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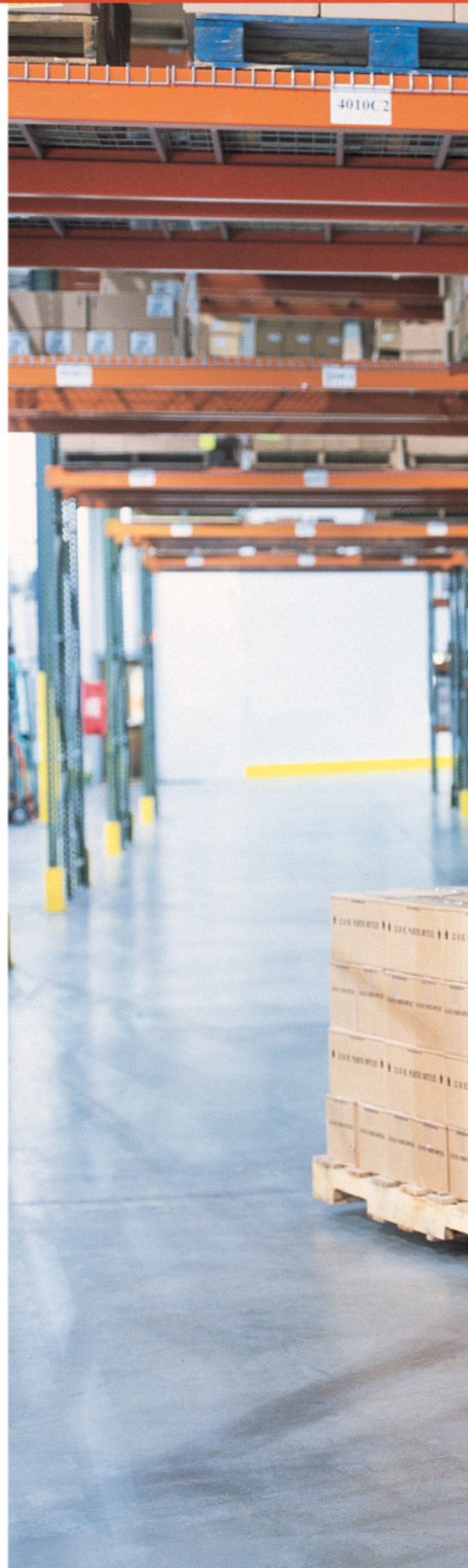


Once again, Toyota ingenuity and design have come together to create the revolutionary 7FBCU electric forklift with the AC (Alternating Current) drive system. It's an achievement that enhances Toyota's overall product range and redefines the electric forklift market. The 7-Series electric forklifts are uniquely designed and engineered to improve performance, productivity and safety in a way never before accomplished. Fact is, Toyota is the first major manufacturer to introduce an electric forklift of this caliber in the United States.

Yet the AC drive motor isn't the only milestone component driving these remarkable products. The world's first System of Active Stability™ (SAS) shares the spotlight as, quite possibly, the single-most important breakthrough in the history of forklift design and safety. These two industry-leading technologies

combine to create a forklift that is not classified by mere weight capacity alone, but also by the way it elevates operator productivity and workplace safety to unprecedented levels. Because, at the end of the day, all that truly matters is the health and well-being of your employees and your company.

NEXT GENERATION



7-SERIES ELECTRICS



Known worldwide for uncompromising quality, Toyota manufactures the world's most reliable forklifts.

The 7FBCU is no exception.

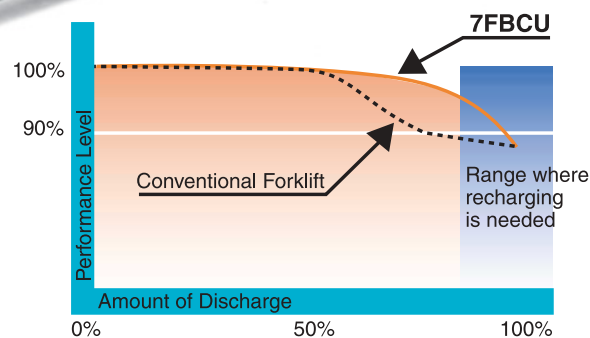
THE 7-SERIES AC DRIVE ELECTRIC FORKLIFT: SO ADVANCED, IT'S IN A LEAGUE OF ITS OWN.

Quicker acceleration. Higher top speeds. Longer-lasting power. These are the hallmark benefits of the revolutionary 7FBCU electric forklift with AC drive that distinguish it from conventional DC powered forklifts.

Simply put, Toyota's 7FBCU models are electric marvels, offering unprecedented power, performance and energy efficiency, using 36 or 48 volt electric power systems.

They're the sum total of creative engineering, breakthrough design and proven technology. All driven by a single vision: to create a superior-performing electric forklift that helps boost productivity and minimize operating costs.

The 7FBCU features the revolutionary Power Keep Function, which uses advanced power regeneration technology to help the forklift recover energy from its own momentum and direct it back to the battery. It's simply the most efficient use of battery power available on the market today. Which means the 7FBCU maintains higher levels



The **Power Keep Function** allows the 7FBCU to maintain its battery charge longer than a conventional DC powered forklift, for a more productive work shift.

of performance and productivity throughout the entire work cycle, even when the battery level is low. (See diagram above.)

THE MORE ENERGY IN A BATTERY, THE MORE PRODUCTIVITY IN A FORKLIFT.

Toyota's revolutionary AC drive system, AC MOSFET controller technology and System

There are three ways in which the 7FBCU forklift recovers its own energy during operation for extended use. First, when you release the accelerator pedal and coast to a stop. Second, when you shift the direction lever from forward to reverse, or vice versa; this is also known as plug braking. And last, whenever you apply the brake pedal. This regeneration technology also helps reduce brake lining wear and helps extend the operating time per battery charge.

Another example of Toyota's energy conservation capabilities, after 15 minutes of idle time, the 7FBCU automatically turns itself off, saving battery power and, once again, extending battery shift life. Better still, the AC drive system gives you more control over the 7FBCU's performance levels. Its Power Select Function enables you to manage the amount of power used for each job, simply by selecting one of four preset performance parameters.

What's more, it allows you to customize performance settings to better suit specific job applications or operator skill levels.

Toyota's **AC Drive System** provides superior power and gradeability, loaded or unloaded.



While being compact, the **7FBCU's AC Drive motor** generates quicker acceleration, faster top speeds and higher output than DC motors.



Advanced Controller designed and built by Toyota exclusively for our electric forklifts.

of Active Stability™ (SAS) are the combined driving forces behind the 7FBCU's unprecedented output, resulting in unparalleled energy management, extended peak operating time and improved safety.

Beyond the obvious performance factors, the 7FBCU features design enhancements that help improve operator comfort, simplify routine service and reduce maintenance costs and downtime. These are Toyota's extra

touches and design considerations that add up to make a big impact on productivity.



ON THE 7-SERIES, SAS IS STANDARD. ON OTHER FORKLIFTS, IT ISN'T EVEN AN OPTION.

With more than 68,000 forklift accidents reported in the United States each year, operator training alone isn't enough



Toyota developed the world's first System of Active Stability™.

to solve the problem. But it is, perhaps, the most essential component. Naturally, the best approach to preventing forklift accidents is one that combines the efforts of every person, business and organization involved across all industries.

For Toyota, it meant the creation of the world's first System of Active Stability™ (SAS).

Using technology developed for automotive safety systems, SAS electronically monitors and controls forklift operations to help reduce the risk of accidents.

When instability is detected, advanced sensors simultaneously signal and engage the appropriate controller, such as the Active Control Rear Stabilizer or the Active Mast Function Controller, to help avoid incident or injury.



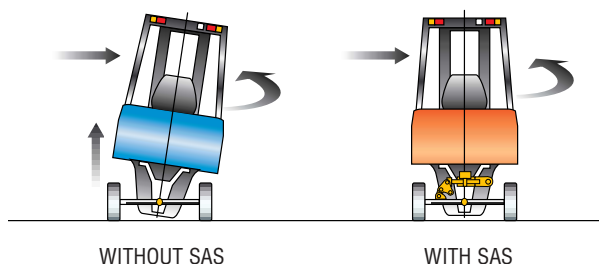
Toyota sets the standard for forklift safety design.

The **SAS Swing Lock Cylinder** increases lateral stability for improved operability.



SAS Active Control Rear Stabilizer

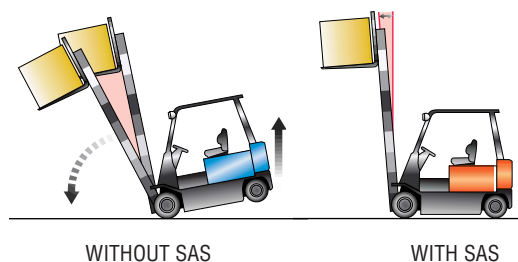
The Active Control Rear Stabilizer is specially designed to create added lateral stability in situations where a slight error in judgment occurs, like misjudging the load or taking a corner too fast. When it senses instability, the Active Control Rear Stabilizer automatically activates the Swing Lock Cylinder, which locks the rear axle securely in place and reduces the risk of a tipover.



SAS Active Mast Function Controller

The Active Mast Function Controller is uniquely engineered to help give operators added confidence when handling loads of varying sizes and weights at greater heights. Depending upon these variables, the Forward Tilt Angle Controller is designed to automatically override manual control. When it senses instability, it limits the forward tilt angle of the mast and decreases the chances of spilling a load or tipping the forklift over.

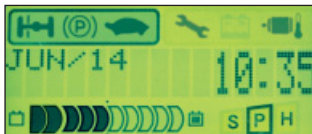
Yet another measure of stability, the Rear Tilt Speed Controller governs the mast's reverse tilt speed to help maintain a stable load.



The **Active Mast Function Controller** controls the mast tilt angle and speed, depending on the weight and height of the load.

TOYOTA'S ADVANCED DIGITAL DISPLAY: THE ULTIMATE IN PROGRAMMABILITY.

The back-lighted, liquid crystal Multifunction Digital Display monitor shows a range of functions, including four password-protected performance parameters (three

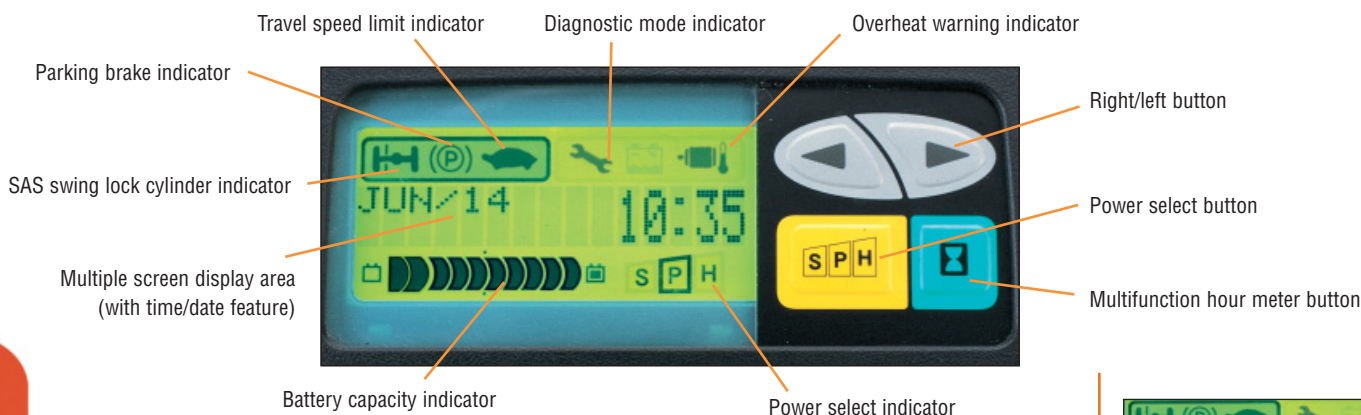


The **Power Select Indicator** displays the mode currently in operation by highlighting either S (savings), P (performance) or H (high performance).

preset, one custom), SAS indicator, self-diagnostic indicator, battery discharge indicator, speedometer, time and date display, and multifunctional hour meters, all of which make it easier to schedule maintenance and perform productivity and other time and motion studies.

In short, the new LCD digital display monitor provides instant access to virtually every aspect of your forklift's performance and operating systems, helping you maximize forklift and operator productivity.

DIGITAL DISPLAY



MULTIFUNCTION HOUR METER DISPLAY



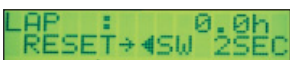
Total Key-on Time



Travel Time
Material Handling Time



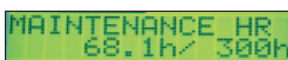
Travel and Material Handling Time
Travel Distance (Odometer)



Lap Time



Trip Distance



Maintenance Interval Time



Tuning mode is used to make fine adjustments in the traveling and material handling features, in order to customize the performance parameters for individual operators and varying applications.



The 7FBCU offers advanced AC MOSFET transistor control technology designed and built by Toyota.

WHY FEWER MOVING PARTS? SEEMS A WHOLE LOT BETTER THAN FEWER MOVING FORKLIFTS.

The AC drive system, designed and built by Toyota specifically for the 7-Series electric models, is a dream come true for you and your technicians. The AC drive motor system contains no drive motor brushes, commutator or directional contactors, which



Analyzer mode displays the status of electrical systems and allows instantaneous access to information on errors detected by the controller.

makes it virtually maintenance free – saving you time and money.

In addition, the AC MOSFET controller and digital display monitor offer self-diagnostics with built-in analyzer capabilities and a

maintenance hour meter that make troubleshooting quick and easy. For instance, they pinpoint service requirements, automatically notifying the operator of faults in the main drive circuits, material handling circuits and operating systems – all without the use of an external hand-held analyzer.

Full Hydrostatic Power Steering provides quiet, responsive operation, helping to reduce operator fatigue.

Electric shift lever offers fingertip control for fast and easy shifting.

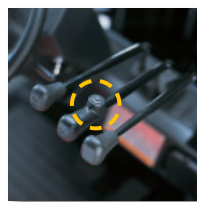
Brake fluid level check is conveniently mounted on the cowl for quick reference.

Cup holder and utility tray for operator convenience.

No-tool floorboard lifts out in seconds for fast, easy access to daily operator checks.



Wide-view mast offers an excellent view of the forktips in any position, helping to enhance operator control and safety.



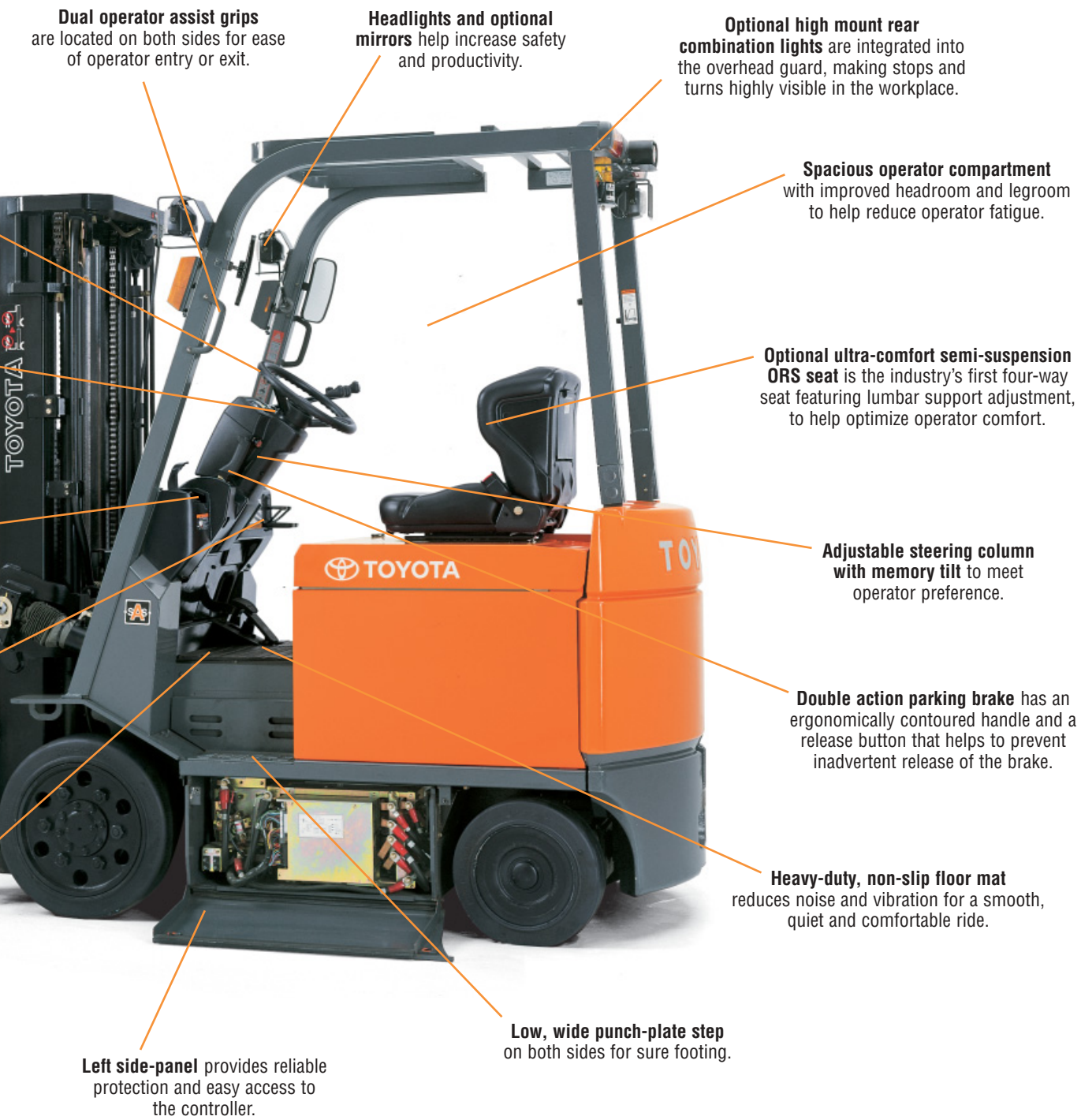
Automatic Fork Leveling feature positions the forks horizontally with the simple push of a button, allowing safer and easier load handling.



Optional EZ Pedal enables change of travel direction without taking a hand off the steering wheel or hydraulic control levers.



Battery slide-out option features polished aluminum bronze slides and drop-in entry/exit rollers for easier replacement.



Dual operator assist grips are located on both sides for ease of operator entry or exit.

Headlights and optional mirrors help increase safety and productivity.

Optional high mount rear combination lights are integrated into the overhead guard, making stops and turns highly visible in the workplace.

Spacious operator compartment with improved headroom and legroom to help reduce operator fatigue.

Optional ultra-comfort semi-suspension ORS seat is the industry's first four-way seat featuring lumbar support adjustment, to help optimize operator comfort.

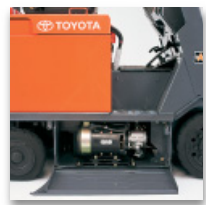
Adjustable steering column with memory tilt to meet operator preference.

Double action parking brake has an ergonomically contoured handle and a release button that helps to prevent inadvertent release of the brake.

Heavy-duty, non-slip floor mat reduces noise and vibration for a smooth, quiet and comfortable ride.

Low, wide punch-plate step on both sides for sure footing.

Left side-panel provides reliable protection and easy access to the controller.



Right-side panel allows for convenient service of the hydraulic motor.



Low-effort battery hood features assist dampers and opens to nearly a full 90 degrees for easy access to the battery.



Hydraulic control levers are ergonomically located on the cowl for maximum operator comfort, while allowing easy right-side entry and exit.



Strategically configured console provides easy, at-a-glance viewing during operation to help the operator remain comfortably in command.

TOYOTA ELECTRIC FORKLIFTS ARE BUILT TO LAST LONGER. INSIDE AND OUT.

Toyota 7-Series electric forklifts undergo the same exact world-renowned production system used to build our internal combustion forklifts. Each step of the process is meticulously executed with the highest quality materials to ensure rugged durability and reliable performance for years to come.

Rest assured, the 7FBCU is built to withstand your toughest applications.

RELIABILITY

Durable, bolt-on overhead guard provides maximum operator protection and load visibility.

Tilt cylinder mast welds feature enhanced construction for reinforced mast strength.

Overhead guard pillars are rectangular in shape to enhance the frame's rigidity, in order to withstand the toughest working conditions.





Reinforced load back rest extension with recessed fasteners to reduce product damage.

Strong, rigid front fenders are integrated with the frame and equipped with durable tie-down rings for increased safety and reduced forklift damage.

AC drive motor designed and built by Toyota for reliability and durability that are second to none.

Toyota 7-Series electrics with AC drive technology offer superior responsiveness, while regenerating battery energy to maintain peak performance longer.

AFTER - MARKET





Thanks to advanced technology and a world-renowned production system, Toyota forklifts are known for their quality, dependability and stand-out productivity. And, now, with the advent of the AC drive system, in addition to the revolutionary System of Active Stability™ (SAS), more and more companies are benefiting from Toyota forklifts, for improved operator productivity and workplace safety. Whether you're interested in a single forklift or a fleet management program, our team of dealer consultants specializes in fulfilling your material handling needs. All Toyota forklifts are backed by proven product support from an extensive, industry-leading network of dealers, all backed by a broad range of resources, which include factory-trained service technicians, Genuine Toyota Parts, and flexible leasing and financing packages through Toyota Financial Services* (Not to mention our wide selection of STARLIFT parts and Toyota Certified Used forklifts.) When you combine this kind of support with the productivity, operability and reliability of a Toyota forklift, you have a comprehensive, value-added package for years to come. For more information or the nearest Toyota dealer, call 1-800-226-0009 or visit www.toyotaforklift.com.

*Available to qualified buyers. See participating dealers for details.



Total customer satisfaction drives everything we do. Our extensive offering of quality-built, highly dependable equipment is evidence of that. So is the team that stands behind it. Your Toyota dealer works closely with you to help maximize equipment productivity and reliability, while helping minimize cost of ownership. Our nationwide network of dealers typify the very fundamentals that drive us – quality, service and innovation.



Virtually all Toyota 7-Series forklifts sold in North America are manufactured and assembled at our state-of-the-art manufacturing facility in Columbus, Indiana. The dedicated people of Columbus are building what we consider the world's most advanced electric and internal combustion forklifts.



Details of specifications and equipment are based on the information available at the time of printing and may change without notice. Some product features described herein are optional. SAS is not available on all Toyota forklifts. Not all models and specifications available in all locations. System of Active Stability (SAS) is a registered trademark of Toyota Material Handling, U.S.A., Inc. Please contact your dealer or distributor for complete details.

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