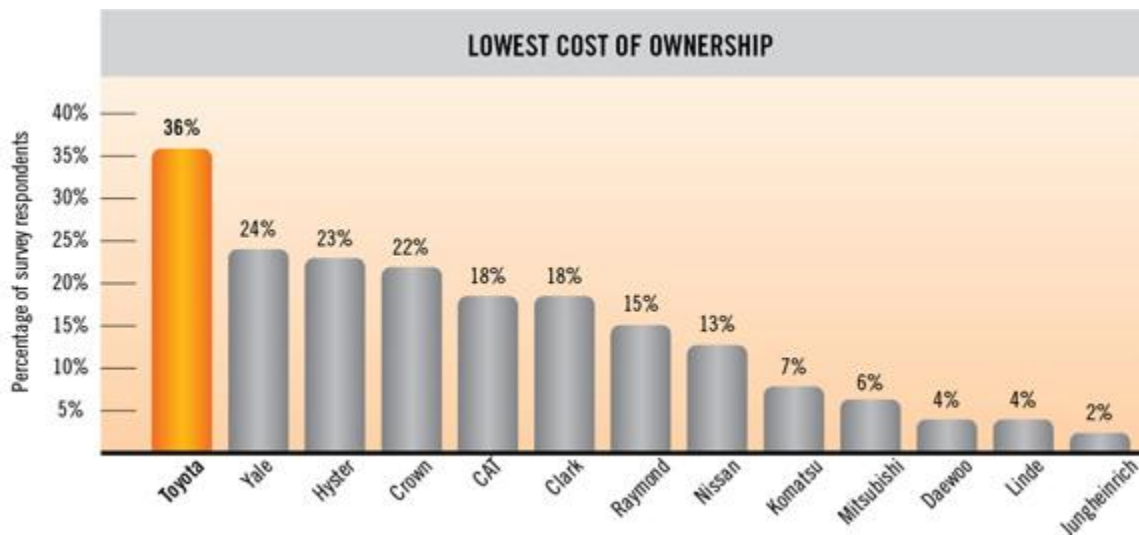


TOYOTA LIFT TRUCKS RANK NO. 1 FOR LOWEST COST OF OWNERSHIP, HIGHEST QUALITY AND VALUE IN RECENT *PEERLESS MEDIA* RESEARCH STUDY

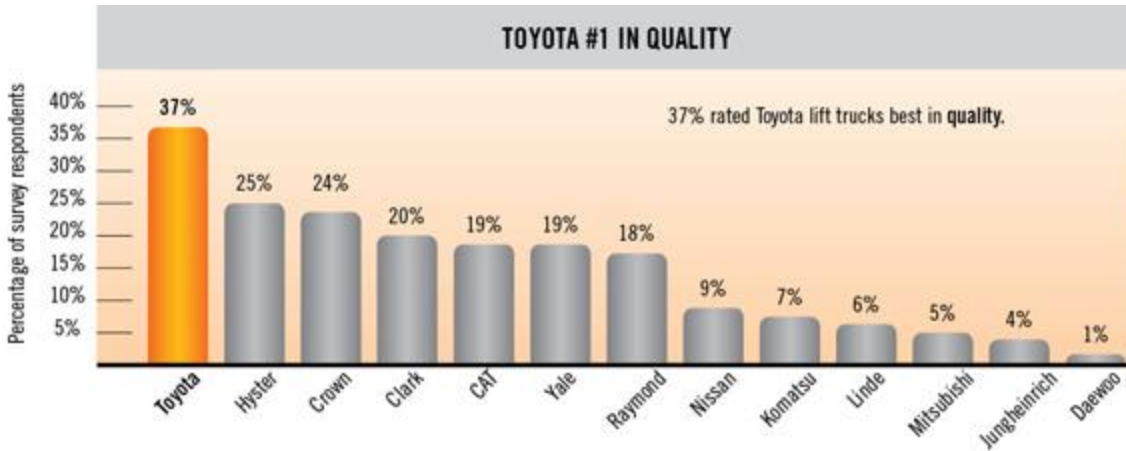
IRVINE, Calif. (April 7, 2011) – [Toyota Material Handling U.S.A., Inc.](#)'s (TMHU) lift trucks have been ranked number one for lowest cost of ownership, and for the seventh year in a row, scored highest in quality and value in a study conducted by Peerless Media Research Group.



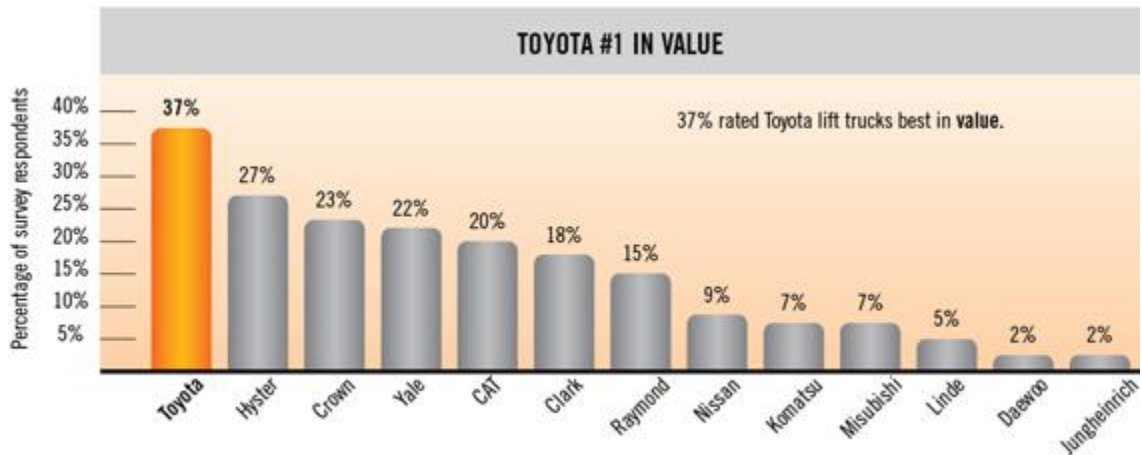
Cost of ownership, according to *Peerless Media* Research, represents the potential related expenses of a lift truck, in addition to the acquisition cost, including financing, depreciation, insurance, fuel, downtime, maintenance and repairs.



"We are honored that lift truck customers have voted Toyota's forklifts the best value for their money," said Brett Wood, president of TMHU. "Cost of ownership is critical to our customers' business model and provides a true picture of their investment in a lift truck. This is a key factor we strive to deliver in all of our products and services, in addition to Toyota's industry-leading quality and value."



Peerless Media Research Group surveyed 322 industry decision-makers involved in the purchasing of material handling equipment. Respondents represented companies from a wide range of industries, including: food and beverages; automotive and transportation; fabricated metals and industrial machinery.



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 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 nationwide. Sixty-eight authorized Toyota Industrial Equipment dealers, with a total of 188 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.

About *Peerless Media*

As a division of *Peerless Media*, a leading provider of independent business content and information serving the supply chain industry, *Peerless Media* Research Group specializes in marketing and media research solutions for materials handling, logistics and supply chain marketers.