

HISTORY ^{OF}

TOYOTA

From a local inventor
to a world player.



Sakichi Toyoda

Toyota is one of the largest
and most respected
organisations – and brands –
in the world.



FROM LOOMS TO LIFT TRUCKS, TOYOTA SETS NEW STANDARDS

More than eight decades have passed since Sakichi Toyoda's automatic loom revolutionised the Japanese textile industry in 1924. Since then, Toyota has helped transform manufacturing industry around the world – from textile machinery and automobiles to electronics and materials handling equipment.

Today, the Toyota Group employs more than 700,000 people worldwide and is one of the largest and most respected corporations in the world. Reflecting the diversity of its activities, the group encompasses 13 corporations, including Toyota Motor Corporation (TMC) and Toyota Industries Corporation (TICO).

TOYOTA INDUSTRIES CORPORATION

Toyota had been using forklifts in its car manufacturing plants as early as the 1940s, enabling it to develop good insights into what customers wanted. Combining this experience with its vehicle manufacturing know-how, Toyota launched its first engine-powered forklift truck in 1956. From there, Toyota expanded its product line-up, including a 3-ton forklift model and towing tractor, and started exporting to Asia.

In 1958 the first Toyota forklift reached European shores. Through the 1960s, production capacity in Japan was continuously expanded and international specifications added to the range to meet soaring world demand.

Toyota produced its first electric forklifts in the 1970s. In 1986, Toyota started European forklift production in France.

Today, TICO is the world's leading manufacturer of materials handling equipment, offering a full range of warehouse equipment and internal combustion and electric counterbalanced forklift trucks.

HISTORY^{OF} BT

BT develops a world-leading position as a manufacturer of materials handling products.



Ivan Lundquist



THE START OF SOMETHING BIG

BT was founded in 1946 with the aim of selling equipment to the construction and transportation industries. It was a time of dawning optimism and rapid development to meet the rebuilding needs following World War II .

Having started by selling equipment from other manufacturers, BT soon began to develop its own line of products. Production of hand pallet trucks started in 1948. Within a few years

BT found its niche and began the process of becoming a leading name in materials handling.

At this point there was no standardised system for handling materials and BT realised the enormous potential of fulfilling the need for greater efficiency. In cooperation with the Swedish State Railway (SJ), a project was started to find the solution.

One year after presenting its first hand pallet truck, BT introduced the revolutionary pallet. Later known as the Europallet, it became the industry standard in much of Europe.

Two names closely linked to BT are Ivan Lundquist, its legendary first president, and Ivar Bryntse, the inventor of the first proprietary product, the hand pallet truck. Both men worked in the company for decades and came to personify two values that have always been central to BT: quality and service.



TOYOTA BT

Sakichi Toyoda founds the Toyoda Spinning and Weaving Company.	1918	
Toyoda Automatic Loom Works Ltd. (now Toyota Industries Corporation) begins to manufacture and market automatic looms.	1926	
The Toyota Motor Corporation (TMC) is founded.	1937	
	1946	BT is founded by Ivan Lundquist.
	1948	BT presents its first hand pallet truck.
	1949	A standardised pallet is developed and sets the European standard.
	1950	BT opens its first premises in Stockholm.
	1952	Production moves to Mjölby.
	1954	BT begins planning service centres in Sweden; one reason why the brand has built an image of quality and service.
Toyota enters the industrial vehicles market with its first engine-powered forklift truck.	1956	
Forklift exports from Japan begin.	1958	
First Toyota forklift truck sold in Europe.	1965	Demand increases as the BT product range expands; BT begins exporting.
The Takahama (Japan) industrial truck plant begins production.	1970	
	1971	BT consolidates brand and position by opening companies in USA and Canada.
	1978	First driverless truck (Automatic guided vehicle) is delivered.
	1984	Cumulative sales of hand pallet trucks reach 1,000,000 units.
Toyota receives the Deming Prize, Japan's most prestigious quality control award.	1986	
Toyota Industrial Equipment starts European forklift production in Ancenis, France.	1987	
	1992	BT introduces a reach truck with a tiltable cabin, setting new world standards for comfort and ergonomics.
	1995	BT is listed on the Stockholm Stock Exchange.
Cumulative worldwide sales pass 1,000,000 forklift units. Toyota Industrial Equipment S.A. (TIESA) is awarded the ISO 9001 certification for quality management.	1997	BT bought Raymond Corporation (today part of Toyota Material Handling North America).
Toyota launches its exclusive System of Active Stability (SAS) for use in forklifts worldwide.	1998	BT purchases Mechanical Handling Consultants Ltd to strengthen its position in Eastern Europe.
	1999	BT acquires counterbalanced manufacturer CESAB and becomes a full range supplier.

stronger | together

2000	BT Industries joins the Toyota family.
2005	Toyota Industries Corporation creates a new, global materials handling organisation, the Toyota Material Handling Group.
2006	<p>Toyota celebrates 50 years – and BT celebrates 60 years – of materials handling excellence.</p> <p>TMHE begins operations to manage the Toyota and BT materials handling business in Europe.</p>
2007	<p>Toyota and BT operations are integrated in many European markets and at the European Office level.</p> <p>TMHE launches the Toyota Tonero engine-powered forklift.</p> <p>Toyota Material Handling unveils 'stronger together' – its new corporate signature for Europe.</p>
2008	<p>Toyota Industries Corporation (TICO) is once again ranked No. 1 in materials handling.</p> <p>TMHE launches the BT Levio powered pallet truck, BT Staxio powered stacker, BT Reflex reach truck and Toyota Traigo 48 electric counterbalanced forklift.</p>

Toyota Industrial Equipment and BT have joined forces to become Toyota Material Handling. With over a century of materials handling experience, we have a reputation for high quality products, service and comprehensive business solutions – always motivated by one thing: improving our customers' productivity. As part of the world leader in materials handling, we are placed to serve our customers better, with an unmatched presence across Europe. Customers are definitively stronger together with Toyota Material Handling.

Toyota Material Handling Europe

- Active in more than 30 European countries
- 400 sales and service outlets
- About 8,800 employees and a network of independent distributors and dealers
- Nearly 5,000 service engineers
- Turnover FY2008: €1.8 billion