



Use **Genuine Parts** to Reduce Risk and Extend the Life of Your Lift Truck

By Vasco Rebuli

When it comes to lift trucks, you need performance, durability and safety. You also have to think about the bottom line and reducing operating costs. But immediate savings don't always translate to long-term gains. That's why you should insist upon genuine parts when it comes time for routine maintenance and replacement.

Using genuine parts to maintain or repair your equipment (regardless of

manufacturer), will extend the life of the vehicle and reduce your corporate liability. Genuine parts are designed and engineered to the same rigid specifications and high quality standards as production parts to meet the specific needs of your specific lift truck. Built to meet rigorous safety and reliability requirements, they are installed by manufacturer-trained and certified technicians and supported by larger companies that you know will stand behind their products in years to come.

Inferior after market parts, although occasionally cheaper up-front than genuine parts, are not normally built to the same standards as those produced by vehicle manufacturers and could result in unscheduled downtime, loss of productivity and reduced service life for the lift truck. They could even compromise operator safety. Historically, safety recalls on after market parts have been hard to trace.

When you're thinking about routine maintenance, repair and replacement and considering after market parts, ask yourself the following questions:

1. Who is testing and certifying the parts to function to the same standard as the original equipment?
2. Are the technicians removing and installing the parts trained and certified to work on the vehicle?
3. How will the repairs affect the lift truck warranty?
4. How will the use of after market parts affect the re-sale or trade-in value of the lift truck?
5. What is the responsibility of the OEM after repairs?
6. What are the risks I may unknowingly incur if I re-sell or trade-in the lift truck?

Investing in genuine parts will pay off in the long run. They may cost a little more up-front, but peace of mind and long-term performance are more than worth the extra cost.



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INTRODUCING THE **INDUSTRIAL EQUIPMENT** TIRE PROGRAM

- Industry leading warranty
- Premium service and support
- Highest quality products
- Competitive pricing

To learn more, talk to your local Toyota lift truck dealer.

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