From: Brian Lyons/=TMS/Toyota. Sent:10/10/2007 10:09 AM.

To: [-] Eiji Hirata/=TEMA/Toyota@Toyota;Koji Kawamura/=TEMA/Toyota@Toyota.

Cc: [-] Mike Shaw/=TEMA/Toyota@Toyota;Raul Lopez/=TEMA/Toyota@Toyota;George Morino/=TMS/Toyota@Toyota.

Bcc: [-] .

Subject: Fw: Monitoring: 2007 Tacoma Unexpected Acceleration Investigation.

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----- Forwarded by Brian Lyons/TMS/Toyota on 10/10/2007 10:07 AM -----

"Enzweiler, Julie" <Julie.Enzweiler@nielsen.com>
10/10/2007 07:55 AM
To <greg_bryan@toyota.com>, <gordon_rush@toyota.com>, <Jeff_Northrup@toyota.com>
cc <Ray_Shinozaki@toyota.com>, <Randy_Wagner@toyota.com>, <Bill.Stephenson@buzzmetrics.com>, <Julie.Enzweiler@buzzmetrics.com>, <Scott.Hamm@buzzmetrics.com>, <craig_erickson@toyota.com>, <matt_allen@toyota.com>, <brian_lyons@toyota.com>, <joe.colacurcio@buzzmetrics.com>
Subject FW: Monitoring: 2007 Tacoma Unexpected Acceleration Investigation

FYI – We've sent this to Toyota Corporate Communications today and thought you might be interested. This topic was marked as a low priority at our last monthly meeting, but this seems to have made it to the mainstream media at this point.

Thanks much,
Julie

From: Enzweiler, Julie
Sent: Wednesday, October 10, 2007 10:44 AM
To: 'Bruce_Ertmann@toyota.com'
Cc: 'jon_thompson@toyota.com'; 'Greg'; Stephenson, Bill; Colacurcio, Joe
Subject: Monitoring: 2007 Tacoma Unexpected Acceleration Investigation

Hi Bruce,
On October 8, 2007 in Nashville, Tennessee, NBC affiliate Channel 4 aired an investigation of unexpected acceleration in the 2007 Toyota Tacoma. This investigation included first hand testimonials from several owners of the 2007 Toyota Tacoma who claim their vehicles accelerated to speeds in excess of 100MPH even with the brakes applied. Video footage includes inspection of a dramatically wrecked 2007 Tacoma which rolled several times. The owner of this vehicle states this was the worst experience of his life, and extreme disappointment that Toyota will also not reimburse him the $31,000 he spent on this "defective" truck. The story also includes interviews with Joan Claybrook, head of the NHTSA during the Carter administration, and Clarence Ditlow, Executive Director of the Center for Auto Safety. Claybrook stated Channel 4 has uncovered an issue that may be "of significant proportions", and Ditlow suspects the owners featured "may be the tip of the iceberg". It is announced that the 2007 Tacoma is now under NHTSA investigation, and the story references the earlier Toyota All-Weather Floomat recall.
The Channel 4 link was then posted to ToyotaNation.com, in a forum called "Feds to Inspect (Tacoma) Pickups". As of October 10, the forum has 82 posts. Consumers and owners of the Tacoma react with mixed sentiment toward Toyota, offering theories having to do with the vehicles' cruise control operation. Some consumers indicate having heard about this before, or experiencing odd cruise control behavior in their Tacoma pickups as well. Discussion on the forum indicates that some owners are confused about this problem, and wonder if the "lurch" they experience while stopped is related to incidents of unexpected acceleration. Still other owners question the validity of the

argument that applying the brakes failed to stop the vehicle. They state if this is the case, it is the brakes that should be under investigation.

Nielsen BuzzMetrics will continue to monitor this issue and provide updates as they unfold.

>>>

NBC Channel 4 television coverage: http://www.wsmv.com/video/14296659/index.html
Direct Link to ToyotaNation: http://www.toyotanation.com/forum/showthread.php?t=213870&page=6

Consumer Verbatim:
“I think there may be something true with this. I think it might have something to do with the cruise control possible. I posted a while back that my cruise control was on but not engaged (so i was controlling the throttle manually) and it started to accelerate by itself. I immediately turned the cruise control off and it stopped accelerating. I took it to the dealer, and they couldnt find anything wrong and i rarely use the cruise so i just left it. I have a 2005 btw”
October 08, 2007

“Wow! That good to know. I've heard of people here who mentioned this before.
Hopefully they get it corrected. I wonder what is the other thing they found? At the end of the news clip they said they uncovered another major issue.
If this ever happens to anyone? Take the truck out of gear, and turn the key off. Our cruz control sucks the big one anyways!”
October 8, 2007

“I use my cruise control everyday...Haven't had any problems. My only complaint is that is over accelerates at even the slightest climb.”
October 8, 2007
“Mine has the lurch while stopped with or without the ac on. I have to be very cautious now because I don't want to rear end anyone.”
October 8, 2007

“If the brakes won't overhaul the engine in a full-on emergency, it's the brakes that should be recalled. I've never heard of a stock engine so strong the brakes couldn't overpower it.”
October 9, 2007

“Mine did this when i first got it I had set the cruise on say 60 and then I had to get around a slow car and i just accelerated without turning off the cruise and then when I tried to slow down to get off the interstate the cruise pickup like it was supposed to so I turned it off and magically it quit accelerating. I think this is getting blown way out of porportion.”
October 9, 2007

“What gets me is when they claim that the truck keeps on accelerating when the brake is applied. That does not sound right, unless the brakes fail at the same time when this acceleration happens. Very, very unlikely. It sounds to me like somebody is stepping on the gas, thinking it's the brake. Really, that is my only explanation for continued acceleration while "hitting the brakes".
October 9, 2007

“If somebody could just explain to me how in this world the truck does not slow down with the brakes applied. Does the engine really want to stick it to them and secretely triple the horsepower in order to be able to overcome the applied brakes? That would allow for continued smooth acceleration. I just don't get it. Brake failure?”
October 9, 2007

“Every single day my truck "lurches" while I sit at the stop light. Sometimes as much as on inch or two. It did this morning, twice. The temperature outside is 28 degrees, so A/C has been off for a month now. I do not "baby" the brake, it still lurches. My Mitsubishi did not do it, my Isuzu did not do it. My farther-in-law has owned over 80 cars in his lifetime (he likes to trade, I saw his list when he had 64 cars, and it was a while back), and I can't remember him ever mentioning "lurching" with any of his cars.

Toyota pooped a big one this time, and they better own up to it.
I did file a complain with NHTSA about it.”
October 9, 2007

Thanks,
Julie

Julie A. Enzweiler
Director of Research

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