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TOYOTA GENUINE PARTS RANK HIGHEST IN QUALITY AND RELIABILITY IN LIFT TRUCK PARTS SURVEY

IRVINE, Calif., (Oct. 19, 2010) – [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 2010 Lift Truck Parts Study.

The annual independent survey, conducted by Peerless Media LLC - Research, 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.



"This study is an important validation by forklift users that Toyota Genuine Parts have built a reputation for their high level of quality and reliability," said Brett Wood, president of TMHU. "We have long maintained that customers can maximize their forklift's performance and trade-in value by using quality Toyota Genuine Parts and accessories."

Responses were collected from 303 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 included:

- *"They (Toyota) have always stood behind the trucks and were quick to come for service when needed."*
- *"Toyota, and their dealers, simply offer the highest customer service and stand behind their product better than the rest."*
- *"We've purchased many other brands over the years, and the Toyota brand has stood out as superior."*

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 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.

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