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FOR IMMEDIATE RELEASE

**TOYOTA NUMBER ONE IN LIFT TRUCK SALES FOR SIXTH
CONSECUTIVE YEAR**

IRVINE, Calif., (August XX, 2008) – For the sixth consecutive year, Toyota is ranked as the world’s largest lift truck supplier. As seen in *Modern Materials Handling’s* August 2008 issue, Toyota reported \$7.8 billion in sales revenue for the 2007 fiscal year, a 20 percent increase over 2006 figures.

“Toyota is pleased to have achieved the position as the number one lift truck supplier worldwide,” said Shankar Basu, president and CEO of Toyota Material Handling, U.S.A., Inc. “Toyota’s success is built on its world-class dealer network, customers, dedication to innovation and commitment to providing the highest level of product quality.”

Despite a tough economic climate for the United States market, World Industrial Truck Statistics reported that worldwide industrial lift truck orders grew 12 percent in 2007. To be eligible for *Modern Materials Handling’s* Annual Top 20 ranking, companies must manufacture and sell lift trucks in at least one of the ITA’s seven truck classes. Rankings are based on worldwide revenue from powered industrial trucks during each company’s most recent fiscal year.

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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 and currently offers a full line of high-quality lift trucks sold under the Toyota brand. TMHU also is the sole U.S. distributor of Aichi scissor lifts, and Aichi wheeled and crawler boom lifts.

Built on a reputation of excellence, Toyota remains popular due to its quality, reliability and durability. Quality is the hallmark of Toyota's world-renowned Toyota Production System practiced at all Toyota manufacturing facilities, including Toyota Industrial Equipment Manufacturing (TIEM). Most of the Toyota lift trucks sold in the United States are manufactured at TIEM.

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 190 dealership locations throughout the United States, offer comprehensive customer service support, including one-stop shopping for both new and Certified Used lift trucks, parts, service and financing. For more information on TMHU, please visit www.toyotaforklift.com or call 1-800-226-0009.

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