



Toyota on Course With Recall Programme

15 March 2010

Just one month on from the launch of Toyota's accelerator recall campaign, work has been completed on more than half – 90,000-plus – of the cars that have been identified as requiring attention.

An even larger proportion of recalled Prius models have received adjustment to their braking software programme with 58 per cent of the affected vehicles updated.

More than 200 Toyota service centres around the country are pulling out all the stops to ensure the recalls are carried out as quickly as possible with the least inconvenience to customers, with hundreds of technicians and other staff putting in extra hours and cancelling leave. Toyota's strategy and the commitment shown at local level are being appreciated: Toyota's survey of around 600 owners who have had their cars attended to shows that 96 per cent are satisfied with their experience of the recall process.

As well as fixing cars that are on the road, Toyota has carried out the required work on all its new cars affected by the issue, which means no delay in deliveries to new owners. Buoyed by a record for February new car sales, Toyota is confident motorists will be keen to take advantage of Toyota's impressive and extensive range of models through the March registration plate change and beyond.

Miguel Fonseca, Toyota GB Managing Director, said: "Our thanks go to our customers who continue to be supportive and have confidence in the Toyota brand, and to everyone in the Toyota family, from head office to the workshops, who have all worked together to maintain a high level of service quality as we address the challenges of the recall programme."

"We would also like to thank the customers that continued to show their confidence in Toyota, leading to a new retail sales share record in February. The Toyota Prius February sales total was comfortably more than double the previous best for the month, further proof that UK motorists have faith in Toyota quality and reliability and acknowledge the real-world benefits delivered by Hybrid Synergy Drive."

ENDS