

# Toyota Motor North America: Quality, Compliance, and Defects

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Vice President, TMA-DC

Technical & Regulatory Affairs, Safety

[AD]

Toyota Confidential

# Agenda

## 1. Current Organization

- TMA - Organization and Responsibilities
- TMA-DC TRA, Safety - Organization and Responsibilities
- Communication Routes

## 2. Key Issues

- Compliance Testing/Investigations
- NCAP Testing
- Defect Investigations
- EWR Data and Outliers

## 3. Summary

[AD]

# TMA-DC, TRA-Safety Organization

C. Tinto, VP



H. Kato  
Exec Coordinator



Vacant  
Manager

C. Mullen  
Manager

A. Kanatani  
Mgr/Coord

K. Ro  
Manager

Vacant  
Quality  
Mgr

C. Santucci  
Asst Mgr  
Quality



D. Robertson  
Engineer

Defects, Recalls, Compliance EWR  
reporting, (testing)

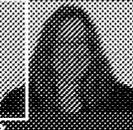
C. Coombs  
Specialist



M. Suzuki  
Specialist  
ITS



M. Hoffman  
Specialist/Asst  
staff



IHS (testing)

ITS, Media/NGO

FMVSS, Alliance, Research, Harmonization  
[AD]

Office Support, Fed Reg

# TRA Safety - Current Responsibilities

## 1. Monitor and Affect Regulation & Legislation

- NHTSA, Congress, OMB, etc.
- Alliance SPC & WGs / Sub-WGs (60+), Toyota
- Public Comments, Meetings with Govt, Industry

## 2. Manage/Coordinate/Expand TMC Safety Research w/Outside Entities

- Universities/Labs (VT, UVa, Wayne State, etc.)
- CIREN Trauma center, GM/CAT

## 3. Monitor Market Trends Related to Safety

- Competitors, media, NGOs

[AD]

## TRA Safety - Current Responsibilities (con't)

- Attend tests, Provide data and analysis
- NCAP consumer info/IIHS/(3rd party testing)
- Negotiation with stakeholders/Gov't/test labs on recalls, etc.

### 5. Support PR Activity to Enhance Toyota's Image w/ Government/Public

- Work with TMS PR; Media interviews/ background
- Affiliate Technical briefings

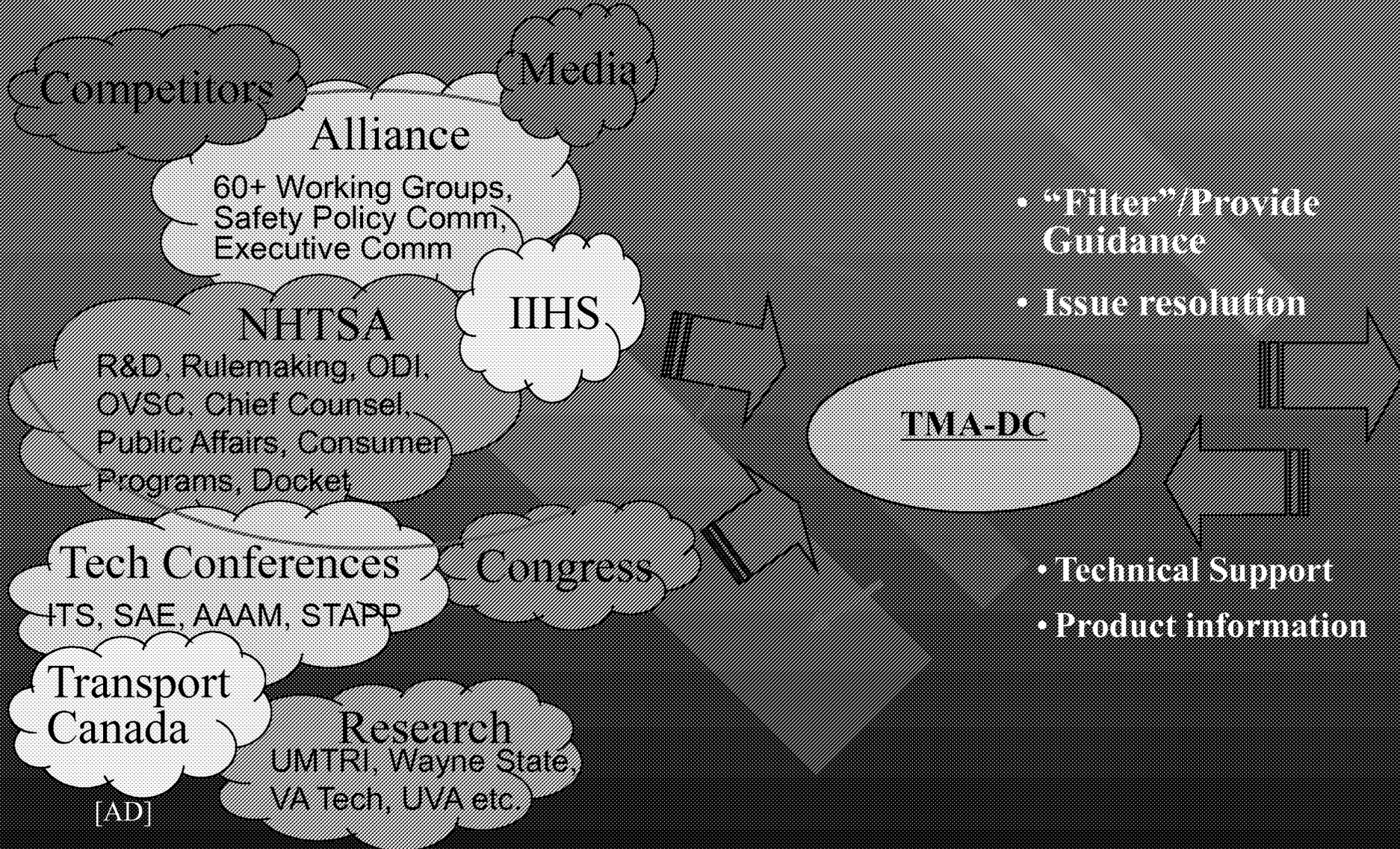
### \* ITS/VII activities (Regulatory/legislative implications)

- Privacy /Policy issues
- ITS America
- VII Executive Leadership Team

[AD]

\* - New role

# Communications Routes



TMA Provides:

- Recommendations
- Direction
- Requests for Technical Support

TMA-DC

FMVSS  
NCAP  
Research

EWR/Defects/ODI

TMC Provides:

- Technical feedback
- Product Information/planning
- Quality related information

[AD]

European affiliates

TCI - CMVSS support

TMS - PPD, Legal, Service

TEMA-TTC- VE groups, design groups

**TMC**

- Regulatory Affairs Dept
- Safety Strategies/Policy Committee
- Advanced Tech Development Dpts
- Vehicle Development Centers
- ITS related centers
- Quality Assurance Dept/CQE

TMS – Quality, Service, Legal

TEMA-NA-QD

## Compliance Testing

## Compliance Investigations

2004	2004 MY Toyota Camry FMVSS 208 –	CLOSED
2005	2005-2006 MY Toyota Corolla FMVSS 208 Compliance	CLOSED
2006	2005 MY Toyota Tacoma Access Cab Rear Seat Lower Anchorages –	CLOSED –
	2002-2005 MY Toyota Tundra Passenger Airbag Cutoff Switch –	Resolved

## Compliance Testing Schedule (2007 MY)

**FMVSS 201 – Int. Impact**

**Highlander – Pass**

**Camry – Pass**

**FMVSS 208 – Occ. Crash Prot.**

**Camry – LRD 5/07. 5<sup>th</sup> Unbelted 6/07**

**Yaris – LRD 5/07. 5<sup>th</sup> Unbelted 6/07**

**[AD] Prius – LRD 5/07. 5<sup>th</sup> Unbelted 6/07 (w/305)**

**FMVSS 214 – Side Impact Prot.**

**Highlander – Pass**

**Yaris – Pass**



# NCAP Testing for 2007 MY

Test Vehicle	Vehicle Type	Test Type	Test Lab	Test Date	Preliminary Results	
					Driver	Passenger
Tundra D Cab	Truck	Frontal	Karco	04/19/07		
Tundra B Cab	Truck	Frontal	Calspan	02/23/07		
Highlander	SUV	Side	TRC	12/01/06	5	5
Sienna*	Minivan	Side	MCW	10/20/06	5	5
Prius	HV	Side	Karco	10/12/06	5	4
Lexus ES350	4dr	Frontal	Karco	08/09/06	5	5
Lexus ES350	4dr	Side	Karco	08/08/06	5	4
RAV4 (w/SAB)	SUV	Side	Karco	08/07/06	5	5
Toyota Yaris	4dr	Side	MGA	05/30/06	3	3
Toyota FJ Cruiser	SUV	Frontal	MGA	05/23/06	5	4
Toyota FJ Cruiser	SUV	Side	MGA	05/22/06	5	5
Toyota Yaris	4dr	Frontal	MGA	05/16/06	4	4
Toyota Camry	4dr	Frontal	MGA	05/15/06	5	5
Toyota Camry	4dr	Side	MGA	05/15/06	5	5

\* Optional Test

# NHTSA Defect Investigations

2002

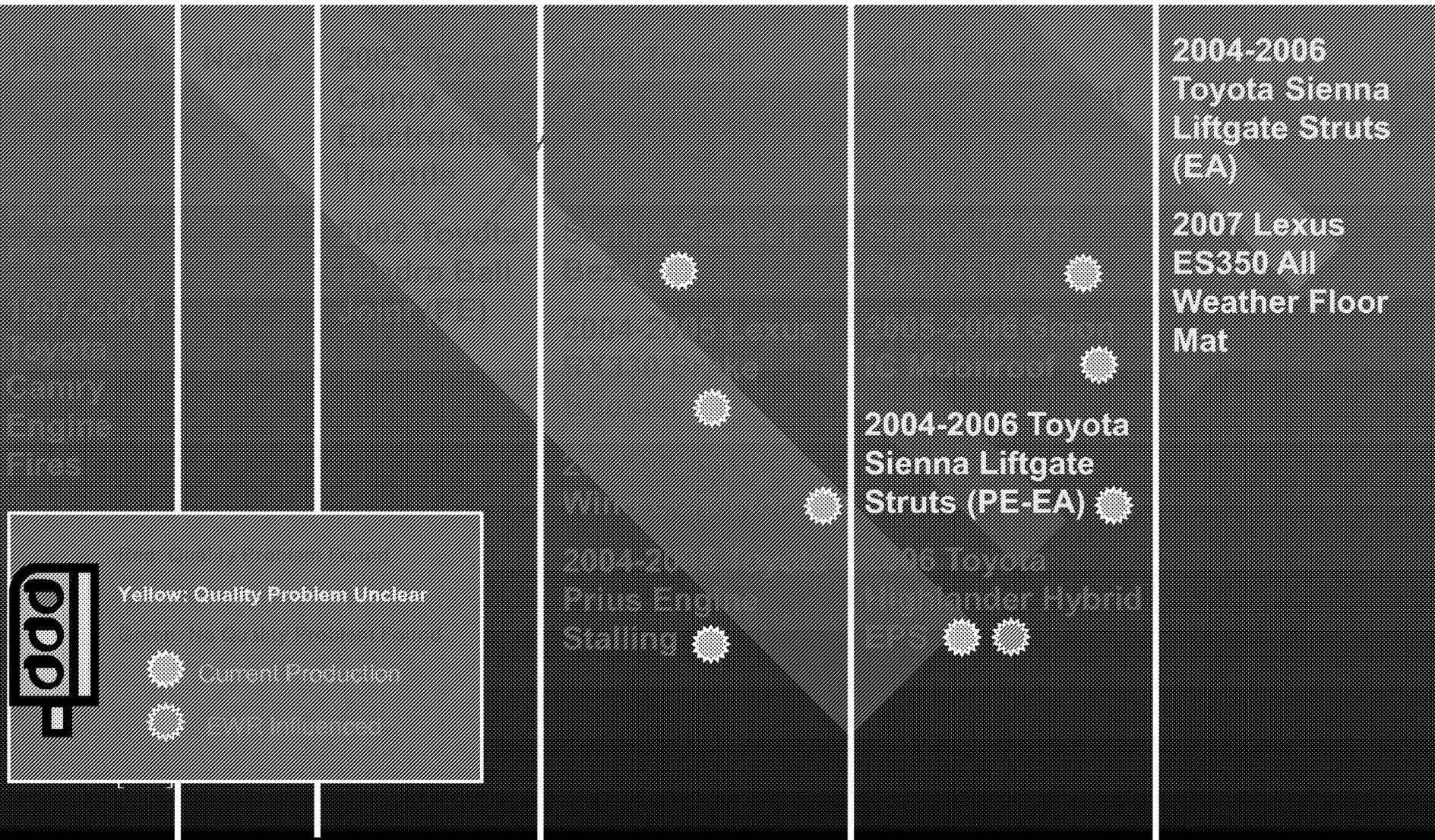
2003

2004

2005

2006

2007



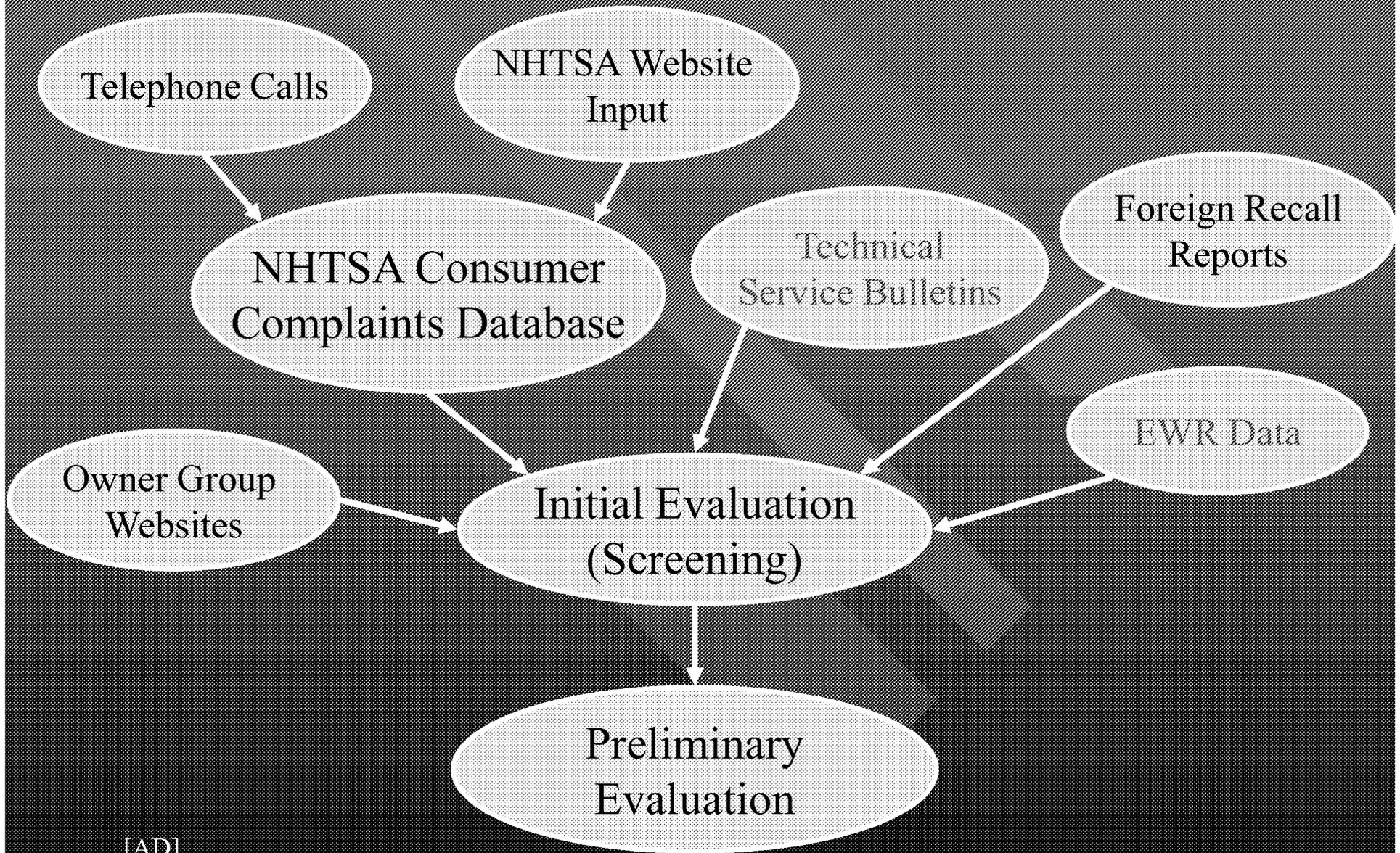
**DPD**

Yellow: Quality Problem Unclear

Current Production

EPA Influenced

# NHTSA Defect Investigations



[AD]

# NHTSA Defect Investigations: Outliers

NHTSA is using all of their data to find the statistical outliers

- **Areas where the Make – Model – Model Year stand out from the Industry Average**
- **Outliers will need additional information to open an Investigation**
  - NHTSA's own Consumer Complaint Database
  - TSB's
  - EWR Data, including Copies of Non-Dealer Field Reports
- **NHTSA issued 4 CI's (Comprehensive Inquiries) to Toyota**
  - 2002 Toyota Sienna Brakes
  - 2001 Toyota Sequoia Seats
  - 2004/5 LX Suspension
  - 2005 RX Lighting
- **After the Scion tC Side Airbag recall was filed, TMA learned that NHTSA was about to open an investigation**
- **The Highlander Hybrid Electric Power Steering Investigation is based in part on EWR Field Reports we submitted**

# Other Factors

- **NHTSA is testing more vehicles (mostly in the NCAP), more exposure at initial launch of vehicle**
- **Number of UIO (units in operation) is increasing rapidly, and in addition, sales continue to increase (increased exposure for defects)**
- **NHTSA's new, more aggressive management includes more attorneys at the agency, even in the top ranks of rulemaking and enforcement. The new regime has less understanding of engineering issues and are primarily focused on legal issues.**

[AD]

# Summary

- **Increasing Exposure—UIO increasing and NHTSA testing increasing**
- **TREAD Act requires more intensive REGULAR reporting of warranty, field reports, customer complaints, death and injury claims, all to NHTSA**
- **TMA recommends development of a “NHTSA Barometer”**
  - **Evaluate and rank Toyota Products by Data Exposure**
  - **Integrate into TQ-Net**
  - **Help predict Agency actions, prepare for media exposure**

[AD]

## Slide Notes

### **Slide 4:**

Monitor and Affect Regulatory and Legislative Movement  
NHTSA., OMB, Congress, etc.  
Act Through Alliance, Toyota independently  
Technical Meetings with Automakers  
Comments, Private mtgs, Industry  
Vehicle Defect/Non Compliance Issues  
NCAP consumer information/IIHS/3rd party testing  
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Manage/Coordination TMC safety research w/ Outside entities  
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Monitor market trends related to safety  
Competitors, media, NGOs  
Support PR activity to enhance Toyota's image w/Gov't/public  
Work with TMS PR  
Improved understanding amongst affiliates/technical briefings  
Media interviews/background

### **Slide 5:**

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# Slide Notes

Media interviews/background