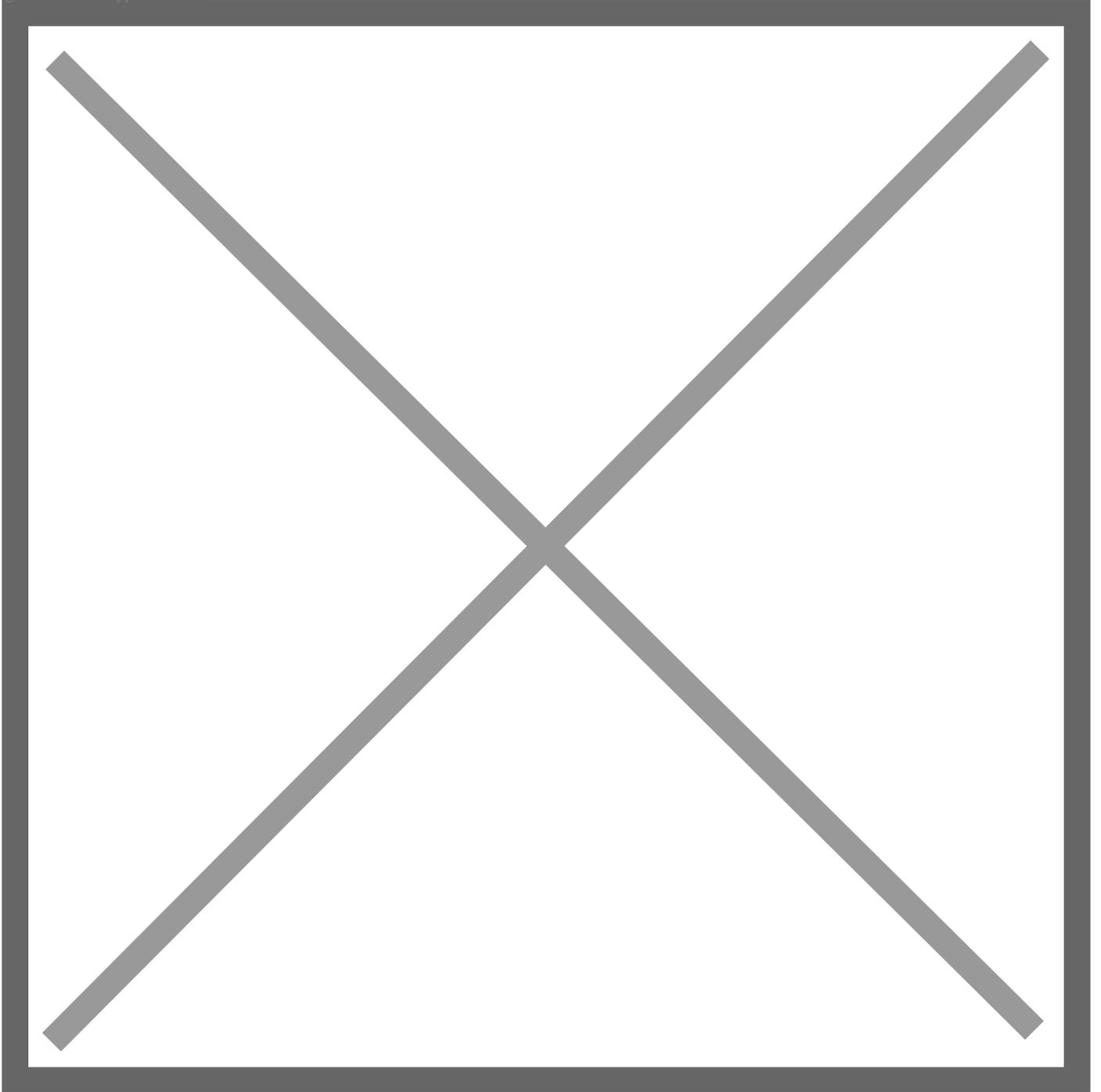


Toyota Ad Campaign Urges Drivers to Spend an Hour to Save a Life

September 28, 2017

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PLANO, Texas, Sept. 28, 2017 – In an ongoing effort to drive awareness around the Takata airbag inflator recall, Toyota is launching a new, multi-channel ad campaign in three priority markets, including Dallas, Los Angeles and Miami. The “In about an hour” campaign urges drivers to take an hour out of their day to get their airbag repaired.

While 19 manufacturers and tens of millions of vehicles are involved in the Takata recall in the U.S., Toyota is focusing its marketing in Dallas, Los Angeles and Miami because these region’s hot, humid climates pose a greater risk for Takata airbag inflators to rupture when the airbag deploys, causing potentially serious injuries or even death.

The campaign launches this month with digital ads emphasizing that airbag repairs are free, easy and fast, comparing some everyday tasks to an airbag repair. Each takes “about an hour,” but only one will “save your life,” the campaign slogan asserts. “It’s an easy choice,” the ad continues, “but millions of people still haven’t brought their affected vehicles in for a fast, free repair.”

The ads will direct people to the Toyota.com/Recall web site, where Toyota, Lexus and Scion owners can enter their vehicle identification number, or VIN, and find a local dealer to schedule a repair. To help further promote awareness for involved drivers, the campaign will use Facebook, Google AdWords, media outreach, and radio Public Service Announcements. All campaign materials will be available in English and Spanish.

In May 2016, the federal government announced an industry-wide expansion of the Takata airbag inflator recall. Dallas, Los Angeles and Miami are in priority zones for these recalls.

According to NHTSA, Takata airbag inflators installed in tens of millions of U.S. vehicles by many manufacturers are subject to recall due to a safety defect. These airbags have inflators that can rupture during deployment and cause serious injury or even death. Inflators in vehicles that have experienced prolonged exposure to hot and humid conditions pose a greater risk of rupture during deployment.

“So, what are you waiting for,” Toyota asks. Read a press release, or save someone’s life.