

From: Noriko Norwood/=Vendors/Toyota

Sent: 11/5/2007 1:32 PM

To: [-] Kaoru Yamamoto/=TMS/Toyota@Toyota

Cc: [-] Toru Nagata/=TMS/Toyota@Toyota; Katsumi Aoki/=TMS/Toyota@Toyota; George Morino/=TMS/Toyota@Toyota; Kirk Forsht/=TMS/Toyota@Toyota

Bcc: [-]

Subject: FYI: Tacoma Acceleration, Tundra Quality, and other issues

サクラメント地方局に取り上げられた T A C O M A 原因不明の加速の問題は、いくつかのブログサイトで (他の記事や報道などと融合して)、今後も討議される可能性が高い (所感)。

一方、NEW YORK TIMESの最近のトヨタの抱える問題を包括的に扱った記事も他の報道筋が参照する可能性が高い (所感)。

Category: Toyota

Sub: The Dings and Dents of Toyota

Source: The New York Times

Date: 11/02/07

Tone: Analytical

http://www.nytimes.com/2007/11/03/business/worldbusiness/03toyota.html?_r=1&ref=business&oref=slogin

Category: Tacoma Acceleration

Sub: Toyota Tacoma with runaway acceleration?

Date: 10/30/07 and 10/31/07

Tone: Mostly trying to figure out how to deal with the problem. One post indicates he has registered a complaint with the NHTSA on 10/31/07.

Source: RV.Net Open Roads Forum

<http://www.rv.net/forum/index.cfm/fuseaction/thread/tid/20522877/srt/pa/pging/1/page/2.cfm>

Sample Posts

TACOMA (MY2007)に乗っているが、信号でブレーキの上に足を乗せ停止中、飛び出し感が時々ある。今朝 N H T S A に苦情を届け出た。

This has got me more than a little concerned since we have a 2007 Tacoma. I have noticed every once in a while, when stopped at a light and my foot on the brake, the truck will surge slightly and try to move forward as if I've released the brake a little. I registered a complaint with the NHTSA this morning and am going to take it to the dealer asap so there is a record in case something more drastic happens. Thanks to Cardiac for bringing this up. [REDACTED]

Posted: 10/31/07 02:34pm

Did a search here and didn't find anything, so I hope it's not a re-post. I was sent this link by a friend: Uncontrolled acceleration. It appears that the NHTSA is opening an investigation into this. These folks said that they couldn't even slow the vehicle down with the brakes. Why wouldn't you just throw it into neutral? Then just shut it off... [REDACTED]

Posted: 10/30/07 08:31pm

Category: Tacoma Reputation

Sub: Tacoma

Source: toyotonation

Date: 11/04/07 (one post by Matt94GT)

タコマを買おうと思ったけれど、トヨタはリコールや色々な問題が多いと聞いた。他の中型トラックにするべきかな？

Hey everyone im looking for a 4x4 truck thats decent on fuel, nice sized and has a good re-sale value which seems to me like the Tacoma. First off I hear about lots of recalls/problems toyota are having, whats the deal here should I be looking elsewhere for a mid-sized truck?

<http://www.toyotonation.com/forum/showthread.php?t=217697>

Category: Toyota Quality

Sub: Toyota Tundra woes "shame" automaker

Date: 11/05/07

Source: AutoBlog covering AutoMotive News

(35 comments posted as of 10:30AM PST)

最近のタンドラの種々車両不具合は急成長に伴う弊害と認め問題解決に取り組んでいる、とトヨタの首脳陣。

The corporate culture that has charged Toyota's ascendance in the automotive world isn't without its pitfalls. Pride in quality products has driven the automaker for decades and the recent spate of issues with the Tundra – from

