



# **GENUINE** **Toyota Parts** **and Service**

*The key to longevity, safety, and reliability, now available 24 x 7, 365*



# Keeping it real

*Nothing keeps your Toyota forklift operating at peak performance like GENUINE Toyota parts and service. Thanks to Toyota's new e-commerce website, the MyToyota Store, it's quicker and easier than ever to access a vast selection of Toyota-approved parts and accessories.*

**ASK FLEET MANAGERS** what they want from their forklifts, and you're sure to hear words like "productivity," "reliability," and "longevity." Those qualities—all of them essential for a safe, efficient, and profitable operation—are hallmarks of Toyota's products. Whether their trucks are delivering materials on the factory floor, traveling the aisles of warehouses and distribution centers, or tackling heavy-duty assignments outdoors, Toyota customers know they can count on their forklifts to meet those high standards.

While the design and engineering of the trucks themselves are the baseline for product quality, that's not the end of the story. Once forklifts shift into gear and get to work, many factors play a role in assuring optimal performance over time. One of the most important is proper maintenance, including selection and installation of the right parts at the right time by authorized, Toyota-trained technicians.

It goes without saying that nobody wants to compromise productivity, reliability, or safety. And yet ...when it comes to parts and service, it can be tempting to take what may—on the surface—appear to be a more convenient or less expensive route. But appearances can be deceiving. As this paper will explain, to keep your Toyota forklift operating at peak perfor-

mance, using 100% genuine Toyota parts and service is the only way to go. And thanks to Toyota's new e-commerce website, the MyToyota Store (available at [Shop.ToyotaForklift.com](http://Shop.ToyotaForklift.com)), it's faster and easier than ever to find Toyota-approved parts and accessories for your equipment.

## **PUTTING PARTS TO THE TEST**

Every element of a Toyota forklift, from tiny rubber gaskets to hefty exterior panels, is designed, manufactured, and tested to ensure customers receive reliable products. "Toyota Genuine Parts are engineered and manufactured to precise specifications for peak performance and long life. They're also designed specifically for Toyota forklifts, including many for specific product lines, or even for individual trucks," says Megan McGriff, manager, parts sales, customer service, and marketing, for Toyota Material Handling. "Toyota is confident in our work. Our quality-control system verifies that every Toyota Genuine Part is built to the same exacting tolerances and standards as the part it replaces before it is certified as a genuine Toyota part."

Quality engineers also test an array of parts against competitors' versions, including after-market "knockoffs" sold by third parties. These



tests simulate workplace conditions to compare materials, quality, and durability, along with how efficiently parts perform. The differences between genuine OEM parts and those of other manufacturers can be striking.

Consider starters, for example. As shown in Figure 1, Toyota’s starter consistently delivered significantly more power and torque, making for a more reliable start-up, day after day. Over the long term, Toyota’s waterproofing features, including an o-ring, rubber seal, drain tube, and nickel plating—all of which the competitor’s product lacked—reduce rust buildup and increase the starter’s lifespan.

### MORE THAN THE SUM OF ITS PARTS

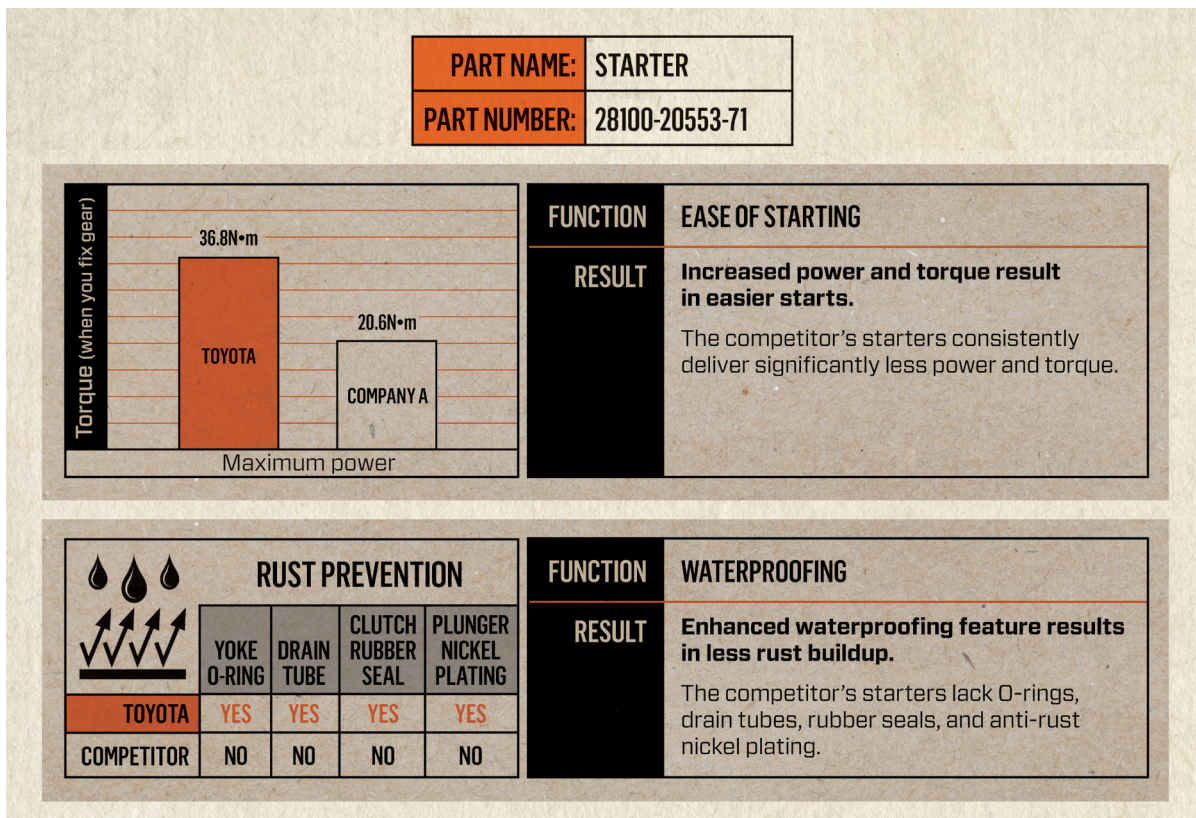
While each individual item is important, forklift quality is a great example of the proverbial whole being greater than the sum of its parts. Rather than simply assemble a multitude of


high-quality parts—and there are thousands in every forklift—Toyota approaches design and manufacturing in a holistic way, with each part and component playing a role in an integrated end product.

This may be the single biggest argument in favor of using 100% Toyota Genuine Parts: Replace an OEM-approved part with another that may look similar but differs in design and quality, and you compromise the integrity of the forklift as a whole. It’s a strategy that introduces risk into the all-important areas of safety, reliability, longevity, productivity, and cost.

Those very considerations are front and center when Toyota designs parts for its forklifts. Operator safety, for instance, is one of the prime motivators behind every decision the company’s engineers make. “Part of what leads to our forklifts’ designation as Number One in safety year after year is the quality of the parts

**FIGURE 1 TOYOTA-DESIGNED STARTER VS. AFTERMARKET COMPETITOR**





we use in manufacturing and in the aftermarket,” McGriff says. Using only Toyota-approved parts for maintenance and repair is fundamental to safe operation, she adds. Toyota is so confident in the quality of its parts that it offers a two-year warranty for most parts and components—“twice as long as our closest competitor,” she notes. The warranty also covers the labor when performed by a Toyota-certified technician.

How parts are selected and installed also has an impact on a forklift’s performance.

“Toyota-certified technicians are qualified to maintain our trucks, as they were designed from the ground up,” McGriff says. “The technicians are factory-trained specifically to perform maintenance that helps ensure Toyota quality.” And thanks to rigorous training in-house, followed by extensive field training, she continues, they are “uniquely qualified to know what parts go on a Toyota truck, and how to keep it running like a Toyota.”

Although the selling prices for third-party aftermarket versions may be less than those for Toyota Genuine Parts, the assumed savings inevitably evaporate over time. Those lower prices equate to lower quality, shorter lifespans, and lower resale value. McGriff cautions that knockoffs can compromise operator safety if they’re not compatible with Toyota’s trucks. They may also create a need for additional repairs, and fleet managers “may find that their upkeep and maintenance costs are higher than they would be if they used only genuine Toyota parts,” she says. Having Toyota-certified technicians maintain and repair forklifts with approved parts, she adds, “definitely makes the overall cost of maintenance and ownership more competitive and provides a greater return on investment.”



## NEW: FIND AND ORDER PARTS ONLINE

There’s no question that genuine Toyota parts and service offer many advantages and benefits. Now there’s one more: Starting in early 2019, forklift owners and fleet managers can directly access thousands of Toyota-approved parts themselves.

Until now, Toyota parts and accessories were available only by ordering from authorized Toyota dealers. Local dealers will continue to be at the heart of the parts and service relationship, but the MyToyota Store, Toyota’s new e-commerce platform, makes more than 600,000 parts easy to locate and quickly accessible for customers who handle forklift maintenance themselves or don’t have a relationship with a Toyota dealer, but still need parts. The e-commerce site—the initial step in Toyota’s digital customer transformation—offers a new way to engage with customers

who grew up with Google and the internet and help them find answers to their problems.

Open to anyone in the U.S., the MyToyota Store allows buyers to search an electronic parts catalogue by keyword, part number, or forklift model and serial number, says Nick Ostergaard, manager, e-commerce sales & operations and marketing systems. After the customer places an order and pays with a credit card or requests an invoice payment, the order either ships from the local dealer’s shop or, if an item is not in stock locally, from Toyota’s distribution center in Columbus, Indiana.

As Ostergaard notes in the accompanying sidebar, the new e-commerce offering makes it easy and convenient for Toyota customers to order OEM parts anytime, from anywhere. No matter how you order them, Toyota Genuine Parts serviced by Toyota-trained technicians and dealers will keep forklifts operating at peak performance for years to come.



## As You Like It: Order Genuine Toyota Parts Anytime, From Anywhere



**TOYOTA FORKLIFT'S** new e-commerce platform, the MyToyota Store (available at [Shop.ToyotaForklift.com](http://Shop.ToyotaForklift.com)), lets customers order genuine Toyota-approved parts 24 hours a day, from desktops, laptops, or mobile devices. Customers can search an electronic parts catalogue by keyword, part number, or forklift model and serial number. After the customer places and pays for an order, the order either ships from the local dealer or from Toyota's distribution center.

Nick Ostergaard, manager, e-commerce sales & operations and marketing systems, explains why Toyota chose to take this bold, industry-leading step and how it will benefit customers.

### **Q: Why did Toyota launch its new e-commerce parts website?**

**A:** Like many B2B businesses, our customer demographics are changing. Millennials and Gen Z are changing businesses and expect that if they need something, they will be able to go to a website, go through a modern checkout process, and have their order delivered the next day. Think of the online channel as supplemental to traditional customer support, designed for what you could call the "next generation" of material handling equipment buyers. We're providing an omnichannel customer experience, where customers can order whatever way is most convenient and conducive to their application—24 hours a day, 7 days a week, 365 days a year.

Another consideration was that a lot of third parties sell cheap, low-quality knockoff parts on the Internet. We have built the *only* source where you can buy genuine Toyota parts online. The availability of a flood of knockoff parts is not just a threat to Toyota, but to the entire forklift industry. These parts simply don't perform as well and can cause a poor product experience for the forklift itself.

### **Q: Will all Toyota parts be available online?**

**A:** More than 600,000 parts will be available, but a small subset will not be online, mostly because of a high level of customization. For those, we will continue to rely on our dealer network to advise customers and make sure they obtain the proper parts.

### **Q: What advantages will the MyToyota Store offer to buyers?**

**A:** One big benefit is that almost all of the parts avail-

able online are eligible for next-day delivery through our expedited shipping option. Another is that the customer will be able to order parts any time, day or night, regardless of whether the dealer can get a technician to the site that day. For customers who simply prefer to order on their own, without working through a dealer or salesperson, now they have that option.

### **Q: How will this new option affect customers' relationships with their Toyota dealers?**

**A:** It will strengthen it! In fact, Toyota's dealer council advised on the project. We believe it's important to make this a mutually beneficial opportunity for our dealers and our customers. With that said, our online platform fully respects the long established wholesale-to-retail-to-customer product flow.

Toyota Material Handling owns the e-commerce platform—the MyToyota Store where customers browse. As the customer goes through the checkout process, the order is matched to the appropriate dealer. The customer pays with a credit card or requests to be invoiced, and the sale is routed to the applica-

ble dealer. We've been intentional about respecting the dealer-customer relationship; online ordering is facilitating it, not replacing it.

### **Q: Will the traditional options for ordering parts still be available?**

**A:** Traditionally, parts have been ordered through the local dealer, most often via the service technician or the parts counter. That will definitely continue. There will always be a need for personal communication and service. The support function, however, is somewhat subjective and is changing; for one person "support" may mean a 1-800 number that is always available, while for others it means having the freedom to find what you need online and make a purchase all on your own.

### **Q: Where can buyers turn if they have questions about ordering parts online at [Shop.ToyotaForklift.com](http://Shop.ToyotaForklift.com)?**

**A:** After an order is placed, the customer can create a MyToyota account and message their dealer directly and raise a formal issue, if appropriate. They can also get in touch with our online sales support team by phone at 1.844.367.9475 or by e-mail at [customerservice@tmhu.com](mailto:customerservice@tmhu.com).

