

# Toyota Material Handling Torque



WINTER 2014

## TMHA announces top branches and skills contest winners

*Toyota Material Handling Australia (TMHA) has announced its top branches of the year and skills contest winners at its annual TMHA Gala Awards dinner in Sydney.*

The Perth branch was named the 2013 Tier One Branch of the Year at the function, held at the Four Points Darling Harbour on Friday 13 June, and which was attended by over 250 TMHA staff and partners from across Australia.

Mr Lars Sjodahl, executive vice president of Toyota Material Handling International was a special guest at the event.

The Perth branch's success builds on winning the TMH President's Award for Excellence for sales and service excellence in 2012.

For year 2013, it was named best rental department and best service department.

Newcastle was the Tier Two Branch of the Year and also took out the best sales department prize.

Daniel Ford from Brisbane was named the 2013 Sales Champion of the Year.

In the national skills competition, Brisbane's Aaron Lang was named Master Technician of the Year.

Mitchell Houley from the Albury branch won an overseas study tour as the National Apprentice of the Year.

TMHA's executive vice president and COO Steve Takacs said the Branch Awards of the Year and Skills Competition awards are the company's night of nights.

"It was a real honour to have Mr Sjodahl visit Australia and present some of the awards," he said.

"The branch awards reflect the dedication, hard work and resolve of all the men and women who work at those branches to be the best of the best in their industry.

I was extremely pleased to be able to award both Perth and Newcastle the top branch awards and acknowledge the efforts of all staff with both these branches," Mr Takacs said.

"We have the product, based on Toyota's unrivalled commitment to R&D, quality and reliability, while the people at branch level provide the vital interface with our customers."

"Excellence in those areas, especially product support, will help ensure Toyota's continued market leadership in Australia."



TMHA president and CEO Mr Akihiko Nimura, TMHA Perth Branch Manager Mr Lance Cross and TMHA's executive vice president and COO Steve Takacs



TMHA president and CEO Mr Akihiko Nimura, TMHA Brisbane's Aaron Lang and TMHA's executive vice president and COO Steve Takacs

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# Whites Group lifts with Toyota forklifts

*A national supplier to the hardware, rural and industrial sectors has chosen Toyota Material Handling Australia (TMHA) forklifts for its specialised warehouse needs.*

Whites Group uses 2.5-tonne payload Toyota 8-FG25 counter-balance forklifts and BT RRE140 high-lift reach trucks at its Adelaide, Brisbane, Melbourne, Perth, Sydney and Townsville facilities.

The Townsville warehouse was the latest Whites Group site to commission a new BT reach truck.

Whites Group national operations manager Jay Thomas said while the company had used a variety of forklifts for many years, it had recently begun standardising its counter-balance forklifts and reach-trucks with Toyota product across all its sites.

"I grew up on a rural property so I knew about Toyota vehicles, especially HiLux utilities," he said.

"The same qualities apply with Toyota material handling products. With Toyota you come to expect reliability and good resale value."

Toyota offers a comprehensive range of internal combustion and battery electric counter-balance forklifts.

All have leading design and safety features, such as

Automatic Fork Levelling Control to level forks during loading and the Toyota System of Active Stability, which locks the rear axle to help reduce the potential for lateral tip-overs.

Toyota recently expanded the 8-Series internal-combustion forklift range to cover the 1.0 to 8.0-tonne payload range.

Each forklift is configured to provide the optimum chassis/battery/mast combination according to the requirements of the application.

The BT M-series reach-truck range has capacity up to 1600kg and lift heights up to 8.5 metres.

TMHA provides a one-stop warehouse equipment solution with its range of Toyota, BT Lift Truck and Raymond forklifts.

The month of April 2014 saw the TMHA Townsville branch celebrate its first year of operation as part of the factory-owned national branch network.

Whites Group is an Australian family owned company servicing hardware, rural and industrial companies with a diverse range of products, including fencing materials, gates, screens, concrete reinforcing materials, garden supplies and on-site safety equipment.



# HB Blocks lifts productivity with Toyota forklifts

*Darwin's leading manufacturer and supplier of concrete building blocks has commissioned a fleet of new Toyota forklifts to help boost productivity.*

HB Blocks has four 3-tonne payload Toyota 8-FG30 forklifts on long-term rental and servicing agreement from the Toyota Material Handling Australia (TMHA) Darwin branch.

HB Blocks director Nick Halkitis said he chose the rental and servicing agreement to free-up space in the company workshop.

"The new Toyota forklifts are integral to the block production cycle, their storage and distribution," he said.

"They unload freshly made product, stack that product, make up and load orders, and handle pallets that need repair."

Mr Halkitis said the company bought its first Toyota forklift in 1997.

"It was soon followed by two more Toyotas, then another two, and now the four rental forklifts.

"Toyotas are good forklifts, especially for reliability and longevity, and they are backed by good local support from TMHA."

TMHA's factory-owned and backed Darwin branch is poised to celebrate its first anniversary after replacing the previous independent dealer last year.

HB Blocks can trace its beginnings to 1960 and the civil construction company Halkitis Brothers. The locally owned and operated business now employs close to 180 staff and

is involved in construction, manufacturing, tourism, mining, transport and maintenance.

Toyota's 8-Series internal-combustion forklift range now covers every payload capacity from 1 to 8-tonne payload.

Design and safety features also include Automatic Fork Levelling Control to level the forks during loading, ergonomic controls and smooth, quiet operation from the Toyota engine.

Selected 8-Series forklift models also feature Toyota's exclusive System of Active Stability comprising the advanced Active Swing Lock Cylinder, which can help improve forklift stability and reduce the potential for lateral tip overs,



# IBS Earthmoving takes 70th Toyota Huski SSL

*One of southeast Queensland's leading excavation companies has commissioned its 70th Toyota Huski skid-steer loader in 24 years.*

IBS Excavations has equipment based in Brisbane, Chinchilla, Gympie and the Sunshine Coast.

Its current fleet of 12 Toyota Huskis includes 'mini' models for restricted-access sites.

The 70th Huski on the IBS Excavations fleet is a 650kg operating-weight 5SDK-8, one of the most popular of the six Toyota skid-steer loader models available.

Company owners Scott and Jenny Trafford bought the business in 1988 and have significantly expanded it since, including the addition of an in-house service department and OH&S officer.

"The Huskis are fantastic loaders, and I love Toyota equipment," Jenny Trafford said.

"They are bullet-proof and the back-up service is a real credit to the Toyota Group. Why would you go anywhere else?"

IBS Excavations has a fleet policy of low-hour machines to

ensure maximum reliability for hire customers.

Scott Trafford said he bought Toyota skid-steer loaders for many years through Brisbane-based Huski specialist Paul Allen (now managing Toyota Material Handling's Darwin branch), and now through area sales manager Syd Williams, grandson of Sir Sydney Williams, who pioneered Toyota skid-steer loader sales in southeast Queensland.

"Paul was in sync with our low-hours policy. He would contact you when a loader reached a certain number of hours, because he might have an owner-operator or plumber who wanted a low-hour machine," Mr Trafford said.

In addition to plant hire, IBS Excavations specialises in footings, foundations, site cuts/preparations, pools, land clearing, drainage, bulk excavation, rock breaking and trenching.

Toyota's Huski skid-steer loader range is sold and backed nationally by Toyota Material Handling.

Models range from the compact 4SDK-4 right up to the 900kg operating load 5SDK-11.

# Hinos go beyond million kilometres for hire company

*The reliability and durability of Hino trucks has been serving one of the nation's largest fencing and event hire companies for more than 20 years.*

TFH Hire Services runs a fleet of over 60 Hino trucks at its Sydney and Queensland headquarters, some of which have clocked up over 1.3 million kilometres.

Operations Manager Stephen Sheehan says some of the oldest models have been on the road since 1992 and are still going strong after delivering well over one million kilometres of service.

"They're still running well, and while we refurbish them from time to time the fact that they're still performing is a real testament to how well they're built," he said.

The vast majority of the Hinos have been purchased through the Sci-Fleet dealership in south-east Queensland, and when it came time to upgrade with two new trucks recently TFH Hire Services had no hesitation in ordering the trucks through them again.

"We could have considered another brand, but we've had excellent service from the Hinos and the people at Sci-Fleet, so it just made sense to upgrade from the Hino range," Mr Sheehan said.

TFH Hire Services ordered two 500 Series FC 1022 Proshift 6

models, with the potential for another two to follow in the near future.

"They'll be used for the growing portable toilet hire part of our business, and we needed a larger truck to handle the bigger loads. They'll be ideal for that purpose with the longer wheelbase, 162kW of power and six-speed ProShift automatic transmission."

Apart from the reliability and durability of the Hino fleet, the comfort features and versatility have also been a standout for TFH Hire Services.

"The drivers find the Hinos very comfortable and easy to drive; it's just like driving a car," Mr Sheehan said.

"We service about 90 per cent of the major sporting and cultural events around the country, so many of our trucks are doing long-haul trips and comfort features like cruise control, fully adjustable ISRI 6800 driver's seat, and comprehensive multimedia systems are really appreciated by the drivers.

"With a varied business like ours - taking in fencing hire, event flooring and portable toilet facilities - the versatility of the Hino fleet makes a real difference," Mr Sheehan said.

TFH Hire Services is family-owned and operated and has over

# Toyota tops Material Handling Magazine survey



*Toyota has topped an independent survey of Australian forklift operators, finishing first in every category relating to "brand".*

MHD Supply Chain Solutions (MHD) magazine and Transport and Logistics News (www.TandLnews.com.au) conducted the online survey during February and March.

The survey found Toyota was clearly the preferred brand when buyers were planning to purchase, lease or rent forklifts.

Toyota was not just the preferred first choice: it was also the clear second and third choice among those surveyed.

Toyota also achieved impressive survey results on respondents' opinion of it, with the highest score of 59.7 per cent rating it "very favourable".

Toyota forklifts are sold and serviced nationally by Toyota Material Handling Australia (TMHA).

TMHA offers a one-stop solution for material handling needs, with the combined product ranges of Toyota industrial equipment, BT Lift Truck and Raymond.

TMHA executive vice president and COO Steve Takacs said the survey results are further proof of Toyota's commitment to quality in all areas of its material handling business.

"Time after time, when you ask forklift owners and operators what they like about Toyota, they talk about the quality, durability and reliability of the forklifts," he said.

"This endorsement of Toyota's quality goes back to the massive investment the corporation makes in forklift design and development.

"From a local point of view, the fact that two in three survey respondents rate us 'very favourably' is a great accolade for the Toyota branch network and its product offerings."

TMHA has been the overall Australian forklift market leader for the last five years and has led the national internal-combustion counter-balance forklift market for 27 years.





# Toyota brand value leads the world

*Toyota has strengthened its position as the world's most valuable automotive brand on the back of demand for hybrid vehicles, a rising Japanese economy and a rebound in the US car market.*

Toyota's brand value surged by 21 per cent to US\$29.6 billion (A\$32.1 billion) over the past year compared with average rises of 17 per cent for the auto sector and 12 per cent for the top 100 brands.

It is the seventh time in nine years that Toyota has been crowned automotive brand value leader in the BrandZ™ Top 100 Most Valuable Global Brands report.

Second and third places were taken by luxury German marques while only three other automotive companies were listed in the top 100.

The report said hybrid vehicles continued to do well with fuel efficiency and emissions shaping buyer preferences.

"It's not that shoppers preferred the styling or performance of those cars, but they wanted to enjoy the key benefit - fuel efficiency," it said.

"Toyota hybrid sales in Europe grew 43 per cent, driving strong profit for the brand in that region." Hybrid sales were up 30 per cent in the United States.

The report said another significant trend was that consumers expected cars loaded with technology, regardless of price point.

"Conditioned by rapid smartphone apps, they also expected car technology to improve with the speed of downloads," it said.

Safety remained an overriding concern. A key reason people traded-in cars after the third year of ownership was to upgrade to new safety features.

## Toyota takes next steps in hybrid power



*Toyota is undertaking significant developments in the laboratory and on the race track to advance future generations of hybrid vehicles such as Prius and Camry.*

The world's largest producer of petrol-electric hybrid vehicles is targeting gains to performance and fuel efficiency that will extend its lead in hybrid technology.

In Japan, Toyota has announced a new generation of computer chips with the potential to boost the fuel efficiency of its hybrid vehicles by 10 per cent\* while significantly reducing the size of the crucial power control unit (PCU).

The latest laboratory breakthrough announced by Toyota involves new silicon carbide computer chips (power semi-conductors) that are substantially more efficient than today's chips made from silicon alone.

Designed to be used in the PCU of hybrid vehicles, they will enable Toyota to improve fuel efficiency by up to 10 per cent while also reducing PCU size by up to 80 per cent.

The newly developed silicon carbide chips - which will undergo on-road testing in Japan within a year - reduce the amount of current lost as heat, and switch the current flow on and off more efficiently.

This enables the coil and capacitor, which account for approximately 40 per cent of the size of the PCU, to be reduced in size.

The PCU in hybrid vehicles supplies electric power from the battery to the motor to control vehicle speed. It also sends electricity generated through deceleration to the battery for storage.

An estimated 20 per cent of the total power loss in hybrid vehicles is associated with the power semiconductors alone. Therefore, a key way to improve fuel efficiency is to improve power semi-conductor efficiency.

\* Based on the Japanese JC08 test cycle.

# AUSTRALIA'S FAVOURITE FORKLIFT RANGE\* JUST GOT BIGGER!

Toyota's flagship 8-Series has just expanded its line up with a new range of large capacity, 3.5-8.0 tonne, engine-powered counter-balance forklifts.

To find out more about the impressive, bigger than ever, 8-Series range, contact your Toyota Material Handling branch today.

\*Australian Industrial Truck Association statistics Ytd 2013



**8SERIES**  
ENGINE POWERED FORKLIFT  
BFG/BFD 3.5 to 8.0 tonne

