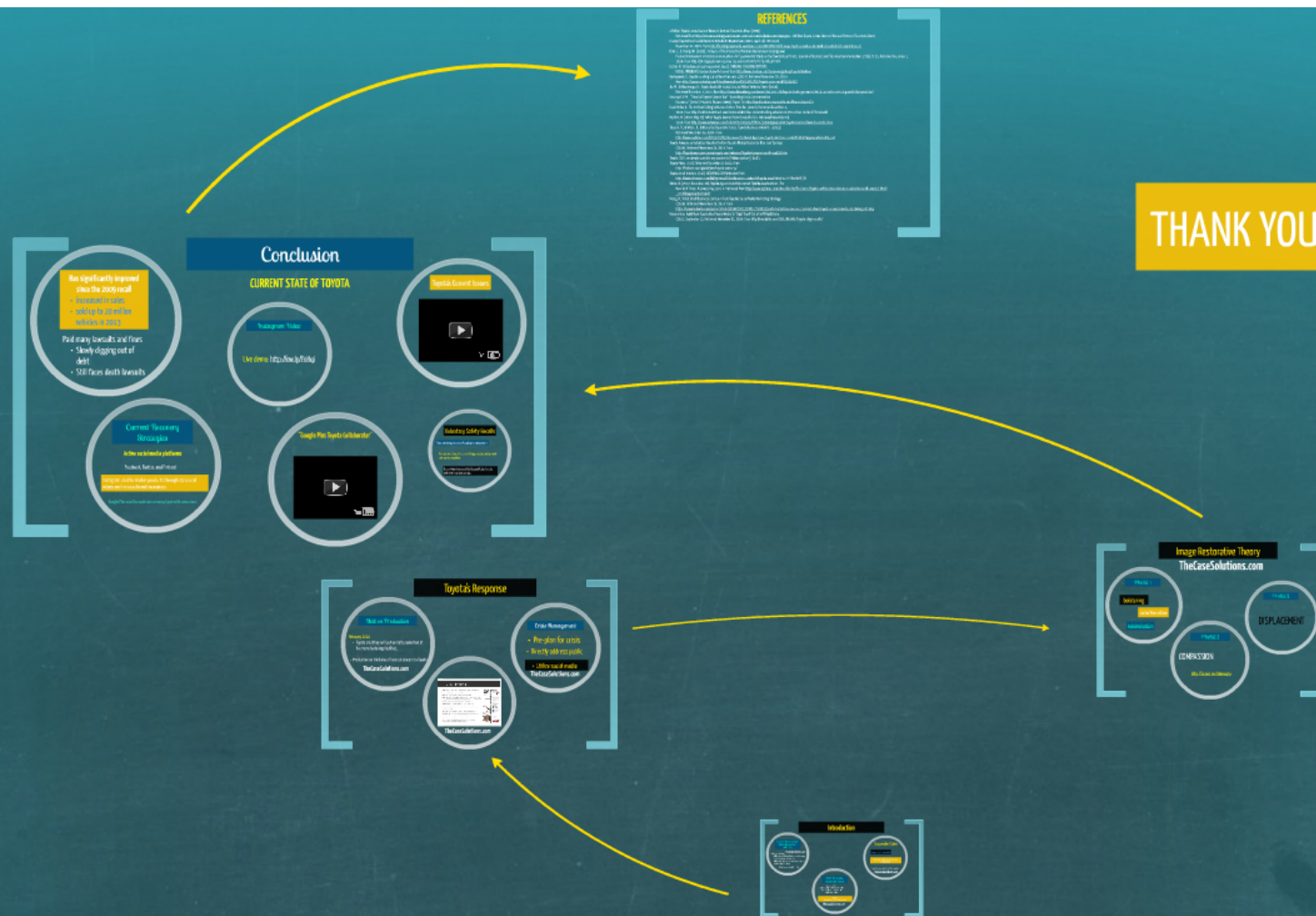


Unintended Acceleration: Toyota's Recall Crisis

TheCaseSolutions.com

Based on Jim Harvey's speech structures



THANK YOU

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National Highway Traffic Safety Administration (NHTSA)

September 29, 2009 **TheCaseSolutions.com**

- NHTSA advised Toyota & Lexus drivers to remove the floor mats on the driver side.
- NHTSA publicize the floor mats issue in order to prevent future accidents.
 - Toyota cooperated with NHTSA.

2010 Unintended Acceleration Recall

January 21, 2010

- Recall of 2.3million vehicles happened with popular models such as RAV4, Corolla, Highlander, and Camry.

Purpose:

To fix the ongoing "gas pedal" problems.

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Suspended Sales

Temporarily Suspended

Unfavorable public reaction lead Toyota suspends sales.

Toyota declared plans to fix the accelerator.

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Halt on Production

February 2010

- Toyota said they will put on halt production at five manufacturing facilities.
- Production on hold was a financial concern to Toyota

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Crisis Timeline

- **Aug 28, 2009:** Four people killed in an acclaimed "no brakes" Toyota Lexus crash
- **Oct 25, 2009:** Investigation conducted by local authorities and the National Highway Traffic Safety Administration (NHTSA)
- **Oct 30, 2009:** Toyota "no defect existence" letters to customers
- **Nov 25, 2009:** Toyota recalled **3.8m** vehicles to change all driver's side mats, and denied media reports that a problem exists with its electronic throttle system (USA)
- **Dec 5, 2009:** Media re-iterates its position on its findings about the acclaimed unintended acceleration with Toyota products - Toyota responds
- **Dec 26, 2009:** Another motor accident with all four occupants dead
- **Jan 11, 2010:** Toyota announced its brake override software fix made global
- **Jan 21, 2010:** Toyota recalled another **2.3m** vehicles because of ongoing 'gas pedal' problems (USA)
- **Jan 27, 2010:** Another **1.1m** vehicles added to the Nov 25, 2009 recall (USA)
- **Jan 29, 2010:** **1.8m** Toyota recall for faulty accelerator pedals (Europe/China)
- **Feb 1, 2010:** Toyota declares plans to fix the accelerator
- **Feb 8, 2010:** Toyota recalls **.5m** hybrid vehicles worldwide
- **April 5, 2010:** NHTSA plans to seek \$16.4m fine from Toyota for failure to acknowledge the pedal defects with the acceleration

TOYOTA Floor-Mat Recall History



Crisis Management

- Pre-plan for crisis
- Directly address public
- Utilize social media

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Image Restorative Theory

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PHASE 1

bolstering

corrective action

minimization

PHASE 3

DISPLACEMENT

PHASE 2

COMPASSION

<http://bcove.me/aiieuqap>