

Toyota is number one for quality, value, productivity and safety.

See inside for survey results.



Solutions For Every Pallet[®]

Whether you own a single forklift or a fleet, we want to show you why Toyota Material Handling is the world's number one forklift company[#].

We've got the range to provide you with the best possible material handling solutions, plus the service and replacement parts support you'd expect from the world leader.

The benefits of dealing with Toyota Material Handling include:

- Australia's biggest range of materials handling equipment
- No.1 counter-balance forklift for over 25 years
- Leading product, safety and environmental initiatives
- 100% Toyota owned branches
- Australia's largest rental fleet with over 14,500 units
- Forklift rentals from 1 day to 5 years with flexible finance options available
- 350+ service support staff & 250+ service vans



And when you have to make every cent count without lessening productivity, a quality used forklift from Toyota Material Handling can be a cost-effective solution. We have a huge range of forklift brands priced to sell and ready to work, with options to suit all budgets. To view our extensive range of used forklifts simply visit www.tmhpreowned.com.au

There's never been a better time to get Australia's best range of material handling solutions working for you.

Toyota Service Advantage

At Toyota Material Handling, we place an important emphasis on expert service to keep your forklift working and your servicing costs as low as possible.

No matter what forklift brand you use, Toyota Material Handling's factory trained technicians use the latest diagnostic equipment to ensure a fast and accurate

diagnosis, that helps to save you time and money.

It's all part of our Toyota Service Advantage, and just another reason why a Toyota Material Handling service is genuinely better for your forklift and your pocket.

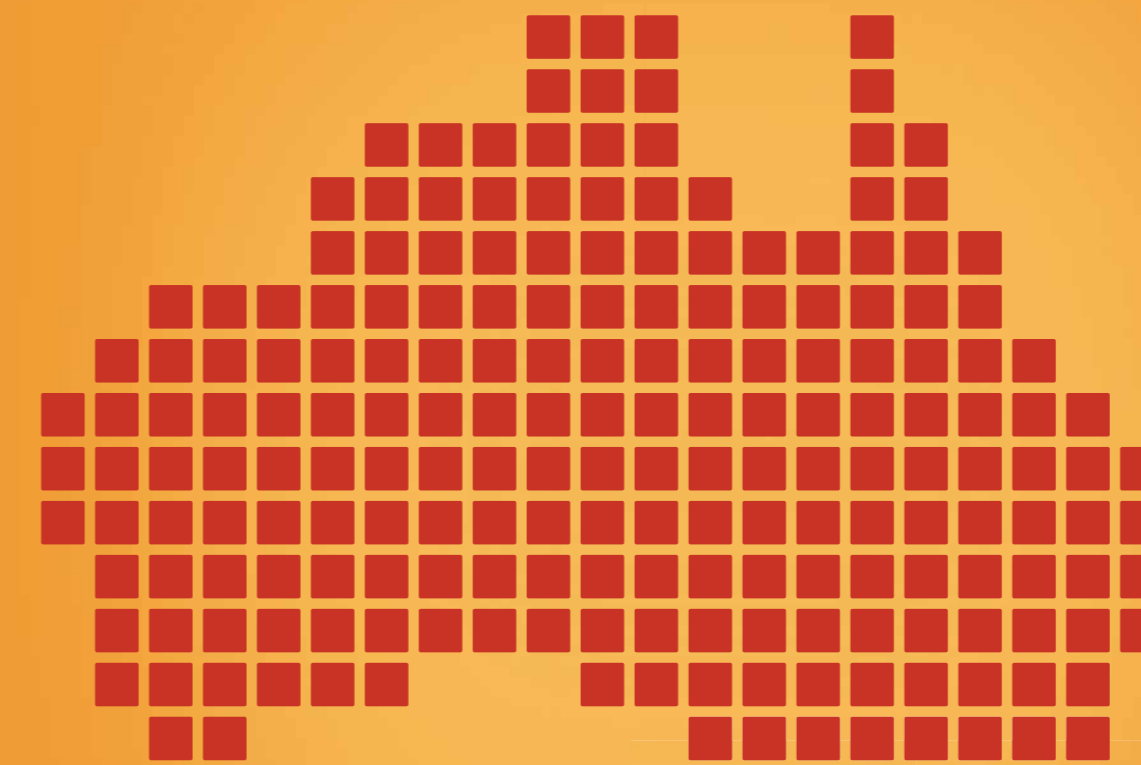


For your nearest Toyota Material Handling branch call or visit our website.

1800 425 438
www.toyotamaterialhandling.com.au



Australian forklift owners and operators have spoken.



THE AUSTRALIAN FORKLIFT SURVEY



A survey for Australian material handling conditions.

There's been a lot of noise made of late by forklift companies. Some brands claim that they are the leaders in productivity, other promote themselves as being the best for value, cost of ownership, or safety.

At Toyota Material Handling we wanted to find out for ourselves, so we commissioned Salmat Customer Contact Solutions to conduct the "Australian Forklift

Survey" - a survey of forklift owners and operators, across a range of industries and forklift brands.*

And unlike other forklift companies that base their research results from surveys conducted overseas, we decided to ask Australian forklift operators and owners what they thought, and what was important to them.

This is what we found out.

Reliability - it's what Australian businesses look for in a forklift.

Survey respondents were asked "when evaluating forklifts, which attribute is most important to you?" Nearly a quarter of those surveyed chose 'reliability' as most important.*

We understand this because it's important to us too. Toyota's range of forklifts are developed by personnel who utilise the advantages of Toyota's

advanced manufacturing technologies, and build to the same exceptional standards of quality and reliability as the company's automotive products.

And it's that famous reliability that is evident within Toyota's automotive range, like the popular Camry, Landcruiser, and "unbreakable" Hilux, that also goes into each and every Toyota forklift.



Who stacks up as Australia's first choice for quality?

Toyota forklifts have earned a strong reputation for engineering innovation in materials handling, with a number of world-class technologies.

Our commitment to continuous improvement leads us to invest heavily in new engineering and manufacturing

innovations, enabling us to constantly raise the quality of our products.

This is just one of the reasons why 63% of survey respondents rated Toyota forklifts as being the brand leader in quality.



Australians know good value when they see it.

At Toyota Material Handling we understand that value not only relates to the cost of running your equipment, but also to driver comfort, durability and after sales support.

Toyota forklifts are not only ergonomic and energy efficient, but also built tough and made to work.

Our national branch network of service and parts support ensures your forklift remains working, ensuring excellent resale value when the time is right.

It's all part of the Toyota Advantage, and just another reason why 59% of surveyed people picked Toyota as their value first choice.



Who do Australian's think are the most productive forklifts?

Businesses want forklifts that maximise the efficiency and productivity of their material handling operations.

With excellent fuel economy, high up-time, and heavy duty engines that offer fast acceleration and lift speeds

during stacking, loading and unloading goods, Toyota forklifts offer just that.

And that's why 59% of surveyed people chose Toyota as their first choice for productivity.



Who's No. 1 when it comes to lowest cost of ownership?

Forklift purchase price is just one component of a forklift's cost.

Total cost of ownership represents the potential related expenses of a forklift in addition to the acquisition cost, including depreciation, insurance, fuel, downtime,

maintenance, parts and repairs.

Adding all of these expenses together gives you a true picture of why Toyota forklifts rated number one with 60% of survey respondents placing them first for lowest cost of ownership.



When it comes to safety, the Australian choice is Toyota.

As the focus on workplace safety increases, Toyota's System of Active Stability™ (SAS) stands out as technology that actively helps reduce the risk of forklift accidents.

SAS constantly monitors forklift operations and

automatically takes corrective action when it senses factors that could lead to forklift or load instability.

Its advanced functions work together to keep your driver and goods safely on the move - and your productivity on the up.



But don't just take our word for it.

Leading Australian magazine Materials Handling and Distribution recently conducted their 2012 Forklift Survey.†

Participants were asked to rate forklift brands via the question "In general, what is your opinion of each of the following forklift manufacturers?"

A whopping 63.5% of respondents rated Toyota as "very favourable", the highest rating given to any forklift brand.

Also, when respondents were asked the question "when planning to purchase/lease/rent forklifts, what

is the first forklift brand you consider?" Toyota came out on top, with 41% of people selecting Toyota.

Toyota's commitment to excellence and continued improvement is the key to its success, and a major reason why so many customers continue to buy Toyota forklifts time and time again.

