

Student Example

Apologia Assignment – Toyota Floor Mat Recall

Summary:

Since September 2009, Toyota has had a recall on many of its cars due to faulty floor mats on the driver's side of the car. The floor mats have caused problems with getting the accelerator stuck, resulting in uncontrollable car accidents. There have been 4.2 million recalls due to the floor mat issue, but Toyota has increased this number to 5.3 to include problems with sticking accelerators. Toyota is working with National Highway Traffic Safety Administration to fix the problem with the floor mats. For now Toyota has told owners to remove the driver side floor mat to prevent the accelerator from sticking. Unfortunately this warning and recall is too late because there have been numerous cases of car accidents resulting in death due to this problem with the floor mat.

Manner:

1. *Was it truthful?* Yes Toyota was truthful in its apology by stating the problem at hand, what the problem has caused, and how to fix the problem.
2. *Was it timely?* No, due to the number of incidences of the floor mat being a problem before the apology and recall took place, Toyota did not react in a timely manner. They should have taken action much sooner.
3. *Was it a voluntary recall?* No, they had to recall the vehicles because of safety reasons set by the National Highway Traffic Safety Administration.

Content:

1. *Did it acknowledge wrongdoing?* Yes, they admitted there was a problem with the floor mats.
2. *Did the company accept responsibility?* Yes they accepted the blame and responsibility.
3. *Did the company express regret?* Not as much as they should have. They made the issue seem like it was not anything they could control.
4. *Did the company ask forgiveness?* No, they did not ask for forgiveness. They just stated what was being done to solve the problem.
5. *Did the company seek reconciliation?* Yes, they are working to solve the problem now by recalling the vehicles and telling owners to remove their floor mats.
6. *Did the company disclose relevant information?* Yes, they told owners what to do if floor mat causes the accelerator to stick and to remove the floor mat to prevent this problem.
7. *Did the company provide an explanation that addressed the victim's concerns and questions, and did the company offer correction action and/or compensation?* Yes, they addressed questions and correction actions to be taken as well as how to get a new floor mat.

1. Toyota Motor Sales Inc. “Toyota/Lexus Consumer Safety Advisory: Potential Floor Mat Interference with Accelerator Pedal.” *Corporate Page*. Toyota Motor Sales Inc, n.d. Web. 29 March 2010. <<http://pressroom.toyota.com/>>.
2. “Toyota Recalls 3.8 Million Vehicles.” *The Associated Press*. (2009). Web. 29 March 2010. <<http://www.msnbc.msn.com/>>.
3. Valdes-Depena, Peter. “Toyota Recalls Top 5.3 Million Vehicles.” *Cable News Network*. (27 January 2010). Web. 29 March 2010. <<http://money.cnn.com/>>.

Student Example

Apologia Assignment – Maclaren Stroller Recall

Summary:

Twelve children's fingers have been amputated in the hinges of British Company, Maclaren's, strollers causing one million strollers made since 1999 to be recalled. One solution Maclaren has put into place is offering free hinge covers to put on the strollers to prevent children from putting their fingers in the hinges. In November 2009 when the recall was put into effect, there was a problem with the website to order the hinge covers because of the overwhelming number of people trying to access the website. Maclaren has done its part to warn owners of the hazard by posting videos and notices on Facebook, Twitter, and YouTube. They are able to get owners their hinge covers within seven to ten days and have extended the stroller warranties to a lifetime warranty to compensate the customers.

Manner:

1. *Was it truthful?* Yes Maclaren was truthful in its apology by stating the hazard, cases that have occurred with fingertip amputations, and offering a way to fix the problem.
2. *Was it timely?* Yes, the recall was put into place as soon as reports of incidents happened. They were able to catch the problem within just a few incidences.
3. *Was it a voluntary recall?* Yes, they state that the recall is voluntary but in compliance with U.S. Consumer Product Safety Commission.

Content:

1. *Did it acknowledge wrongdoing?* Yes, they admitted that there was a safety hazard with the hinges.
2. *Did the company accept responsibility?* Yes they accepted the blame and responsibility.
3. *Did the company express regret?* Yes, they expressed regret for the safety hazard the stroller has caused.
4. *Did the company ask forgiveness?* Yes, they did not ask for forgiveness and for their customers to stay loyal to their company as they work to fix the problem.
5. *Did the company seek reconciliation?* Yes, they are working to solve the problem by making the hinge covers available for everyone as well as a lifetime warranty on the strollers.
6. *Did the company disclose relevant information?* Yes, they told owners what to do if floor mat causes the accelerator to stick and to remove the floor mat to prevent this problem.
7. *Did the company provide an explanation that addressed the victim's concerns and questions, and did the company offer correction action and/or compensation?* Yes, they addressed correction actions to be taken on many websites and provided multiple ways to contact the company with customer's questions and concerns.

1. "Like You, We Stand Behind Our Buggies Too." *Maclaren CEO Blog*. (Nov 2009). Web. 29 March 2010. <<http://blog.maclarenbaby.com/>>.
2. Gregory, Sean. "Maclaren's Stroller Recall: A Stumbling Response Online." *Time Inc.* (9 Nov. 2009). <<http://www.time.com>>.
3. Maclaren Inc. "Recall." *Recall Page*. Maclaren Inc, n.d. Web. 29 March 2010. <<http://recall.maclaren.us/>>.