



TOYOTA LIFT TRUCKS RANKED SAFEST IN MATERIAL HANDLING SURVEY

Toyota Leads in All Categories: Safety, Fewest Safety Related Incidents and Most Affordable to Maintain in Terms of Safety

IRVINE, Calif. (March 14, 2011) – In a recent Peerless Media Research survey on Lift Truck Safety Considerations, [Toyota Material Handling, U.S.A., Inc.](#) (TMHU), the nation's leading forklift supplier, took top billing as the lift truck customers consider safest. Toyota also ranked highest in an evaluation of what specific brand prospective lift truck purchasers consider to:

- Have the fewest safety-related incidents;
- Be the most affordable to maintain in terms of safety; and
- Be of the best overall quality, based on all the factors, including safety, durability, reliability and value.



"Safety is a top priority for Toyota and obviously for customers, as it is consistently one of the top three purchase considerations for lift trucks," said Brett Wood, president of TMHU. "We are honored to have this confirmation that Toyota's efforts to continually lead the lift truck industry in safety technology and in quality are succeeding and recognized by customers."

The survey was conducted with qualified readers of *Modern Materials Handling* magazine in an effort to better understand the importance of safety considerations when companies are evaluating the purchase of lift trucks, as well as current perceptions of the safety-related attributes of major brands. The sample was selected among subscribers who are involved in the use, evaluation and purchase of lift trucks and accessories. Respondents represented corporate management, plant management, distribution center/warehouse management, food and beverage, transportation equipment, industrial machinery, transportation/warehousing services, fabricated metals, paper and printing, chemicals/pharmaceuticals and wholesale/retail trade professionals.

Safety Built In

Each year, more than 94,000 forklift injuries are reported annually in the United States. OSHA estimates that 25% of the forklift accidents are due to a lack of [operator training](#). The best approach to preventing lift

truck accidents is one that combines proper operator training, equipment maintenance and every person, business and organization involved in material handling tasks strictly adhering to safety regulations.

As the nation's leading lift truck manufacturer, Toyota has proudly taken on the role as the industry leader in developing technological innovations to improve lift truck safety. Toyota has led the industry since the launch of its exclusive **System of Active Stability™** (SAS) introduced in 1999. Toyota's SAS™ is the leading lift truck safety technology?reducing the likelihood of a tipover, aiding in the reduction of lift truck accidents and ultimately saving lives. Today, SAS™ technology has been integrated into the majority of Toyota's internal combustion, as well as 4-wheel electric sit down counterbalanced, models.

Lift trucks also have significantly improved through ergonomic design enhancements, as Toyota has continuously looked for ways to minimize operator fatigue and stress. Comfortable drivers significantly improve safety as they are more likely to concentrate on the job at hand. Whereas lift trucks with poor ergonomic design can cause poor posture or repetitive strain, well-designed ergonomics help protect the driver from injuries such as back and neck problems. As a result, ergonomic features, such as adjustable seats that can swivel; seat-side hydraulic controls or mini-levers; rear assist grips with horn button and tilting steering columns are now commonly available through Toyota's product line.



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.