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Toyota Material Handling Torque

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 **TOYOTA**
MATERIAL HANDLING

Toyota Material Handling lifts market share to record heights

Toyota Material Handling Australia (TMHA) has secured its highest market share on record to take the number one position in the Australian forklift market for the seventh consecutive year.

TMHA delivered over 4,500 forklifts in 2015, up 2.3 per cent on the previous year, resulting in its highest ever market share of 37.5 per cent.

The official Australian Industrial Truck Association (AITA) industry sales results show a total of 12,144 forklifts sold in 2015, an 11.6 per cent drop on the previous year.

For the 29th year in a row TMHA remains the number one manufacturer of internal combustion engine powered counter-balance forklifts with a dominant market share of 42.2 per cent.

TMHA claimed number one position for forklift sales in New South Wales, Victoria,

Queensland, Western Australia and Tasmania.

In the battery-electric forklift market TMHA achieved a 34.3 per cent market share.

Internal combustion engine powered forklifts accounted for 41.3 per cent of the market, with battery-electric powered units now making 58.7 per cent of the total.

TMHA executive vice president and COO Steve Takacs said the results show the resilience of the Toyota brand in a declining market.

"As always we are very proud of TMHA's growth in market share, made even more exceptional in 2015 given the overall decline

in numbers nationally.

"We have also increased on volume over 2014, selling over 100 more units than at the same time last year," Mr Takacs said.

"As the industry moves towards a more environmentally sustainable outlook, I am confident that the trend towards battery-electric units will become a much stronger force in the industry.

"We will release even more battery-powered options in 2016 and we look forward to further solidifying our place as number one," Mr Takacs said.

