From:	George Morino/=TMS/Toyota.	Sent:9/12/2007 4:10 PM.
To: [-]	Christopher Tinto/=WDC/Toyota_NY@TOYOTA_NY;csantucci@tma.toyota.com.	
Cc: [-]	Michiteru Kato/=HINPO/TMC0@TMC0.	
Bcc: [-]	.	
Subject:	Fw: BrandPulse.	

FYI...

Hopefully nothing...

George Morino
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----- Forwarded by George Morino/TMS/Toyota on 09/12/2007 04:09 PM -----

Matt Allen/TMS/Toyota
09/12/2007 03:15 PM
To George Morino/TMS/Toyota
cc
Subject BrandPulse

"Julie Enzweiler" <Julie.Enzweiler@buzzmetrics.com>
09/12/2007 01:14 PM
To <greg_bryan@toyota.com>, <gordon_rush@toyota.com>, <Randy_Reida@toyota.com>, <Randy_Wagner@toyota.com>, <Howard_Abrahams@toyota.com>
cc <Ray_Shinozaki@toyota.com>, <Randy_Wagner@toyota.com>, <Jeff_Northrup@toyota.com>, "Bill Stephenson" <Bill.Stephenson@buzzmetrics.com>, "Scott Hamm" <Scott.Hamm@buzzmetrics.com>, "Stephen Landry" <Stephen.Landry@buzzmetrics.com>, <craig_erickson@toyota.com>, <matt_allen@toyota.com>, <brian_lyons@toyota.com>, "Joe Colacurcio" <Joe.Colacurcio@buzzmetrics.com>
Subject BrandPulse Alert: 2007 Tacoma Brakes / Surge Forward - NHTSA Investigation

Online owners begin discussing a brake surging problem in current generation Toyota Tacoma's. On September 7, 2007, an owner on ToyotaNation.com states having been contacted by a NHTSA representative who has begun the initial investigation regarding problems with Tacoma brakes. This owner filed a complaint with NHTSA in April of 2007. The problem is described as a surge forward while at a complete stop with brake pressure applied. The problem occurs when the A/C compressor kicks-in. Many other online owners and consumers claim similar experiences and equate the feeling with being rear-ended at a low speed. One Tacoma owner who claims to be an ASE-Certified Master Technician but not a Toyota Mechanic weighs in with a detailed explanation of what is believed to be occurring (verbatim shown below). This garners significant gratitude and positive attention from other forum members who believe the explanation makes complete sense. These individuals indicate they expect Toyota to take action with respect to this issue as soon as possible. Later, another owner states his reasoning that disagrees with the previous explanation (verbatim shown below).

>>
Complete Threads:
http://www.toyotanation.com/forum/showthread.php?t=209055
http://www.toyotanation.com/forum/showthread.php?t=209274

Consumer Verbatim:
"Recieved a call from the national highway transportation safey administration this morning about the brake surging issue that many of us were complaining about. i filed my complaint online in april. nice to know that they are following up on the issue. the rep left me a voicemail since i was in a meeting.. anyone else get a call?"
September 7, 2007

"I got a call about noon today from them. Wanted me to describe the situation the surging occurs in, to him. It's so random I couldn't say anything specific. I've had the truck about 7 months now and seem to notice the surging about 2-3 times a month. He asked about uncontrolled acceleration with downshifting. I thought he was talking about the cruise control thing but he said no, I've never experienced like that. He mentioned something about the computer learning driver patterns as an area they are looking at as a source of this phenomenon. They are opening an investigation on this issue."
September 7, 2007

"mine, and why i filed the complaint months back, is AC related. only happens when the compressor kicks in."
September 7, 2007

"I get it, and mine happens when the AC compressor kicks in, the rpm's come up and drive the truck forward a bit is my take on it.
any way to get ahold of these guys, or do they call you?"
September 8, 2007

"I posted this statement in another post. My 06 had done the exact same thing. It would happen about 1 out of 5 times. And it almost felt like you got bumped from behind. I spoke to the dealer and they said it was the the Torque converter releasing that causes the surge. I thought it was crappy that it did it, but I always made sure to give myself enough room. any yes, a new vehicle you are paying money for should not have quirks..."
September 10, 2007

"This thread really needs to be merged with the one above which is about the exact same issue. I received a PM from a reporter in Nashville doing a followup story on a very bad accident that occured eveidently due to "throttle surge". Anyone else heard from this guy yet. I'll call him when I get a chance and let you know details."
September 10, 2007

“Don't worry guys, the 08's are still doing this. I thought my foot slipped off the pedal the first time it happened. I've noticed it maybe 5 times in the first 1300 miles. Then again those are almost all hwy miles, with very little time spent at stoplights (my town only has 5 of them).”
September 10, 2007

“Guys I am not a toyota mechanic but I am an A.S.E. certified master tech w /asian and german certificates also.Sorry for the intro,just wanted to give a little background.I own an 07 taco and have traced the problem to engine vacum.While at idle there is enough vacum to hold your brakes via the power brake booster.As soon as the a/c compressor is engaged the computer idles up the engine,there is more of a load placed on the engine from the compressor and there is not enough vacum being held in reserve in the brake booster to assist the brakes.Many manufacturers have had to resort to remote mounted vacum reservoir to counteract this condition.I got my reservoir from an older model blazer(it was mounted under the hood)and tied it into my system and going on it's third day have not noticed the brake problem I was having before. You can also buy aftermarket reservoirs at places like summit racing,jegs and other racing catalogs.”
September 11, 2007

“I think this would make complete sense now, because I've had what I thought was a slight brake failure going down a hill to a stop sign. now that you say this I believe its all tied in and makes complete sense. Thank god for people like you. Now if you can just convince toyota to employ this resevoir so that we didn't have to, (and possibly void our warranty) we'd be set! I think I know exactly what you're referring to. My honda has a large (maybe quart size) can on the passengers side which is a vacuum canister. Am i correct? So I would assume I should go hit the junkyard and find one.”
September 11, 2007

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September 11, 2007

“Sorry, I don't discount what your saying about the low vacuum in the brake booster at idle; however, I don't think this is the issue at hand. The problem is not in the brakes or the brake booster. The phenomenon that is being described here is the "extremely high head pressure" in the tranny. Rather, what I believe, this is the torque converter not releasing or bypassing at low idle. This has nothing to do with the brakes. To prove this: when the brakes are released, idle rpm's is low(approx 500-600) the truck will run, level, flat ground...7-8 mph(A/C on or off). Therefore, the reason, I believe, for the lurch is when the driver begins to apply the brakes normally, there is still a large amount of torque being generated from the tranny which transfers to the wheels. This results in the truck lurching or bumping forward. Yes, you can step on the brakes hard and hold them to prevent this ...but the bottom line is: you should not have to.

Toyota will need to address this soon or probably face huge lawsuits in the future. I've contacted Toyota corporate several times, reported the problem to several dealers, filed an official NHTSA report...and to no avail...Toyota has elected to ignore this, along with the several dozen + other Tacoma owners who have complained about this exact issue. Everyone who has contemplated or procrastinated, needs to file and report there issue(s) related to this to there local dealer(s), NHTSA, and Toyota customer service. Also, I talked briefly to the reporter at Nashville and plan on following up with additional info tomorrow.”
September 11, 2007
>>>

News Reporter Verbatim:
Hello - this is Jeremy Finley. I'm a reporter with the investigative unit with WSMV-TV.
We are working on a story about a gentlemen here in Nashville that was in a terrible crash following such a "surge" with his 2007 tacoma.
We are trying to find other people across the county who have experienced this phenomenon. Could you please contact me? My email address is jfinley@wsmv.com and my cell phone is 615-830-1269.
Hope to hear from you soon - thanks -

Jeremy Finley
Investigative Reporter
WSMV-TV
jfinley@wsmv.com
615-830-1269 (cell)”

Thanks,
Julie

Julie A. Enzweiler
Director of Research

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