

SECRET

秘

- | | | | |
|-----------------|---------|-------------------------|---------|
| 内山田副社長殿 | 新美副社長殿 | 佐々木副社長殿 | |
| 古橋専務殿 | 二橋専務殿 | 古谷専務殿 | 稲葉取締役殿 |
| 友添常務役員殿 | 増本常務役員殿 | 早川常務役員殿 | 横山常務役員殿 |
| ■海外渉外部長殿 | | ■技術統括部 | |
| ■広報部長殿 | | 先端・先行企画室長殿 | |
| ■北米部長殿 | | ■B R 開発業務改革推進室長殿 | |
| ■カスタマーサービス企画部長殿 | | □リサーチセンター CE 殿 | |
| ■サービス技術部長殿 | | □B R リサーチ企画室長殿 | |
| ■海外サービス地区担当部長殿 | | ■トヨタ第2乗用車センター ZF1 CE 殿 | |
| ■海外部品用品部長殿 | | ■車両実験統括部長殿 | |
| ■品質保証部長殿 | | ■TMS Mr. Yamaguchi, GVP | |
| ■お客様品質部長殿 | | □TCI Mr. Yamaguchi, ECO | |
| ■商品統括部 | | □TEMA Mr. Fukushima, VP | |
| 中長期戦略室長殿 | | | |
| Z-A D室長殿 | | | |
| 車両企画室長殿 | | | |

社長宛お客様書簡（海外）受信報告

平成21年 9月29日
お客様 関連部

下記内容の書簡を社長宛に受信いたしました。
代理店と連携して、お客様対応を実施しておりますが、関係各部には状況により
ご協力をお願いしますので、よろしく願います。



NCR-0039477-01-N

国/件名	米国/2010 プリウス でこぼこ道を走行時、ブレーキ力が一瞬低下する。		
ディーラー	----		当部受信日 2009年9月24日
車両明細	VIN	JTDKN3DU4A0004062	購入日 2009年6月30日
	型式	ZVW30L-AHXGBA	走行距離 -----
<p>道路にでこぼこがある場所を通ると、一瞬ブレーキ力が低下するため、想像よりも車が前で停止することになり危険。また、ハイウェイ走行中に乗り心地が悪く感じる。米国トヨタのサービスフィールドマンに車を見てもらい、正常だと言われているが、納得できない。TMCに直接問題を解決して欲しい。</p>			

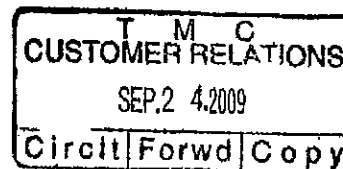
尚、上記内容は要約したものです。書簡のコピーが必要な場合は担当までご連絡下さい。

(担当：海外室 原田/松岡/土平 854-5554)
以上

0914-③

Akio Toyoda
President
1 Toyota-Cho
Toyota City, Aichi 471-8571
Japan

August 30, 2009



Dear Mr. Toyoda:

NCR-0039477-01-N

I am writing to you regarding the safety concerns I have with my new 2010 Toyota Prius V. As you can read from the additional attached letter dated August 16, 2009, I have informed the dealership, Parkway Toyota, the Field Technical Specialist, Joe Bingaman, and Toyota Customer Experience of the loss of braking power I experience when I hit bumps or potholes on the road.

In response to my letter, I was contacted on August 24th by Corporate Case Manager, Aja Baker. She told me that Joe Bingaman's diagnosis of the slipping of the brakes as "normal operation" was the final response of Toyota Headquarters. I subsequently spoke to Ms. Baker's Supervisor, Serena Abollian, who reiterated that Joe Bingaman's diagnosis of the brakes as "acting as designed" is the final response. Despite my pleas for direct help from Toyota, she could only offer me the chance to appeal to a third party arbitrator. Note: This braking problem has been reported by at least 5 other Prius owners to date on the Priuschat Web site (see attached screen shots).

The 2010 Toyota Prius is the first new car I have ever purchased. My wife and her family have been in the Toyota family for over 15 years and raved about their cars' performance and the customer service they received from Toyota in the past. As the parents of a newborn, we were drawn to the 2010 Prius for its additional safety features, including the pre-collision system. As safety was a primary motivating factor, we were deciding between a Volvo and a Toyota and went with the Toyota based on my wife's prior experience with Toyota cars. **Given the braking problem we are experiencing and the poor response to this safety issue to date, we are, at the moment, regretting our decision.** To make matters worse, we read in today's New York Times about the poor customer response people received regarding the transmission problems with the 2001-03 RAV4. This article, combined with my own experience with Customer Experience, **makes me question Toyota's commitment to customer service and safety.** Ironically, with a growing family in the future, we were even thinking of purchasing a RAV4 or another Toyota. Given the current response we have received to the Prius braking issue, we are probably not going to buy another Toyota.

I expected a better response from Customer Experience and would prefer to solve this problem with Toyota directly. In the meantime, I intend to report this problem to the Center for Auto Safety and the National Highway Traffic Safety Administration.

As a follow-up here is what I would like to see happen:

1. A fix for the braking problem so that it does not occur
2. If it cannot be fixed, an option to get my full purchase price back on the car

Outside of the braking problem and the rough ride from the low profile tires of the Prius V (as outlined in the attached letter), we do like the redesigned Prius with its upgraded comfort and safety features, but we have had anxiety about the car ever since we experienced the braking issue in the first week of driving it. Instead of being excited about my new car, I feel remorse—and that is a terrible feeling for a first-time new car buyer who spent over \$35,000 in hopes of having a great experience. I am hoping you can make our family feel good about Toyota again.

Best regards,



REDACTED

