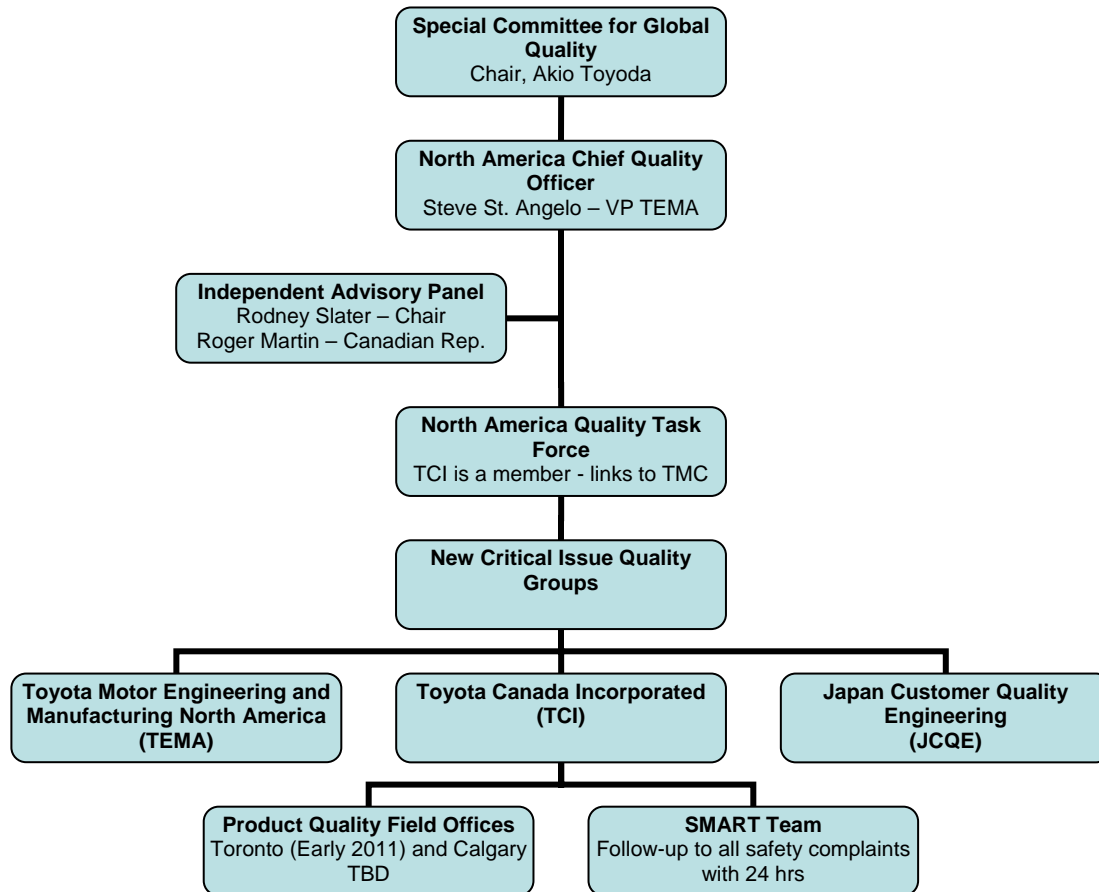


New Global Quality Monitoring Framework



- Top priority in establishing **Special Committee for Global Quality** is to improve quality assurance in all markets Toyota operates globally
- Entire company has mobilized to ensure that Toyota vehicles are safe and reliable for customers, not only when they are first sold or leased, but for the lifetime of the vehicle
- Mr. Steve St. Angelo, appointed as new **Chief Quality Officer for North America** with more than three decades of manufacturing expertise
- With a direct line to Mr. Toyoda, Mr. St. Angelo will represent the interests of the North America customer with respect to quality issues that affect vehicles sold in North America
- North American **Quality Advisory Panel**, made up of six independent safety and quality experts - including Roger Martin, Dean, Rotman School of Management
- Quality Advisory Panel will have unfettered access to information concerning Toyota's quality and safety procedures and will advise Toyota's North American affiliates on quality and safety issues, working closely with the company's leadership team and the newly-formed North American Quality Task Force
- With representation on the **North American Quality task force**, Toyota Canada, in cooperation with US counterparts, will focus on quickly identifying, prioritizing and escalating critical safety issues with the support of:
 - **New Critical Issues Quality Groups** – established throughout North America and dedicated to strengthening critical issue investigation, visualization and resolution
 - **Product Quality Field Offices** – Seven locations throughout North America with two locations in Canada - representing a range of environmental conditions - staffed with TMC experienced engineers, dedicated to investigating quality issues raised by customers and dealers
 - **SMART TEAM (Swift Market Analysis and Response Team)** – Rapid-response team focused on conducting on-site customer issue investigations such as alleged unintended acceleration