

Toyota Progress Report

May 20, 2010

May 20, 2010 — Over the last few months, Toyota has taken major steps to become a more responsive, safety-focused organization – listening more closely to our customers, responding more quickly to their concerns and those of our regulators, and taking concrete actions to ensure we are among the industry’s leaders in safety. These actions include:

- Making extraordinary efforts to fix our recalled vehicles – nearly 3.5 million completed by our dealers so far
- Equipping all of our new cars and trucks with even more advanced safety technologies, including brake override across our entire product range by the end of the year and improved event data recorders
- Using teams of experts throughout the U.S. to increase the speed of our response to customer concerns, sometimes within 24 hours
- Completing 2,000+ vehicle inspections for unintended acceleration complaints with none linked to our electronic throttle control system
- Giving Toyota’s North American leaders a greater voice in safety decision-making, including a direct path to Toyota’s global president
- Making a major scientific effort to further validate vehicle safety and opening our technology to unprecedented levels of independent review, including a study by NASA
- Acting swiftly on safety issues whenever they arise, like responding within hours after a magazine voiced concern about our Lexus GX in April and announcing the Lexus LS steering recall after just 12 complaints

“There is no doubt that they are coming out of the crisis a stronger business with an even greater focus on the quality and reliability that was previously responsible for their success around the world.”

—*The Sun newspaper (UK), May 14, 2010*