



Brake Failure Issues

TheCaseSolutions.com

Toyota has faced problems with

- Gas pedals/ accelerator pedals
 Brakes

since 2007 and all these problems have caused recalls of over 10 million vehicles.

Floor mats and sticking accelerator pedals - caused unintended acceleration(speed out of control)-Brake failure

Two faulty brake systems -> Brake failure

· one is caused by a software glitch (in 2010) The other is caused by faulty brake master cylinder system that could crack and result in fluid leaking and degraded performance.

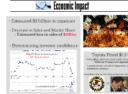
Toyota's Responses to brake failure issues

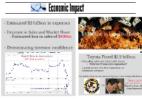
Toyota faced more publicity in regard to recalls compared to other manufacturer

Consequences: The Aftermath Toyota: Out of the frying pan & into the fire







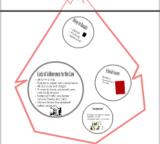


Car Crash 911 Call















MGX3100 Presentation

Groupz(week4): Rishi Raaj Pillai Pirevan Lim Hye Bin

Vol XCIII, No. 311

\$1.25

Toyota Motor Corporation · Globalization
TheCaseSolutions.com

- Japanese automotive manufacturer
- The crown model was first exported to the US (1957)
- 51 production bases in 26 different countries and regions
- Design and R&D bases
 Aim at global quality assurance
- Use " Toyota way" manufacturing Philosophy.

TOYOTA S ### PRODUCTION DRIVE ## BRIGHT BYTE FEED EMENS

Brake Failure Issues

The Case Solutions.com

Toyota has faced problems with

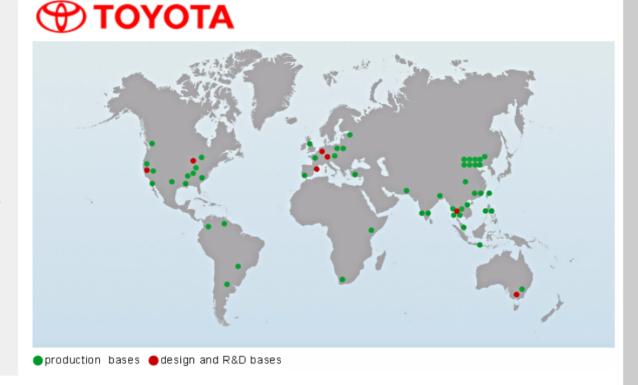
- Floor mats
- Gas pedals/ accelerator pedals
- Brakes

Toyota's Responses

Toyota Motor Corporation - Globalization

TheCaseSolutions.com

- Japanese automotive manufacturer
- The crown model was first exported to the US (1957)
- 51 production bases in 26 different countries and regions
- Design and R&D bases
- Aim at global quality assurance
- Use "Toyota way" manufacturing Philosophy.



Tovotale Doenonese

Brake Failure Issues

The Case Solutions.com

Car Crash 911 Call

Toyota has faced problems with

- Floor mats
- Gas pedals/ accelerator pedals
- Brakes

since 2007 and all these problems have caused recalls of over 10 million vehicles.

Floor mats and sticking accelerator pedals

 caused unintended acceleration(speed out of control)—Brake failure

Two faulty brake systems -> Brake failure

- one is caused by a software glitch (in 2010)
- The other is caused by faulty brake master cylinder system that could crack and result in fluid leaking and degraded performance. (in 2014)

29 SEP 2009

Floor mats

TheCaseSolutions.com



Recalled 3.8 million vehicles

Affected models: Lexus,
 Avalon, Camry, Corolla,
 Highlander ,Tacoma etc

21 JAN 2010 TheCaseSolutions.com

Sticking accelerator pedals



Recalled 2.3million vehicles

Affected models: RAV4,
 Corolla, Camry and
 Highlander

27 JAN 2010 TheCaseSolutions.com

Recall widens (Floor mats)



Recalled 1.1 million additional vehicles

9 FEB 2010 TheCaseSolutions.com

Anti-lock brake Software



Recalled 437,000 Prius and other hybrid vehicles

15 OCT 2014 TheCaseSolutions.com Brake Master cylinder



Recalled 802,000 vehicles

Affected model: Crown,
 Crown Majesta, Noah,
 Voxy and Lexus.