



# Peak Experiences and Strategic IT Alignment At Vermont Teddy Bear

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# Outline

I. History of the Case:

Sen

II. Actions taken by Toyota

Robin

III. Company Analysis/Finance's

Amy

IV. Recommendations

Dan

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# The History of Toyota

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- Prior to 1930-largest textile enterprise in Japan
- 1934-created the first product, Type A engine
- 1936-created the first passenger car, Toyota AA
- Toyota Motor Corporation was founded on August 28, 1937 by Kiichiro Toyoda



**Kiichiro Toyoda**



**Model AA**

## Toyota Product Line

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### Electric Technology

- Hybrid electric vehicles
- Plug-in hybrids
- All-electric vehicles
- Hydrogen fuel-cell cars
- SUVs and crossovers
- Pickup trucks
- Luxury-type vehicles



# Non-automotive activities

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Aerospace  
Philanthropy  
Higher education  
Robotics  
Agricultural Biotechnology



## A harbinger of things to come: Engine oil sludge

In 1999, as many as 3.3 million vehicles were affected when certain four- and six-cylinder engines in Camrys, Corollas, and other models became prone to oil gelling

This problem only remedied by replacing the entire engine, which could cost more than US \$8000.

So Toyota refused to cover the repairs and denied warranty claims, claiming that the sludge was the result of user error.

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## The Accelerator Crisis

This crisis began in early 2006. However, they still refused to admit the problem like they did in 1999.

As of 2010, this crisis had kill 34 customers

On September 4, 2009, the former employee Dimitrios P. Biller of Toyota Motor of North America accuse for Toyotas' concealment and destruction of more than 300 from roll-over injury, death-related information

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# Recall

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As of 2010, Toyota had recall 7 million vehicles  
The lose was over \$2.5 billion

