

## Press Release

### FOR IMMEDIATE RELEASE

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### Edmunds.com Announces Million Dollar Prize for Unintended Acceleration Research

**SANTA MONICA, Calif. — March 2, 2010 —** Hearings related to the [Toyota recall](#) are now over, but they haven't added much clarity about the cause of unintended acceleration. [Edmunds.com](#), the premier online resource for automotive information, announced today that its company representatives are developing a plan to award one million dollars to researchers who address yet unanswered questions about unintended acceleration.

As Edmunds.com has previously disclosed, every car company has received complaints from consumers relating to vehicles that suffered unintended acceleration. This problem has been festering for more than 20 years when Audi fell prey to notorious headlines about the subject. Personal anecdotes about unintended acceleration occur throughout Edmunds' [CarSpace](#) forums, the most established automotive community online. The discussion entitled "[Toyota Sienna Uncontrolled Acceleration](#)" at <http://townhall-talk.edmunds.com/direct/view/.f105086/0> was started by a site visitor in November 2006.

"We have heard compelling testimony from consumers. Many incidents are not fully addressed by recalls. NHTSA is responding to the challenge with more of what they have already done: additional investigations. Isn't it time to try a different approach? We at Edmunds.com think so," commented Edmunds.com CEO Jeremy Anwyl.

Edmunds.com is currently drafting rules for a new prize, attempting to attract the best thinkers in the world to apply themselves to determine what is really causing sudden unexpected acceleration in vehicles.

"'Open source' created a forum for great programmers to contribute in building great software. Let's see if this kind of 'crowd sourcing' can work in the pressing area of automotive safety," proposed Anwyl.

Edmunds.com challenges participants to demonstrate in a controlled environment a repeatable factor that will cause an unmodified new vehicle to accelerate suddenly and unexpectedly.

"Consumers need to feel confident that the vehicles that they drive are as safe as possible," Anwyl stated. "We look forward to seeing the safety contributions that this effort generates."

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