

Our Pledge to Toyota Drivers Ad

February 17, 2011

We have already taken decisive steps to make things right for our drivers.

- All 172,000 team members and dealers across North America are working day and night to fix our recalled vehicles – and one million have already been repaired.
- Our solutions are effective and durable – and we are confident that no problems exist with our electronic throttle control system.
- We've asked a world-class engineering firm to conduct a comprehensive independent analysis of this system. Their interim report confirms that its multiple fail-safes work – and we will make their final report public.

But we are not stopping there.

Toyota will set a new standard for speed of response on safety issues. For example, we are expanding our field monitoring team with the goal of conducting on-site inspections of unwanted acceleration reports as soon as possible.

And we'll be a leader in introducing advanced safety technologies to provide you with added confidence – including an advanced brake override system that automatically cuts engine power when the accelerator and brake pedals are both engaged.
