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Toyota Unveils Plans to Fix Pedal Problem

Written On February 2, 2010 By Bob Kraft

Here are more details about Toyota's proposed solution to the sticking throttle problem, courtesy of the

American Association for Justice news release:

The Chicago Tribune (2/2, Bensinger, Channick) reports, "Hoping to put the brakes on a public relations

disaster, Toyota Motor Corp. revealed plans Monday to fix a sticking gas pedal that halted sales and

production for eight models and prompted a massive recall." ABC World News (2/1, story 4, 2:00,

Sawyer) reported, "The automaker said by the week's end its dealers will begin fixing more than four

million vehicles, the ones recalled because of problems with gas pedals and vehicles speeding out of

control."

CBS Evening News (2/1, story 3, 2:30, Couric) reported, "Toyota says it should take trained mechanics no

more than 30 minutes to fix its sticky gas pedal, but repairing its reputation could take a while longer."

The Wall Street Journal (2/2, Linebaugh et al.) reports Toyota said it's confident the repair and another

one involving floor mats, will end the speed-control problem. Jim Lentz, president of Toyota's U.S. sales

arm, noted, "These two fixes solve the issues that we know of. ... We have done exhaustive testing, and

we have found no evidence of problems with the electronics."

In a front-page story, the New York Times (2/2, A1, Maynard) reports, "Many wonder whether the problem

is in the electronic systems that now control many functions that used to be handled mechanically." Edwin

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M. Baum, head of the product and consumer litigation practice at Proskauer Rose, said, "If they haven't

got it [right], they have even bigger problems. Nobody knows right now." The questions "for Toyota are

not likely to end. Two Congressional committee hearings are planned, beginning next week."

The Detroit Free Press (2/1, Gardner) reported, "Toyota has been hit disproportionately hard by

unintended-acceleration problems because it has been slower than some competitors in introducing

braking technology that could have prevented it, according to safety records and consumer advocates."

Safety advocates "and other critics said there may be multiple potential causes for sudden acceleration,

and therefore, multiple solutions. But the most puzzling potential cause is electromechanical

interference."

Toyota faces at least 12 lawsuits. Bloomberg News (2/2, Fisk) reports that Toyota "faces at least 12

lawsuits seeking class-action status in the U.S. and Canada connected to the company's recalls over

sudden acceleration of its vehicles." A lawsuit "was filed on behalf of all Canadian owners, operators,

lessors and passengers of Toyota vehicles with an electronic throttle system called ETCS-i, Rochon

Genova LLP," according to a Toronto law firm. "Consumers in Texas sued on Jan. 29 on behalf of all

owners of Toyota and Lexus models equipped with the throttle system in that state."

The Houston Chronicle (2/1, Flood) reported, "The family of a Houston woman whose car sped through a

stop sign and smashed into a cement wall, killing her on impact a week before Christmas, filed what is

likely the third acceleration-related wrongful death lawsuit against Toyota in the nation Monday. Trina

Renee Harris, a 34-year-old mother of two, died on impact when her 2009 Toyota Corolla slammed into

an East Hardy Toll Road cement divider at Barry, leaving no skid marks, Houston police reported. Her

husband, Michael Harris, filed a lawsuit Monday against Toyota Motor Sales U.S.A., gas pedal maker

CTS Corp. and Fred Haas Toyota World, which leased her the car."

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