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Sent: 4/9/2008 2:18 PM

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Subject: Re: Dow Jones Story (Mentions Noah/Voxy/Corolla/Matrix/Tacoma) and AP Story (only Corolla/Matrix)

Interesting that there was no mention of Tacoma frame ... again ...

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04/09/2008 09:54 AM
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cc dave_zellers@toyota.com, daisuke_sakakibara@toyota.com, Katsumi Aoki/TMS/Toyota@Toyota
Subject Dow Jones Story (Mentions Noah/Voxy/Corolla/Matrix/Tacoma) and AP Story (only Corolla/Matrix)

FYI...

The majority of stories are using the AP story (bottom of this e-mail), but we did find one (Dow Jones) that mentions the Japan market, US market recalls as well as the Tacoma issue.

Dow Jones

DETROIT -(Dow Jones)- Toyota Motor Corp. (TM) is recalling about 539,500 Corolla and Matrix vehicles sold in the U.S. because of faulty window glass.

The recall affects 2003 and 2004 model years on those cars equipped with power windows, the company said in a statement Wednesday. The driver and front passenger door glass bolts may loosen, causing the door glass to separate from the window regulator.

The recall may add to speculation that Toyota, which surpassed Ford Motor Co. (F) to become No. 2 in terms of U.S. sales last year and has nearly overtaken General Motors Corp. (GM) in the global sales race, is struggling with quality-control issues as it continues to grow.

Earlier Wednesday, Toyota announced it would recall more than 630,000 minivans in Japan due to defective fuel tanks and computer systems. A separate recall was also issued for another 2,617 minivans with cruise-control problems.

Meanwhile, the National Highway Traffic Safety Administration continues reviewing complaints that the Toyota Tacoma pickup truck has an uncontrolled acceleration problem.

In March, Toyota President Katsuaki Watanabe said the company's rapid global growth is partly to blame for a surge in quality problems and that the auto maker is taking steps to correct problems. Watanabe, speaking at the Japan National Press Club, said he had ordered a six-month delay in some products because of quality concerns. He didn't provide details.

In the announcement Wednesday about the Corolla and Matrix vehicles, Toyota said the condition will cause an "abnormal noise" to occur when the power windows are operated. Toyota will notify owners of involved vehicles in late April. Part replacement will be done at no cost to the customer. The recall is in conjunction with the NHTSA. Shares of Toyota recently were off 1.2% at \$95.28.

Associated Press

Toyota recalling Corolla, Matrix cars because of power windows

The Associated Press

WASHINGTON — Toyota Motor Corp. is recalling 539,500 Corolla and Matrix passenger cars in the United States because the bolts in the power window system can become loose and ultimately cause a window to shatter.

Toyota said Wednesday it had received reports of 143 cases in which the bolts at the bottom of the power window assembly became loose, caused the window to rattle or led to the window breaking.

Toyota spokesman Joe Tetherow said there had been one minor accident and 15 injuries reported. He said he did not know how many complaints Toyota had received of windows shattering.

The recall involves 2003-2004 model year Corolla and Matrix vehicles equipped with power windows. Vehicles with manual windows are not part of the recall.

The automaker said if the window bolts become loose, motorists may hear an abnormal noise from the driver or front passenger door while operating the power windows.

The recall affects only vehicles sold in the United States, Tetherow said.

Toyota will notify owners of the recall in late April. Dealers will replace the driver and front passenger door glass bolts at no charge to owners.

For more information, owners can call Toyota at 1-800-331-4331.

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