

Key Findings

- ❖ **While key metrics remaining stable among Owners and Intenders, Toyota's brand image continues to erode among Elites.**
- ❖ **Notably, although brand metrics haven't taken a large hit among Owners, the Congressional hearings and news is still raising doubts as to the real cause of Toyota's safety issues.**
 - **News that Toyota may not have addressed the real issue continues to saturate the market and raise concerns among all 3 key audiences.**
 - **Of even greater concern, this news is making inroads in Toyota's credibility rather than reassuring Owners and Elites that the CORRECT fix is in place.**
- ❖ **News continues to be around ETC issues which further advances belief Toyota not fixing real cause, has covered things up (not being truthful and honest, not credible) and sacrificed quality for profits**
 - **No mentions YET of 'fixed vehicles still having issues'**
 - **Debunking Kane/Gilbert's testing will be critical for restoring confidence among Elites and reassuring audiences that ETC is in fact NOT an issue and**
- ❖ **The following statement tested boosts confidence among Owners, Intenders and Elites, providing concrete evidence from a credible source, as well as conveying that Toyota is being transparent:**
"In addition to our own extensive testing, Toyota has invited Exponent, an independent engineering and scientific consulting firm used by NASA, to investigate potential problems with Toyota's electronic systems. Their initial reports have yet to identify any potential problem with Toyota's electronic systems. We will make their final report public."

