



MATERIAL HANDLING U.S.A.

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FOR IMMEDIATE RELEASE

TOYOTA AND SAFETYBELTSAFE U.S.A. HOLD FREE INSPECTION CHECKUP OF SAFETY SEATS & BOOSTER SEATS

Local Parents Turn Out to Ensure Children's Safety Seats Pass the Potentially Life-Saving Test

IRVINE, Calif. -- (Oct. 27, 2011) – [Toyota Material Handling, U.S.A., Inc.](http://www.toyota-usa.com) (TMHU), supplier of the nation's No. 1 selling forklift brand, sponsored free inspections of child safety seats and booster seats in cooperation with nationally certified safety technicians and trained volunteers from [SafetyBeltSafe U.S.A.](http://www.safetybeltsafe.com) on Tuesday, Oct. 25, 2011 in Irvine. On behalf of Toyota, TMHU chairman and SafetyBeltSafe advisory board member Brett Wood presented the organization with a check in the amount of \$15,000. The funds will help support SafetyBeltSafe U.S.A. and sponsor this week's inspections in Irvine as well as a community checkup event in Columbus, Ind. next May.

According to the California Highway Patrol, more than 80 percent of children killed in car crashes would have survived if they had been properly buckled up. About 96 percent of the seats inspected at this year's [SafetyBeltSafe U.S.A.](http://www.safetybeltsafe.com) event were not being used properly. Of the safety seats brought to the event, only one was correctly used.



“This community event provided an interactive setting to help increase awareness of the importance of child passenger safety,” said [Brett Wood](http://www.toyota-usa.com), chairman of TMHU. “We share a passion with SafetyBeltSafe for protecting drivers and passengers by encouraging everyone to wear a safety belt, whether they are in a car or a forklift.”

Parents and expecting couples from several Orange County, Calif., cities turned out to ensure proper installation of all safety seats to help safeguard child passengers against injuries or fatalities caused by improperly fitted or incorrectly installed seats. Twenty-three nationally certified technicians were onsite to educate parents on proper safety seat installation.

The event also served to help educate parents on the new law, SB 929, which California Governor Jerry Brown signed this month. Beginning Jan. 1, 2012 in California, children must remain in safety seats in the back seat until at least age eight (previous law was age six), but most will not be able to fit properly in the safety belt until ages 10-12, based on data collected by SafetyBeltSafe U.S.A. Because every vehicle differs, parents will benefit from using the [5-StepTest](#) to be sure that the belt is properly placed.

“We appreciate Toyota taking a leadership role in shedding light on the importance and possibly life-saving measure of proper child safety seat installation,” said Stephanie Tombrello, executive director of SafetyBeltSafe U.S.A. “Thanks to this event, we were able to bring greater attention to the issues surrounding child passenger safety and to work directly with local residents to ensure their kids are correctly buckled up.”

About SafetyBeltSafe, U.S.A.

Founded in 1980, [SafetyBeltSafe U.S.A.](#) is nationally recognized for program excellence, training, and up-to-date technical materials. It provides consultation to advocates, parents, business leaders, the media, and professionals working in the fields of health care, traffic safety, and education.

About Toyota Material Handling, U.S.A., Inc.

Celebrating more than 40 years of established operations in North America, Irvine, Calif.-based Toyota Material Handling, U.S.A., Inc., (TMHU) is the supplier for the No. 1 selling lift truck brand 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 Automated Guided Vehicles and tow tractors.

Quality is the hallmark of the Toyota Production System practiced at all Toyota manufacturing facilities, including Toyota Industrial Equipment Mfg., Inc. (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 throughout the U.S. and Canada. With more than seventy authorized Toyota Industrial Equipment dealers and more than 220 dealership locations throughout North America, Toyota dealers 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, www.facebook.com/ToyotaForklift or twitter.com/ToyotaForklift or call 1-800-226-0009.



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