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FOR IMMEDIATE RELEASE

TOYOTA INDUSTRIES CORPORATION NAMED BY FORTUNE MAGAZINE AS ONE OF THE WORLD'S MOST ADMIRED COMPANIES FOR THE THIRD CONSECUTIVE YEAR

IRVINE, Calif., (August 21, 2008) – FORTUNE magazine has named Toyota Industries Corporation (TICO) to its top 50 list of the “World’s Most Admired Companies” for the third consecutive year.

TICO, which is comprised of four key business units – automobiles, materials handling equipment, textile machinery, and logistics solutions – is ranked as the 31st most admired company in the world. TICO achieved an additional honor, earning a top five spot in the motor vehicle parts industry ranking, also for the third consecutive year.

TOYOTA is the world’s leading supplier of lift trucks. The majority of lift trucks sold in the United States by TICO’s subsidiary, Toyota Material Handling, U.S.A., Inc. (TMHU) are manufactured at the Toyota Industrial Equipment Manufacturing (TIEM) Columbus, Ind., plant.

“It is quite an honor to be admired in this competitive industry once again,” said Shankar Basu, president and CEO of TMHU. “Our team of associates and dealers work diligently to be recognized with such achievement. TOYOTA will continue to excel and work towards innovative ideas that will keep the company and its products improving our customers’ businesses.”

Toyota Motor Corporation (TMC) also was featured in the FORTUNE survey, ranking third on the “World’s Most Admired Companies” list.

The FORTUNE most admired category is compiled into a global all-star list and 27 industry sectors list. The Hay Group compiled the list, beginning with FORTUNE Global 500 and companies that have revenues in excess of \$10 billion. A total of 358 companies in 27 industries were surveyed, and business leaders in their own industries were asked to rate companies on nine different attributes from investment value to social responsibility.

TICO received the top ranking for social responsibility, financial soundness and long-term investment, and ranked second in the areas of people management and use of corporate assets.

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. 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 TIEM. Most of the Toyota lift trucks, including the 8-Series, 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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