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**FOR IMMEDIATE RELEASE**

**TOYOTA DOUBLES WARRANTY FOR TOYOTA GENUINE PARTS**

***Lift Truck Warranty Now 12 months/2,000 Hours Including Labor\****

IRVINE, Calif. (May 24, 2011) – Toyota Material Handling, U.S.A., Inc. (TMHU), the nation’s leading forklift supplier, announced it has doubled the manufacturer’s warranty on new Toyota Genuine Parts purchased through an authorized Toyota Industrial Equipment dealer from six months or 1,000 hours to 12 months or 2,000 hours—whichever occurs first from the date of sale. The warranty is also offered on remanufactured Toyota replacement parts at no extra charge and includes labor.



“This warranty is a testament to our confidence in Toyota Genuine Parts’ and our reputation for providing the highest level of quality and durability,” said Terry Rains, vice president of aftermarket sales. “Toyota’s industry-leading one-year parts warranty including labor is designed to deliver to our customers Toyota parts and accessories that help their lift trucks run at optimal performance.”

\*Additional terms and conditions apply. Please see your authorized Toyota Industrial Equipment dealer for more information.

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## **About Toyota Genuine Parts**

All Toyota lift trucks are constructed with Toyota Genuine Parts and Accessories. Toyota's quality control system makes certain that every Toyota component is constructed to the same exacting tolerances and strict quality control standards as the part it replaces. To maintain the highest levels of safety and quality, any replacement part used on a Toyota lift truck is recommended to be a Toyota Genuine Part.

In a recent study by *Peerless Media* Research Group, Toyota Genuine Parts ranked highest as the brand of lift truck parts that customers consider the best in quality and most reliable.

## **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. (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](http://www.toyotaforklift.com), [www.facebook.com/ToyotaForklift](https://www.facebook.com/ToyotaForklift) or [twitter.com/ToyotaForklift](https://twitter.com/ToyotaForklift) or call 1-800-226-0009.

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