

March 5, 2010

This is Toyota Fast Facts, an update on breaking news, our recent recalls and the work we are doing to make things right for our customers. Please feel free to share this information with family and friends. For additional information and breaking news, please visit www.toyotaneewsroom.com.

1. Toyota Rebutts Findings from Study Presented to Congress

Toyota rebutted Thursday the findings of Southern Illinois University professor David Gilbert. At a hearing before the House Energy and Commerce Committee last week and in an earlier interview with ABC News, Gilbert claimed that he could induce unintended acceleration in Toyota vehicles. However, tests conducted by Toyota and consultant Exponent found that Gilbert's claims were inaccurate. Exponent's report noted that Gilbert's scenario "would be highly unlikely to occur naturally," and could "only be contrived in the laboratory."

To achieve Gilbert's results, one has to manipulate the vehicle's electronics – cutting and breaching the insulation around three separate wires, connecting them artificially and intentionally shorting the circuit in a way that is virtually impossible in the real world.

In addition, contrary to Gilbert's claims, manipulating the electronics as he did induces a similar reaction in nearly all cars, not just Toyotas.

2. Toyota Evaluates Unintended Acceleration Complaints in Remedied Vehicles

Toyota has begun investigating complaints filed with NHTSA alleging unintended acceleration in vehicles that have received recall remedies. After receiving vehicle owner information from NHTSA, Toyota moved quickly to evaluate the vehicles and interview the owners.

"As NHTSA is now reviewing the results of our evaluations, it is inappropriate for Toyota to provide specific information about the company's conclusions," the company stated Thursday in a news release. "However, the evaluations have found no evidence of a failure of the vehicle electronic control throttle system, the recent recall remedies or the brake override feature."

To read the complete news release, which also describes the brake override feature, click on: <http://pressroom.toyota.com/pr/tms/toyota-evaluates-unintended-acceleration-154747.aspx>.

3. Toyota Ranks Seventh on 'World's Most Admired Companies' List

Toyota took the No. 7 spot on *Fortune* magazine's annual "World's Most Admired Companies" list. The company ranked third in the motor vehicles category, behind BMW and Honda. Surveys were completed in the fall and winter; most were received after the pedal entrapment recall but before the sticking accelerator recall. Last year, Toyota was third overall.

4. Toyota Incentives Turn Lookers into Buyers

Edmonds.com says Toyota's announcement of new incentives this week generated nearly a 40 percent spike in purchase intent, as measured by visits to the car-buying Web site. To learn more, click on: <http://content.usatoday.com/communities/driveon/post/2010/03/toyota-incentives-will-turn-lookers-into-buyers/1>.

5. *Washington Post* Examines Complex Nature of Unintended Acceleration

In the *Washington Post*, reporter Frank Ahrens examines the complexity of the unintended acceleration issue and further explains the many processes carmakers must go through when investigating acceleration complaints. To read the full article, please click on: http://voices.washingtonpost.com/economy-watch/2010/03/i_wont_lie_to_you.html?hpid=topnews.

6. *Advertising Age* Looks at Toyota's Successful Social Media Efforts

"Toyota might be telling Capitol Hill it wants to regain the public trust, but judging from Facebook, it may not have lost it," writes Michael Bush in an article published this week in *Advertising Age*. The article goes on to note that the company's Facebook fan base has actually grown more than 10 percent since late January.

"That's a testament to the resilience of the brand, but also to Toyota's ability to quickly pick up one of the most important tools in a crisis-communications handbook: social media," the magazine states.

To read the full article, click on: http://adage.com/article?article_id=142335.