

# Toyota Recalls Millions of Vehicles Because of Fire Risk

Worldwide, 2.5 millions units recalled in US  
 October 11, 2012

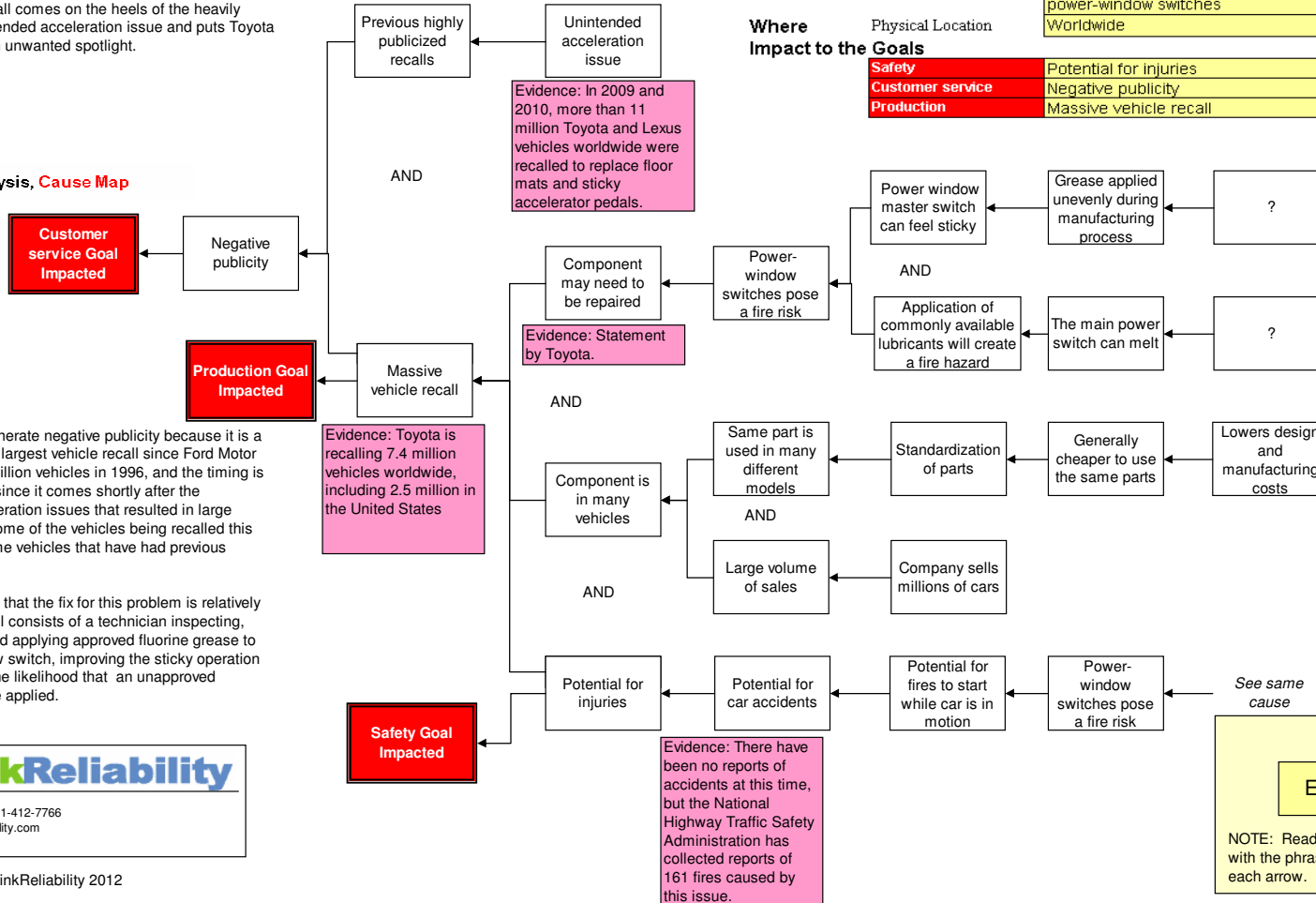
On October 11, 2012, Toyota announced a recall of 7.4 million vehicles worldwide due to a potential fire hazard. This newest recall comes on the heels of the heavily publicized unintended acceleration issue and puts Toyota once again in an unwanted spotlight.

## Step 1. Outline the Problem

<b>What</b>	Problem(s)	Recall of millions of vehicles
<b>When</b>	Date	10/11/12
	Differences	Many vehicles used the same component, issues with the power-window switches
<b>Where</b>	Physical Location	Worldwide
<b>Impact to the Goals</b>	<b>Safety</b>	Potential for injuries
	<b>Customer service</b>	Negative publicity
	<b>Production</b>	Massive vehicle recall

This incident ??

## Step 2. Analysis, Cause Map



This recall will generate negative publicity because it is a huge recall, the largest vehicle recall since Ford Motor Co recalled 7.9 million vehicles in 1996, and the timing is a bit unfortunate since it comes shortly after the unintended acceleration issues that resulted in large recalls. In fact, some of the vehicles being recalled this round are the same vehicles that have had previous recalls.

The good news is that the fix for this problem is relatively simple. The recall consists of a technician inspecting, disassembling and applying approved fluorine grease to the power-window switch, improving the sticky operation and decreasing the likelihood that an unapproved lubricant might be applied.

### High Level

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**Why?**

Cause

←

Effect

NOTE: Read the Cause Map from left to right with the phrase "Was Caused By" in place of each arrow.