

Toyota: Accelerator Pedal Recall (A)  
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**TOYOTA**

**RECALL**



# Toyota: Accelerator Pedal Recall (A) TheCaseSolutions.com

**Toyota Recall**  
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**Competition Activity vs. Their Mission Statement**  
**Safety:**  
- One of the mainstays of a company and their main responsibility to its customers is safety.

**Customer's Perspective**  
- The recall was only announced when a defect developed that resulted in some injury.

**Product Recall**  
- As a result of the recall, Toyota advanced owners to receive the floor mat multiple times.

**What Should They Have Done?**  
- Toyota should have been more proactive in identifying and addressing the issue. They should have been more transparent with the recall process and provided better communication to the customers. They should have been more proactive in identifying and addressing the issue.

**Customer's Perspective**  
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**Recall Recall Recall**  
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# Toyota Recall



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# Toyota - The Company



A leading Japanese car manufacturing company.

Production of millions of vehicles each year globally

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Third Largest car manufacturer worldwide!

## The Situation?

- Millions of vehicles recalled between 2007 - 2011



## Why?

- Accelerator pedal sticking, floor mat design causing accelerator pedal to get stuck

## Questionable Practice?

- Delayed the recall of vehicles causing death, injury. Prioritized company profits over public safety.

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## What Toyota Stands For - Mission Statement:

"Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way."

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## **Questionable Business Practices:**

- known issue with accelerator pedal
- no public recall until first fatality
- Toyota "putting volume and profit in front of safety"
- Slow to address the issue / downplay the severity of the issue
- Not in conformance with what their Mission Statement says the company stands for

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## Ethical Standards vs. Toyota Practices:

### Standard: Kantian Ethics

- deontological ethical theory
- moral duty



### Relevance to Toyota:

- automotive manufacturer, it is assumed vehicles are safe and have gone through rigorous testing
- moral duty to ensure vehicles are safe

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## **Ethical Standards vs. Toyota Practices:**

### **Standard: Utilitarianism**

- compares right and wrong against cause and effects
- action that promotes greater good in society

### **Relevance to Toyota:**

- the recall should have happened a lot quicker
- loss of \$ vs. loss of reputation



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