ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Id Number	Creation Time
200804180728	4/18/2008 12:30

TOY-TQ001-00034413

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Case History Long 2000
*** PHONE LOG 04/18/2008 12:32:18 PM LLEISY1
RNT#080417-000307:
EMAIL STS, "DEAR SIR OR MADAM,
I HOPE YOU CAN HELP ME WITH MY TOYOTA REPAIRS.
MY STORY:
1. I HAVE A 2003 TOYOTA MATRIX AND I'M THE FIRST OWNER
2. I'VE PURCHASED IT BRAND NEW FOR MY WIFE AT TOYOTA OF KIRKLAND AND AFTER DRIVING IT FOR 2 MONTHS IT WAS SITTING IN GARAGE FOR A YEAR BECAUSE MY WIFE HAD TO LIVE THE COUNTRY.
3. I WAS SERVICING CAR ONLY AT TOYOTA OF KIRKLAND
4. I DID OIL CHANGES MYSELF
5. ON JULY 2007 I'VE COMPLAINED TO TOYOTA OF ....

*** NOTES 04/18/2008 12:32:48 PM LLEISY1
...2007 I'VE COMPLAINED TO TOYOTA OF KIRKLAND ABOUT CLUNKING NOISE COMING OUT OF THE ENGINE.
THEY HAVE INSPECTED IT AND SAID "IT WAS LOW ON OIL, THAT'S WHY. WE'VE ADDED OIL". THE MOMENT I DROVE OFF FROM THEIR SERVICE DEPARTMENT THE NOISE WAS STILL THERE. I'VE IMMEDIATELY CALLED THEM, AND THEY TOLD ME THAT "IT'S PROBABLY TENTIONER". I'VE CONFIRMED WITH THEM THAT NOT FIXING TENTIONER RIGHT AWAY WILL NOT AFFECT ENGINE OR OTHER DRIVE TRAIN COMPONENTS IN A NEGATIVE ....

*** NOTES 04/18/2008 12:33:46 PM LLEISY1
..."IT WAS LOW ON OIL, THAT'S WHY. WE'VE ADDED OIL". THE MOMENT I DROVE OFF FROM THEIR SERVICE DEPARTMENT THE NOISE WAS STILL THERE. I'VE IMMEDIATELY CALLED THEM, AND THEY TOLD ME THAT "IT'S PROBABLY TENTIONER". I'VE CONFIRMED WITH THEM THAT NOT FIXING TENTIONER RIGHT AWAY WILL NOT AFFECT ENGINE OR OTHER DRIVE TRAIN COMPONENTS IN A NEGATIVE WAY SO I'VE DECIDED TO POSPONE THE REPAIRS FOR TENTIONER.
6. IN SEPTEMBER/OCTOBER I DID OIL CHANGE MYSELF
7. LAST WEEK THE CAR....

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Coding Type	Category	Problem Area	Component	Condition
COMPLAINT	PRODUCT	ABNORMAL CONDITION	ENGINE- POWERTRAIN	OIL LEAK

TOY-TQ001-00034415

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Seeks

CLARIFICATION/EXPLAINATION ON OIL LEAK

TOY-TQ001-00034416

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Stated

NCR WILL WAIT TO HEAR BACK FROM CUSTOMER

TOY-TQ001-00034417

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Contact Method	Title	Ve Model	Ve Grade
EMAIL	PRODUCT; ABNORMAL CONDITION; ENGINE- POWERTRAIN; DRIVING RESPONSE	MATRIX	STD

TOY-TQ001-00034418

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Ve Vin	Ve Year	Reg Description	Dlr Region	Reg Abbreviation	Dealer 1	Dealer 2
2T1KU40E	2009	PORTLAND	13	PTL	46089	

TOY-TQ001-00034419

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200804180728 4/18/2008 12:30

TOY-TQ001-00034420

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 04/18/2008 12:32:18 PM LLEISY1
RNT#080417-000307:
EMAIL STS, "DEAR SIR OR MADAM,
I HOPE YOU CAN HELP ME WITH MY TOYOTA REPAIRS.
MY STORY:
1. I HAVE A 2003 TOYOTA MATRIX AND I'M THE FIRST OWNER
2. I'VE PURCHASED IT BRAND NEW FOR MY WIFE AT TOYOTA OF KIRKLAND AND AFTER DRIVING IT FOR 2 MONTHS IT WAS SITTING IN GARAGE FOR A YEAR BECAUSE MY WIFE HAD TO LIVE THE COUNTRY.
3. I WAS SERVICING CAR ONLY AT TOYOTA OF KIRKLAND
4. I DID OIL CHANGES MYSELF
5. ON JULY 2007 I'VE COMPLAINED TO TOYOTA OF ....

*** NOTES 04/18/2008 12:32:48 PM LLEISY1
...2007 I'VE COMPLAINED TO TOYOTA OF KIRKLAND ABOUT CLUNKING NOISE COMING OUT OF THE ENGINE.
THEY HAVE INSPECTED IT AND SAID "IT WAS LOW ON OIL, THAT'S WHY. WE'VE ADDED OIL". THE MOMENT I DROVE OFF FROM THEIR SERVICE DEPARTMENT THE NOISE WAS STILL THERE. I'VE IMMEDIATELY CALLED THEM, AND THEY TOLD ME THAT "IT'S PROBABLY TENTIONER". I'VE CONFIRMED WITH THEM THAT NOT FIXING TENTIONER RIGHT AWAY WILL NOT AFFECT ENGINE OR OTHER DRIVE TRAIN COMPONENTS IN A NEGATIVE ....

*** NOTES 04/18/2008 12:33:46 PM LLEISY1
..."IT WAS LOW ON OIL, THAT'S WHY. WE'VE ADDED OIL". THE MOMENT I DROVE OFF FROM THEIR SERVICE DEPARTMENT THE NOISE WAS STILL THERE. I'VE IMMEDIATELY CALLED THEM, AND THEY TOLD ME THAT "IT'S PROBABLY TENTIONER". I'VE CONFIRMED WITH THEM THAT NOT FIXING TENTIONER RIGHT AWAY WILL NOT AFFECT ENGINE OR OTHER DRIVE TRAIN COMPONENTS IN A NEGATIVE WAY SO I'VE DECIDED TO POSPONE THE REPAIRS FOR TENTIONER.
6. IN SEPTEMBER/OCTOBER I DID OIL CHANGE MYSELF
7. LAST WEEK THE CAR....

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT ABNORMAL CONDITION ENGINE- POWERTRAIN DRIVING RESPONSE

TOY-TQ001-00034422

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

CLARIFICATION/EXPLAINATION ON OIL LEAK

TOY-TQ001-00034423

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

NCR WILL WAIT TO HEAR BACK FROM CUSTOMER

TOY-TQ001-00034424

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

EMAIL	PRODUCT; ABNORMAL CONDITION; ENGINE- POWERTRAIN; DRIVING RESPONSE	MATRIX	STD

TOY-TQ001-00034425

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1KU40E	2009 PORTLAND	13 PTL	46089

TOY-TQ001-00034426

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200804070649 4/7/2008 10:22

TOY-TQ001-00034427

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 04/07/2008 10:35:16 AM DDRURY
===EXECUTIVE OFFICE GOODWILL OFFER===
PREVIOUS CASE #200804010765 - [redacted] STATES VEHICLE BROKE DOWN A WEEK AFTER OWNING AND ACCESSORIES NOT AVAILABLE AT TIME OF SALE. EXECUTIVE OFFICE OFFERED TO COVER THE COST OF ACCESSORY IN THE INTEREST OF CUSTOMER SATISFACTION.

GOODWILL OFFER: EO OFFERED TO COVER COST OF FLOOR MATS $172.73, IN THE INTEREST OF CUSTOMER SATISFACTION.

*** PHONE LOG 04/07/2008 10:35:51 AM DDRURY ACTION TYPE: INCOMING CALL
===SUMMARY OF TMS MANAGEMENT CONTACT - FEIN===
1) [redacted] STATES VEHICLE BROKE DOWN A WEEK AFTER OWNING IT, ALL WEATHER FLOOR MATS ARE NOT AVAILABLE AND IT'S DIFFICULT TO GET MANAGEMENT CONTACT INFORMATION.
2) [redacted] SEEKS TO VOICE HIS DISSATISFACTION REGARDING THE AVAILABILITY OF ACCESSORIES, THE DIFFICULTY OF OBTAINING MANAGEMENT CONTACT INFORMATION, BUT WANTED TO PRAISE DEALER FOR ADDRESSING VEHICLE CONCERN.
3) EXECUTIVE OFFICE SPOKE TO [redacted] AND ADVISED THAT TMS MANAGEMENT DOESN'T DISCUSS CONCERNS WITH CUSTOMERS AND APOLOGIZED THAT MANAGEMENT INFORMATION IS NOT PROVIDED AS A COMPANY POLICY. [redacted] STATED THAT HE HAS RECEIVED SEVERAL SURVEYS FROM NANCY FEIN AND UNDERSTANDS THAT THEY ARE COMPUTER GENERATED, BUT FEELS HE SHOULD BE ABLE TO SPEAK WITH HER DIRECTLY, AS A RESULT. EXECUTIVE OFFICE UNDERSTOOD REQUEST AND ADVISED [redacted]

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT ABNORMAL CONDITION ENGINE- POWERTRAIN SEIZED

TOY-TQ001-00034429

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

REIMBURSE $172.73, FLOOR MATS, BURT TOYOTA, RO #158706, ON 4/5/08 AT 1,000 MILES.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

DISPATCHED CASE TO REIMBURSEMENT QUEUE.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

FAX	TCR; GOODWILL; GOODWILL PART; NOT APPLICABLE	MATRIX	S

TOY-TQ001-00034432

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1LE40E49C[redacted]	2009 DENVER	15 DVR	5010

TOY-TQ001-00034433

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200804010765 4/1/2008 12:00

TOY-TQ001-00034434

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 04/01/2008 12:10:16 PM DDRURY
===TMS MANAGEMENT CONTACT - FEIN===
PREVIOUS CASE #200803110773 - [redacted] (NOT RELATED TO NANCY FEIN) STATES HE WRITES BECAUSE HE IS FRUSTRATED WITH THE CUSTOMER SERVICE HE RECEIVED IN TRYING TO GET NANCY FEIN'S CONTACT INFORMATION AND FEELS HIS REQUEST WAS BEING IGNORED. [redacted] STATED IN PREVIOUS CASE A CONCERN REGARDING FLOOR MAT AVAILIBILITY. [redacted] ALSO STATES THAT THE VEHICLE HAD A BREAKDOWN A WEEK AFTER OWNERSHIP, BUT BURT TOYOTA HAS ADDRESSED CONCERNS.

*** NOTES 04/02/2008 08:55:09 AM DDRURY
EXECUTIVE OFFICE LEFT V/M FOR [redacted] REQUESTING CALL BACK TO DISCUSS LETTER. EXECUTIVE OFFICE PROVIDED DIRECT #310-468-2822.

*** PHONE LOG 04/02/2008 11:16:35 AM DDRURY ACTION TYPE: INCOMING CALL
EXECUTIVE OFFICE SPOKE TO [redacted] AND ADVISED THAT TMS MANAGEMENT DOESN'T DISCUSS CONCERNS WITH CUSTOMERS AND APOLOGIZED THAT MANAGEMENT INFORMATION IS NOT PROVIDED AS A COMPANY POLICY. [redacted] STATED THAT HE HAS RECEIVED SEVERAL SURVEYS FROM NANCY FEIN AND UNDERSTANDS THAT THEY ARE COMPUTER GENERATED, BUT FEELS HE SHOULD BE ABLE TO SPEAK WITH HER DIRECTLY AS A RESULT. EXECUTIVE OFFICE UNDERSTOOD REQUEST AND ADVISED [redacted] THAT HE IS CORRECT TO STATE THAT SURVEYS ARE SENT OUT WITH NANCY FEIN'S NAME ON THEM, HOWEVER, SHE DOESN'T READ OR RESPOND TO INDIVIDUAL SURVEYS, BUT ADDRESSES THE LARGER TRENDS THAT ARE IDENTIFIED FROM THESE SURVEYS. [redacted] ASKED IF

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT ABNORMAL CONDITION ENGINE- POWERTRAIN SEIZED

TOY-TQ001-00034436

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

[redacted] SEEKS TO SPEAK DIRECTLY WITH NANCY FEIN.

TOY-TQ001-00034437

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PHONE	MISCELLANEOUS; TOY/SCION/LEXUS CALL CENTERS; ;	MATRIX	S

TOY-TQ001-00034438

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1LE40E49C[redacted]	2009 DENVER	15 DVR	5010

TOY-TQ001-00034439

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200803210002 3/21/2008 5:12

TOY-TQ001-00034440

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

RNT#080321-000018 E-MAILER STS: 'PLEASE GIVE NANCY FEIN MY E-MAIL ADRESS AND TELEPHONE NUMBER AND HAVE HER CALL OR E-MAIL ME OR, PLEASE PROVIDE ME WITH HER E-MAIL ADDRESS. [redacted](BEFORE 2:00PM MDT MONDAY/FRIDAY) THANK YOU'

*** SUBCASE 200803210002-1 CREATED 03/21/2008 05:37:57 AM SBAKER
EMAIL RESPONSE:
[redacted] THANK YOU FOR CONTACTING TOYOTA MOTOR SALES, U.S.A., INC.<P>

WE APOLOGIZE FOR YOUR CONCERN REGARDING TOYOTA'S CORPORATE PLANNING WITH YOUR 2009 MATRIX. <P>

IF YOU WISH TO DISCUSS THE MATTER IN MORE DETAIL, WE ENCOURAGE YOU TO <A HREF = "HTTP://TOYOTA.CUSTHELP.COM/CGI-BIN/TOYOTA.CFG/PHP/ENDUSER/STD_ADP.PHP?P_FAQID=4164"TARGET=_BLANK>CONTACT US</A> AS WE REPRESENT MS. FEIN TO ASSIST WITH CUSTOMER CONCERNS. <P>

IF YOUR CONCERN IS REGARDING THE PLANNING OF YOUR MATRIX YOUR COMMENTS WILL BE AVAILABLE FOR REVIEW FROM THE APPROPRIATE DEPARTMENTS. <P>

WE VALUE YOU AS A CUSTOMER AND WE WISH TO EXPRESS OUR APPRECIATION FOR TAKING THE TIME TO EMAIL US. <P>

WE HAVE DOCUMENTED YOUR COMMENTS AT OUR NATIONAL HEADQUARTERS UNDER FILE #200803200492. <P>

HOPE TO HEAR FROM YOU SOON. <P>

THANKS, <P>
SANDRA BAKER
 TOYOTA CUSTOMER EXPERIENCE

*** SUBCASE 200803210002-1 CLOSED 03/21/2008 05:37:59 AM SBAKER

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT ABNORMAL CONDITION GAS CAP- FUEL OTHER-PLEASE SPECIFY

TOY-TQ001-00034442

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

TO SPK W/NANCY FEIN

TOY-TQ001-00034443

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

SEE NOTES

TOY-TQ001-00034444

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

EMAIL	PRODUCT; ABNORMAL CONDITION; GAS CAP- FUEL; OTHER-PLEASE SPECIFY	MATRIX	S

TOY-TQ001-00034445

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1LE40E49C[redacted]	2009 DENVER	15 DVR	5010

TOY-TQ001-00034446

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200803110773 3/11/2008 10:37

200804160136 4/16/2008 7:26

TOY-TQ001-00034447

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 03/11/2008 10:49:50 AM PHUJANEN
CALLER STATES: A FUEL CLAMP WAS MISSING FROM VEH. VEH TO DLR FOR 5 DAYS FOR RPRS AND HAS BEEN CORRECTED. CUST SPOKE TO JOHN MATHEISON AT DLR WHO DEALER ADV THAT, BECAUSE OF THE CONCERN, THEY WOULD PROVIDE THE CUST WITH A GOOD DEAL ON THE ALL-WEATHER FLOOR MATS. NOW DLR HAS CALLED CUST TO ADV THAT THE RUBBER MATS ARE NOT AVAILABLE YET. CUST SKS TO KNOW WHEN THESE MATS MIGHT BECOME AVAILABLE AND WHAT THE OFFER IS TO GET THE FLOOR MATS.

*** NOTES 03/11/2008 10:49:50 AM PHUJANEN
CUST WOULD ALSO LIKE TO ADD THAT THE DLR HAS BEEN VERY GOOD TO WORK WITH. CUST STS THAT THE GM AND BILL VOGEL HAVE BEEN EXCEPTIONAL.
*** DEALER NOTES: 03/13/08 11:38:47
03/13/2008; 11:30AM; CUST FLS MFG IS OBLIGED TO MK EQUIPMNT AVAIL UPN RLSNG VHCL FOR PURCH. CRM XPLND THT FLR MTS RQSTD BY CUST WERE AN AFTR MRKT ITM AND THT LAG TIME AFTR MFG VHCL RLEASE IS BYND MFG CNTRL. CRM APOL FOR CNFSN AND WLD CNTCT MFG ON CUST'S BEHLF FOR ANY ASSIST ON INERIM FLR MTS.

*** CASE CLOSE 03/18/2008 01:22:06 PM DLR05010
03/18/2008; 2:20PM; CRM DISC CUST'S CONCERNS W/ TOYOTA. MFG DECL ASST B/C CARPETED FLOOR MATS ARE AVAIL FROM MFG, ALL-WEATHER MATS ARE TRD PRTY. DLR OFFERED CUST TO PURCH CARPETED FLOOR MATS AT DLR COST AS GOODWILL.

*** NOTES 04/07/2008 10:10:04 AM ECASTANEDA
--ATF-- LETTER DATE: 03/25/08 LETTER RCVD: 04/01/08
CUST STS: RECENTLY PURCH VEH & HAD A BREAKDOWN W/IN A WEEK. STS DLR HAS BEEN GREAT BUT DISSAPOINTED W/ CUSTOMER
*** PHONE LOG 04/16/2008 07:45:50 AM KTHOMAS
CALLER STATES: CLLR IS [redacted] WIFE WHO STS UNABLE TO PROGRAM VOICE COMMAND W/BLUETOOTH. CUST HAS MOTORALA V3M RAZOR. CUST STS US CELLUAR IS THE PROVIDER. CUST SKS:TO PROGRAM VOICE ACTIVATION FOR BLUETOOTH TO CALL OUT. NCR APOL & ADV THE PHONE NOT LISTED ON LETSTALK.TOYOTA.COM & TO CHECK W/PROVIDER. NCR PROVIDED CASE#.

*** CASE CLOSE 04/16/2008 07:46:06 AM KTHOMAS
NCR CLOSED CASE, CASE # GIVEN

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT ABNORMAL CONDITION GAS TANK- FUEL LEAKS

COMPLAINT PRODUCT ABNORMAL CONDITION BLUETOOTH VOICE RECOGNITION

TOY-TQ001-00034449

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

ASSISTANCE ON WHEN ALL WEATHER MATS MIGHT BE AVAILABLE. POSSIBLE DSPM CONTACT?

TO PROGRAM VOICE ACTIVATION FOR BLUETOOTH TO CALL OUT.

TOY-TQ001-00034450

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

NCR APOL. OPEN TO CRM. ADV OF 3 BUSINESS DAY CALL BACK.

NCR APOL & ADV THE PHONE NOT LISTED ON LETSTALK.TOYOTA.COM & TO CHECK W/PROVIDER. NCR PROVIDED CASE#.

TOY-TQ001-00034451

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PHONE	PRODUCT; ABNORMAL CONDITION; GAS TANK- FUEL; LEAKS	MATRIX	S
PHONE	PRODUCT; ABNORMAL CONDITION; BLUETOOTH; VOICE RECOGNITION	MATRIX	S

TOY-TQ001-00034452

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1LE40E49C[redacted]	2009 DENVER	15 DVR	5010
2T1KE40E29C[redacted]	2009 CHICAGO	21 CHI	12149

TOY-TQ001-00034453

200804050137 4/5/2008 10:22

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 04/05/2008 10:28:28 AM HLYONS
CALLER STATES: VEH ENG DOESN'T REV UP. STS GIVE IT GAS & LET THE CLUTCH OUT. WHEN YOU GET READY TO SHIFT GEARS IT REVS UP REALLY HIGH. DLR ADVD IT'S THE LAW & ITS SUPPOSED TO DO THAT. STS THE ACCELERATOR IS REALLY LATE (ABOUT 15 SECOND DELAY). CUST SKS TO DOC COMPLAINT W/ ACCELERATING SPEED.

*** CASE CLOSE 04/05/2008 10:28:34 AM HLYONS
NCR ADVD CONCERN IS DOC, TOY DLR CAN INSPECT VEH TO DETERMINE IF VEH IS WORKING IMPROPERLY.

COMPLAINT PRODUCT ABNORMAL CONDITION MANUAL TRANSMISSION DIFFICULTY SHIFTING

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

TO DOC COMPLAINT W/ ACCELERATING SPEED.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

NCR ADVD CONCERN IS DOC, TOY DLR CAN INSPECT VEH TO DETERMINE IF VEH IS WORKING IMPROPERLY.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PHONE	PRODUCT; ABNORMAL CONDITION; MANUAL TRANSMISSION; DIFFICULTY SHIFTING	MATRIX	XRS

TOY-TQ001-00034459

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2T1GE40E99C[redacted]	2009 CINCINNATI	22 CIN	16042

TOY-TQ001-00034460

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Id Number	Creation Time
200803070306	3/7/2008 8:50

TOY-TQ001-00034461

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Case History Long 2000
*** PHONE LOG 03/07/2008 08:54:25 AM NMORSE ACTION TYPE: INCOMING CALL
RNT # 080305-000527
EMAIL STS:"I HAVE BEEN COMPARING PHOTOGRAPHS AND VIDEOS FROM RECENT AUTO SHOWS. THE MODEL THAT I EXPECTED TO BE OF INTEREST TO ME IS THE 2009 MATRIX WHICH I WANTED TO HELP MY 70 YEAR OLD MOTHER GET AS A CAR TO LAST HER AS LONG AS SHE IS STILL DRIVING/LIVING. IN THE PREVIOUS GENERATION MATRIX THE REACH TO THE STEERING WHEEL WAS TOO FAR AND SHE COULD NOT GET COMFORTABLE SO SHE JUST KEEPS DRIVING HER 1998 SUBARU IMPREZA OUTBACK SPORT THAT SHE BOUGHT WHEN SHE WAS READY TO REPLACE HER COROLLA WAGON (1990 OR 1991, I CAN'T RECALL.) HER SUBARU HAS HIGH MILES AND I'D LIKE TO HELP HER GET A MATRIX BUT ONE LOOK AT YOUR NEW DESIGN AND I KNEW THAT NOT ONLY WOULD MY MOTHER NEVER CONSIDER SUCH A CARTOONISH LOOKING VEHICLE, BUT NEITHER WOULD I. WE BOTH LIKE COMPACT 5 DOOR WAGONS AND HATCHBACKS THAT CAN SEAT FOUR COMFORTABLY AND FIVE IN A PINCH. WE BOTH LIKE EXCELLENT RELIABILITY, TOP NOTCH FUEL ECONOMY (WE'D BOTH PREFER THE 1.8L ENGINE OVER THE 2.4L ENGINE,) AND SOME OF THE MORE COMMON CREATURE COMFORTS.

AFTER LOOKING AT THE ALL NEW MATRIX ENOUGH TIMES TO KNOW THAT YOU WILL EXPERIENCE A REDUCTION IN SALES VERSUS THE FIRST GENERATION MATRIX UNTIL YOU RE-SKIN THIS HORRIBLY UNSETTLINGLY UGLY BEAST, I STARTED UPLOADING PHOTOGRAPHS OF IT. THEN I UPLOADED PHOTOGRAPHS OF THE ALL NEW 2009 PONTIAC VIBE (COUSIN OF THE MATRIX.) WHEN I PUT

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Coding Type	Category	Problem Area	Component	Condition
COMPLAINT	PRODUCT	PRODUCT DESIGN/AVAILABILITY	FRAME- BODY	OTHER-PLEASE SPECIFY

TOY-TQ001-00034463

Seeks

TO HAVE 2009 MATRIX REDESIGNED

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Stated	Contact Method
THANK YOU FOR CONTACTING TOYOTA MOTOR SALES, U.S.A., INC	RIGHTFAX

TOY-TQ001-00034465

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Title	Ve Model	Ve Grade	Ve Vin
PRODUCT; PRODUCT DESIGN/AVAILABILITY; FRAME- BODY; OTHER-PLEASE SPECIFY	MATRIX	STD	2T1KU40E

TOY-TQ001-00034466

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

Ve	Year	Reg Description	Dlr Region	Reg Abbreviation	Dealer 1	Dealer 2
	2009	T.M.S.,U.S.A.	10	TMS	82430	

TOY-TQ001-00034467

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200802140345 2/14/2008 9:24

TOY-TQ001-00034468

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 02/14/2008 09:27:35 AM RFUKUDA
RNT #080213-000366
EMAIL STS "I'M A LONG TIME TOYOTA OWNER AND HAVE BEEN WAITING FOR SIX MONTHS ON THE NEW 2009 MATRIX FOR MY NEXT PURCHASE. I'VE JUST SEEN IT THIS WEEK AFTER HAVING VISITED MY DEALER (BEAVER TOYOTA IN SANTA FE, NM). I INTENDED TO BUY ONE, BUT NOW I'LL HAVE TO BUY SOMETHING ELSE! YOU DON'T OFFER THE 1.8 LITER ENGINE IN THE NICELY APPOINTED S OR XRS MODEL? WHAT ARE YOU THINKING? THIS IS THE WRONG DIRECTION IN THE ERA OF $3/GAL GASOLINE. I HAVE AN OLDER...

*** NOTES 02/14/2008 09:27:46 AM RFUKUDA
...MATRIX XR, AND NOW WANTED TO REPLACE IT WITH THE TOP OF THE LINE MODEL, BUT WITH GOOD GAS MILEAGE, BECAUSE I DRIVE A LOT. BUT YOU MADE THE NEW ONE FATTER AND THIRSTIER! PLEASE PUT THE SMALLER MOTOR IN THE NICE MODEL AND I'LL COME BACK TO TOYOTA.
BILL FEIEREISEN, SANTA FE, NEW MEXICO" END EMAIL

*** SUBCASE 200802140345-1 CREATED 02/14/2008 09:33:43 AM RFUKUDA
VIA EMAIL NCR RESPONDED:
DEAR [redacted]
THANK YOU FOR CONTACTING TOYOTA MOTOR SALES, U.S.A., INC.
WE APPRECIATE THE TIME YOU HAVE TAKEN TO SHARE YOUR THOUGHTS ABOUT THE ENGINE OF THE NEW MATRIX.
WE APPRECIATE YOUR FEEDBACK BECAUSE THE ONLY WAY WE KNOW WHAT OUR CUSTOMERS ARE LOOKING FOR IS WHEN THEY TELL US, AS YOU HAVE. WE TRY TO SCOPE OUR CUSTOMERS OUT IN ADVANCE, BY RESEARCHING THE MARKET, CONDUCTING INTERVIEWS, SURVEYS, FOCUS GROUPS AND DOING OUR HOMEWORK, BUT THERE'S NO BETTER SOURCE THAN A TOYOTA OWNER OR INTENDER WHO TAKES THE TIME TO TELL US LIKE IT IS.
WE CAN'T GUARANTEE THAT A CHANGE WOULD BE MADE, BUT IF IT WERE, IT WOULD BE DRIVEN BY JUST THIS SORT OF HONEST

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT PRODUCT DESIGN/AVAILABILITY ENGINE- POWERTRAIN OTHER-PLEASE SPECIFY

TOY-TQ001-00034470

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

TO DOC THE SUGGESTION TO INTRODUCE 1.8 LITER ENGINE FOR NEW MATRIX S AND XRS MODEL.

TOY-TQ001-00034471

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

SEE SUBCASE CLOSE.

EMAIL

TOY-TQ001-00034472

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PRODUCT; PRODUCT DESIGN/AVAILABILITY; ENGINE- POWERTRAIN; OTHER-PLEASE SPECIFY MATRIX XRS 2T1GE40E

TOY-TQ001-00034473

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

2009 T.M.S.,U.S.A. 10 TMS 82430

TOY-TQ001-00034474

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

200802041044 2/4/2008 13:10

TOY-TQ001-00034475

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

*** PHONE LOG 02/04/2008 01:11:55 PM MCOTTERELL
RNW #080202-000214 CALLER STATES: "WHY (OH WHY) DID YOU MAKE THE MATRIX SMALLER FOR 2009? I WANT TO TELL YOU OF MY DISAPPOINTMENT WITH THIS. I HAD JUST DECIDED TO BUY A NEW MATRIX. BUT WHEN I SAW THAT YOU MADE THE CARGO AREA (AT THE BACK END) SMALLER, THAT MADE ME QUESTION MY CHOICE. I HAVE NOW REOPENED MY SEARCH, AND AM STRONGLY CONSIDERING INSTEAD BUYING A HONDA FIT. THE BIGGEST ADVANTAGE YOU HAD (MATRIX HAD) OVER

*** NOTES 02/04/2008 01:12:04 PM MCOTTERELL
THAT CAR (HONDA FIT) WAS SIZE, PARTICULARLY CARGO-CARRYING SPACE. IN MY OPINION, YOUR CHANGE TO THE SMALLER SIZE FOR 2009 IS A STEP BACKWARD... A DISAPPOINTMENT.
MIKE FERRO"

*** CASE CLOSE 02/04/2008 01:27:43 PM MCOTTERELL
NCR ADV EMAILER "WE APPRECIATE YOUR INTEREST IN THE <A HREF="HTTP://WWW.TOYOTA.COM/MATRIX/INDEX.HTML"TARGET=_BLANK>MATRIX</A>.<P>

WE ARE SORRY TO HEAR OF YOUR DISSATISFACTION WITH THE REDUCTION IN THE CARGO SIZE BEHIND THE REAR SEATS OF THE 2009 MATRIX RELATIVE TO THE 2008 MODEL. HOWEVER, THE LUGGAGE CAPACITY OF THE 2009 MATRIX WITH THE REAR SEAT FOLDED DOWN IS OVER EIGHT CUBIC FEET LARGER THAN THE 2008 MATRIX. <P>

WE MAKE EVERY EFFORT TO MANUFACTURE A QUALITY PRODUCT BY RESEARCHING, TESTING, AND CONSTANTLY MONITORING PERFORMANCE. CONSUMER OPINION AND PERCEPTION ALSO PLAY AN ACTIVE ROLE IN OUR ONGOING EFFORTS TO LEAD THE AUTOMOBILE INDUSTRY IN QUALITY, INNOVATION, STYLING, AND RELIABILITY.<P>

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

COMPLAINT PRODUCT PRODUCT DESIGN/AVAILABILITY TRUNK/ CARGO AREA OTHER-PLEASE SPECIFY

TOY-TQ001-00034477

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TO ADV OF DISSATIS W/DESIGN OF THE 2009 MATRIX

TOY-TQ001-00034478

EMAIL

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PRODUCT; PRODUCT DESIGN/AVAILABILITY; TRUNK/ CARGO AREA; OTHER-PLEASE SPECIFY MATRIX STD 2T1KU40E

TOY-TQ001-00034480

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2009 T.M.S.,U.S.A. 10 TMS 82430

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RNT # 080226-000139
EMAIL STS:
"WHAT HAVE YOU DONE!. I LOVE MY 08 MATRIX.I WAS LOOKING AT 09 TO BUY.WHO ON EARTH DESIGED IT. THE WONDERFUL THING ABOUT THE CAR IS THE VISABILATY WHEN DRIVING.YOU HAVE KILLED EVERY THING THAT WAS GOOD ABOUT THE CAR.AND ALSO MADE IT LOOK VERY CHEAP. I HOPE 2010 YOU WILL CHANGE THE DESIGN BACK FOR THE BETTER, OR I WILL HAVE TO CHANGE FORM TOYOTA."

*** SUBCASE 200802271132-1 CREATED 02/27/2008 02:41:37 PM DPOUNCY
<AS-HTML>
DEAR BILLIE HODGSON THANK YOU FOR CONTACTING TOYOTA MOTOR SALES, U.S.A., INC.<P>

WE MAKE EVERY EFFORT TO MANUFACTURE A QUALITY PRODUCT BY RESEARCHING, TESTING, AND CONSTANTLY MONITORING PERFORMANCE. CONSUMER OPINION AND PERCEPTION ALSO PLAY AN ACTIVE ROLE IN OUR ONGOING EFFORTS TO LEAD THE AUTOMOBILE INDUSTRY IN QUALITY, INNOVATION, STYLING, AND RELIABILITY.<P>

IT IS THROUGH COMMUNICATIONS SUCH AS YOURS THAT WE BECOME AWARE OF THE REACTIONS AND EXPECTATIONS OF OUR CUSTOMERS.<P>

YOUR EMAIL HAS BEEN DOCUMENTED AT OUR NATIONAL HEADQUARTERS UNDER FILE #200802271132. IF WE CAN BE OF FURTHER ASSISTANCE, PLEASE FEEL FREE TO <A HREF = 'HTTP://TOYOTA.CUSTHELP.COM/CGI-BIN/TOYOTA.CFG/PHP/ENDUSER/STD_ADP.PHP?P_FAQID=4164'TARGET=_BLANK >CONTACT US</A>.<P>

SINCERELY,
DAVON POUNCY
TOYOTA CUSTOMER EXPERIENCE
</AS-HTML>

*** SUBCASE 200802271132-1 CLOSED 02/27/2008 02:41:40 PM DPOUNCY

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COMPLAINT PRODUCT PRODUCT DESIGN/AVAILABILITY EXTERIOR TRIM- BODY OTHER-PLEASE SPECIFY

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TO HAVE CONCERNS DOC AT NHQ

TOY-TQ001-00034485

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

SEE SUBCASE

EMAIL

TOY-TQ001-00034486

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

PRODUCT; PRODUCT DESIGN/AVAILABILITY; EXTERIOR TRIM- BODY; OTHER-PLEASE SPECIFY MATRIX STD 2T1KU40E

TOY-TQ001-00034487

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2009 SOUTHEAST 50 SET 9156

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