



TOYOTA TRUMPS FORKLIFT MARKET FOR 24TH YEAR

Toyota Material Handling Australia (TMHA) is once more Australia's number one forklift company, gaining more than 30 per cent market share in calendar year 2010.

Official Australian Industrial Truck Association (AITA) industry sales figures year-to-date December 2010 show TMHA sold over 3,700 forklifts - almost 20 per cent more than its nearest competitor.

The company was a clear number one in six states: New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia.

TMHA also maintained its record of number one position in the Australian internal combustion counter-balance forklift market, commanding over 36 per cent share nationally.

It has now led the Australian internal combustion counter-balance forklift market consecutively for 24 years. More than one in every three internal-combustion counter-balance forklift trucks sold in Australia in 2010 was a Toyota.

TMHA also led the three and four-wheel battery electric forklift segments, claiming market leadership in both these categories.



TMHA Executive Vice President & COO, Steve Takacs, said the 2010 sales results reflected Toyota's trusted name in forklift trucks and the quality of TMHA's range of counter-balance and warehouse equipment products.

"This is a great result for our company and customers, especially with TMHA retaining the number-one position overall in forklifts," he said.

"It confirms once again the breadth and depth of the TMHA model range, the overall quality of the machines in that range, and the efforts our nationwide 100 per cent factory-owned branch network devotes to customer service and after-sales product support.

"TMHA offers Australia's most comprehensive range of material handling equipment," Steve Takacs said.

"The success of our products begins with our parent company Toyota Industries Corporation (TICO) as well as Toyota's industry-leading investment in research and development, coupled with a dedicated commitment to quality.

"Commitment is the key word - encompassing safety, quality, reliability and usability - across the full range of material handling machines."

For further information on the Toyota Material Handling range, freecall 1800 425 438, or visit the website at www.toyotamaterialhandling.com.au.