

Statement of the Problem:

'How did Toyota regain its customer's trust despite of their loss reputation due to the crisis?'

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Objectives:

- To know the causes of the approximately 9 million vehicle recalls in the year 2009-2010.
- To know how Toyota improves their product's quality and services.
- To know how Toyota surpass the accusations and criticism made by media.
- To know what are the creative measures did Toyota use to restore customer's trust.

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Critical Issues:

- Massive Recalls
- Product/Quality Failure
- Company's Denial of Sudden Unintended Acceleration
- Communication Failure

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Solution:

Advertising
(Social Media & Promotions)

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Alternative Courses of Action:

Innovation -Environmental Technology

Operation Strategy (Toyota Way)

Marketing Strategy (Aggressive Sales Technique)

Advertisement (Social Media & Commercials)

Ideas for good

Recommendation:
Alternative Course of Action #5

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FAST FACTS

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Toyota Recall Timeline

August 26, 2009
Local Recall

September 28, 2009
Main Recall (all recalls)

November 24, 2009
Global Recall

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Toyota Recall Timeline

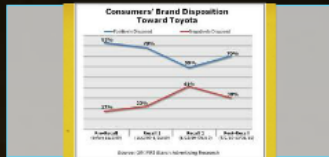
January 21, 2010
and Recall

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Background of the Study

- One of the biggest automotive companies in the world.
- Founder: Kiichiro Toyoda
- "Toyota Way"
- "Respect for people" & "Continuous improvement"
- Economy, Reliability, Fuel Efficiency
- Most TRUSTED brand

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Toyota Recalls (B): Mr. Toyoda Goes to Washington, Spanish Version

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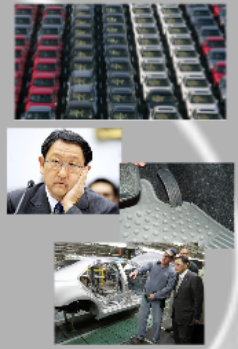
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- Operation Strategy (Toyota Way)
- Marketing Strategy (Aggressive Sales Technique)
- Advertisement (Social Media & Commercials)

Recommendation:
Alternative Course of Action #5

Toyota Recall Timeline

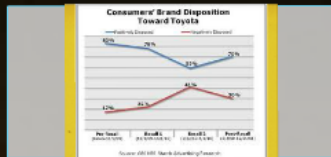
- August 24, 2009: Lexus Crash
- September 24, 2009: Paper Brake Pedal Recall
- September 24, 2009: Accelerator Pedal Recall

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- Economy, Reliability, Fuel Efficiency
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Toyota Motor Corporation



Mr. Kiichiro Toyoda

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Toyota Recall Timeline:

August 28, 2009:
Lexus Crash



September 29, 2009:
Floor Mats (1st Recall)

November 25, 2009:
Redesign

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Toy



Toyota Sequoia

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- *Company's Denial of Sudden Unintended Acceleration*
- *Communication Failure*

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Solution:

**Advertising
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