



Establishment of TOYOTA Material Handling Company

April 2001 saw a radical restructuring of the Toyota Group's materials handling equipment business, consisting of industrial equipment and materials handling systems. The changes included the establishment of TOYOTA Material Handling Company,* incorporating the sales and marketing operations of Toyota Motor Corporation's ("TMC's") industrial equipment sales division. TOYOTA Material Handling Company will operate as an "in-house corporate entity" within Toyota Industries.

From 1956, when the first TOYOTA-brand forklift truck was launched, TMC had been responsible for the sales and marketing of materials handling equipment developed and manufactured by Toyota Industries. This arrangement changed on April 1, 2001, when Toyota Industries formally assumed responsibility for all materials handling equipment operations.

This consolidation positions materials handling equipment as a core business within Toyota Industries, and underlines its status as one of the world's leading comprehensive manufacturers in the field. The integration of development and manufacturing expertise with strong sales and marketing capabilities will make for more flexible management, faster decision-making and strengthened global competitiveness.

TOYOTA Material Handling Company will act as an independent company, with its own management, and will be judged on criteria such as return on assets as well as earnings and sales.

In another strategic move, we acquired BT Industries in June 2000. BT Industries will remain a



Mr. Cho, President of Toyota Motor Corporation (left) and Mr. Isbikawa, President of Toyota Industries (right) shake hands after signing the agreement of the handover of TMC's industrial equipment division to Toyota Industries.

separate entity within the Toyota Industries Group, and will cooperate globally with TOYOTA Material Handling Company as an equal strategic partner. We are eager to further exploit the strong name recognition of BT brands in Europe and the U.S.

The assets transferred from TMC to Toyota Industries include: Goodwill, trademarks and licenses; and part or all of the share of, or equity investments in, domestic and overseas sales subsidiaries and affiliates, overseas manufacturing affiliates, etc. To ensure that the consolidation was complete, Toyota Industries also absorbed the Industrial Equipment Division of Toyota Motor Sales, USA, Inc., and transferred it to TOYOTA Material Handling Company.

Competition in the materials handling equipment



TOYOTA
INDUSTRIAL EQUIPMENT

TOYOTA
L&F

TOYOTA Material Handling Company

A Division of TOYOTA INDUSTRIES CORPORATION

Industrial equipment made by Toyota Industries is sold under the brand name of TOYOTA L&F (Logistics and Forklifts) in Japan, which refers to materials handling systems and industrial vehicles and equipment. Outside Japan, the signature of TOYOTA INDUSTRIAL EQUIPMENT is used.

market is intensifying, with mergers, acquisitions and alliances taking place on a global scale. Markets in advanced countries are almost mature, and demand tends to be cyclical. By assuming the materials handling equipment operations of TMC and acquiring BT Industries, we intend to strengthen our position as

a global leader distinguished by our comprehensive lineup, superior technologies and responsiveness to customer needs.

* TOYOTA Material Handling Company is simply the name of a division of Toyota Industries, not a legally incorporated entity.

TOYOTA Material Handling Customer Center

In late April of 2001, the TOYOTA Material Handling Customer Center opened for business. The center, located in Ichikawa, Chiba Prefecture, markets TOYOTA Material Handling Company's products and also offers consulting services.

Supported by Toyota Industries' accumulated know-how and a broad lineup of hardware, including forklift trucks, racks and materials handling systems, the

engineers at the center are able to provide total materials handling solutions, from efficient equipment layout to inventory analysis. Costing a total of ¥2.3 billion, the four-story showroom has a total floor space of 6,300 square meters.

Admittance is, in principle, by appointment only.



TOYOTA Material Handling Customer Center