Entities

- Manage/Coordinate/Expand TMCSafety Research w/Outside

Integration (VII) activities

- Intelligent Transportation System (ITS)/Vehicle Infrastructure

- Party Crash Testing

- Vehicle Defects Investigation, Non-Compliance, Recalls and 3rd

- Monitor and Attack Vehicle Safety Regulation & Legislation

Our main areas of focus:
Federal Highway Administration (FHWA)

Research, Innovation and Technology Administration (RITA)

Federal Communications Commission (FCC)

Vehicle Safety Legislation

Congress

NHTSA

NCHP Testing

FMVSS, Vehicle Compliance and defects/recalls

National Highway Traffic Safety Administration (NHTSA)

For Regulation & Legislation, main government organizations of focus
Upgrade of NCAP program

NHTSA (New Car Assessment Program)

Child Restraint Systems (CRS)

Kids in Cars Bill (Congressional)

Child Passenger Safety

FMVSS 216 Roof Crush

Occupant Containment

Rollover

New Side Impact Final Rule (FMVSS 214)

Rulemaking

Vehicle Crash Compatibility

Industry Voluntary Standards
in-vehicle alcohol interlock technology is target solution

- 17,000 people per year are killed in drunk driving-related accidents

Big interest in drunk driving prevention

- Vehicle-to-vehicle and vehicle-to-infrastructure communications
  - Includes pre-collision systems, lane keep assist, blind spot warning, etc.
  - Recognition of potential benefits growing - ESC Final Rule (~5-10,000 lives/yr)

Towards "active safety", including ITS/VII

US government focus is shifting from passive (crash) safety,
Nashville News Reporter, NHTSA 124 IR Letter
- 05-07 Tacoma Throttle Surge - Compliance Investigation
- 09-07 Tacoma Throttle Surge - Compliance Investigation
- Very High number of claims, working with GM/NUMMI on response
- 03-04 Pontiac Vibe Glass Shattering - PE Investigation
- NHTSA will request a recall in January
- 04-06 Sienna Hatch Strips - EA Investigation

Current, Open Investigations

Agency, with litigation engineering background
NHTSA's new, more aggressive management includes more attorneys at the
NHTSA is testing more vehicles
# of U10 and overall sales is increasing rapidly (i.e., increased exposure)

Defects and Compliance Investigations / Recalls
NGO/Research Sponsorships
Contributions in NHTSA/Alliance Research
Participation/Leadership at Alliance WGs/NHTSA/TWG
Conferences, NHTSA/Alliance Technical Meetings
Technical Presentations (Gov't Public Hearings, NGO, etc.)

Expectations include:

Toyota’s Leadership in the safety area is not only welcomed, it is expected.

Toyota is recognized as the most successful car company
and involvement rising from NHTSA, Alliance (OEMs) and the public for more participation
As a result of Toyota’s rapid expansion in the US, expectations are rapidly
- ITS America
- V11 Coalition, National V11 Coalition
- Executive Leadership Team (ELT)

Represent Toyota on Key ITS/V11 Initiatives:
- Board memberships (ACTS, Children's Hospital, Wayne State)
- Public Safety presentations
- Chair, Alcohol Interlock Specifications WG
- Participation on 60+ technical WGs in Alliance
- Chair of Alliance Safety Policy Committee (SPC)
- Driving, compatibility, ITS
- Cooperative efforts with other OEMs (e.g., GM/CAT, CAT) on drunk
- Regular Technical Meetings with NHTSA, dockets comments
- Proactive participation and leadership in regulatory areas
Tundra "Top Best Pick" - #1 and only PU truck to be awarded TSP

Provide vehicles voluntarily for top scores

Institute for Highway Safety (IIHS)

Close relationships with 3rd party testing organizations e.g., Insurance

Attend all NHTSA Compliance testing

Strong negotiations with agency on difficult issues

Early/Timely Information

Close relationship with staff and management at NHTSA

Safety/Quality/Compliance Issues

TEMA/TMA Safety Meetings, Azen-Kento-Kai meetings @ TMC

Enhancing Affiliate Communication

Mothers Against Drunk Driving (MADD)

Wake Forest Center, VT, UVA, STAPP, AAM, OSU

Sponsorships of Crash Safety Research/Conferences/NGOs
Toyota must remain vigilant to guard its quality reputation.

350/Carry has been quite successful in mediating difficult issues (ex: ES).

TMA has been quite successful in mediating difficult issues (ex: ES).

and analysts, we have a less defensible product.

Although we rigorously defend our products through good negotiation.

NHTSA's management is aggressive, and not technical.

Investigations (rear gas strut, ball joints, etc).

Some of the quality issues we are experiencing are showing up in defect.

On Quality Issues

Challenges Remain

Initiatives

ToyoTa (TMA) is an proactive participant in US rulemaking and ITS.

Expections of Toyota continue to grow.

NHTSA/US Government is growing more aggressive on active safety

presents challenges.

The regulatory environment for safety continues to change rapidly and
BACKGROUND SLIDES
and GM joint research. But also stiffness improvement. NASA researchers agreed, and the resulting the output from Toyota presented our full scale test results, and appeared to be necessary of not only a geometry improvement program, and we met with NASA and explained our ongoing research, but also for our address. For mid term solutions, we met with NASA and explained our ongoing research.

However, due to pressures from Congress and NASA, we must also propose a proper test method for the short term solution. NASA has been pushing OMBs for an easy test that they can use in their CAP.

First, Considerably - Toyota’s position was that was the mid term, we should develop and propose a test method and criteria to evaluate both geometry and stiffness matching.

OK - now I will update you on progress of the 4 areas we listed as high priority.

Slide 2:

- Media interview/excavation
- Improved understanding amongst stakeholder/technical challenges
- Work with NCHRP
- Support PR activity to enhance Toyota’s image to the public
- Competitors, media, NOOS
- Monitor market trends needed to satisfy utilities, labs, etc.
- Manage coordination of TMC safety research within DoD efforts
- Negotiate with stakeholders/corresponding labs
- Attend visits, provide data and analyze
- NCPA consumer information/111713rd party testing

Slide Notes
Predictive Leadership at Alliance Working Group, NHTSA
Public Hearings, Conference, Technical Meetings
Expectations include:

Alliance

Toya's leadership in the safety area is not only welcomed, it is expected by both the agency and the Alliance

Toya is the only Japanese OEM with the right to vote in the Alliance

Toya's recognition as the most successful car company

As a result of Toyota's rapid expansion in the US, expectations are rising from NHTSA, Alliance, etc. For

Slide 8

Notes on the assembly line:

Automakers say the drop in recalls stems from their efforts to plug and correct problems before they

Cars and trucks in at least four years, another sign that new vehicles qualify continue to improve

WASHINGTON—In 2007, US automakers issued the lowest number of safety-related recalls on their

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Improvements in quality and safety deemed a success

Vehicle recalls lower in years

Takao, confidence in its standing

Toya, NHTSA likes on 306 electronic steering and electronic braking

Testing—Camry/Prius rear Camry/Prius, front, Yaris side Camry/Prius, Yaris head impact

Vehicle confidence

Working with USN

Slide Notes
and believe...all of which are demanding more active participation from Toyota...pressure on...from outside the United States...from NHTSA...for..."No go" for..."Public for..."I will explain the graph in detail during the presentation...but this illustrates the source of the increasing pressure increasing on Toyota...US Security

Slide 11:

Support when hot issues arise...we need your urgent help in getting issues resolved...we need faster information flow...and more technical...There is a "new dynamic" in the US...As your face to NHTSA...we ask TMC to focus our judgment and

NHTSA is also much more sensitive to public and Congressional criticism and pressure...

In addition, the current NHTSA management is much more aggressive than in the past...Now means faster and broader reporting and filing of recalls...all resulting in more pressure on the...Not all of the recall increases can be blamed on slipping Toyota quality...The Congressional THAD Act...

between Toyota and the agency...complex...They include a combination of increased recalls...more investigations...and tougher negotiations...Over the last few years...we have seen our relationship begin to slip slightly with NHTSA...The reasons are...

Our ability to manage the idea of safety investigations needs rapidly on our ability to work well with NHTSA...