



Toyota Recall Programme Passes 80 Per Cent Completion As New Car Sales Continue to Rise

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KEY POINTS

- Toyota recall programme reaches 80 per cent completion
- Healthy sales increases recorded for March and Q1
- Prius selling at three times its 2009 volume
- More than 29,500 new Toyota vehicles sold through Scrappage scheme
- Free five-year extended warranty/three years' free servicing offer now available on new Toyota models

In just two months since the launch of its recall programme, Toyota has successfully processed 80 per cent of the UK cars that required adjustment to their accelerator pedal. The numbers involved were huge - more than 180,000 cars - but unstinting efforts by the teams at Toyota service centres across the country ensured owners have been able to have their vehicles fixed at their convenience, with minimum delay.

The programme also ensured no new or used vehicles were sold without first receiving the required adjustment.

In spite of the high profile recall programme, Toyota continued to prosper in terms of new car sales, with healthy increases posted both in March and the first quarter of the year. Last month saw figures up 15.5 per cent compared to the same month in 2009, at more than 18,000 units. The first three months of the year show Toyota outperforming 2009 by almost seven per cent, with more than 28,800 new car sales.

The full hybrid Prius remains a star performer in Toyota's line-up, with sales running at three times the 2009 level during the first quarter. Already this year almost 4,000 Prius have been sold, confirming its status as Britain's - and indeed the world's - most popular hybrid model.

Toyota's sales performance has benefited from the Government's Scrappage scheme, with many owners keen to trade in their old model in order to get behind the wheel of a brand new Toyota. Between January and March, 4,770 new Toyota cars were sold through the scheme, taking the total Scrappage-generated sales to just shy of 28,000 units - or more than 28,500 when light commercial vehicles are taken into account.

Toyota's positive sales momentum is set to continue, thanks to its ground-breaking new customer option of an extended five-year warranty or three years' free servicing on all new retail and small

business car sales. Under the banner “your choice, our promise”, it delivers perfect peace mind for motorists when making their new car purchase decision.

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