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Press Release

FOR IMMEDIATE RELEASE

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Toyota Recalls Put into Context by Edmunds.com

SANTA MONICA, Calif. — February 10, 2010 — Edmunds.com, the premier online resource for automotive information, has obtained and reviewed the National Highway Traffic Safety Administration (NHTSA) complaint database. A key finding: despite being the subject of intense scrutiny of the company, Toyota ranks 17th among automakers in the overall number of complaints per vehicle sold.

According to the database, which consists of complaints filed by individuals and is not checked for accuracy by NHTSA, Toyota was the subject of 9.1 percent of the complaints from 2001 through 2010 (through February 3). During this period, the company sold 13.5 percent of all new cars in the United States.

Land Rover ranks first among automakers, with 0.6 percent of the complaints compared to only 0.1 percent market share from 2001 through 2010 (through February 3).

The following chart sets forth the results for all automakers:

AUTOMAKER	RANK (IN ORDER OF MOST COMPLAINTS PER MARKET SHARE)	PERCENT OF COMPLAINTS IN NHTSA DATABASE	PERCENT OF SALES IN US MARKET
LAND ROVER	1	0.6%	0.1%
AMERICAN SUZUKI MOTOR CORP.	2	0.9%	0.4%
ISUZU MANUFACTURING SERVICES OF AMERICA	3	0.3%	0.2%
VOLKSWAGEN OF AMERICA, INC	4	4.1%	2.4%
JAGUAR CARS LTD	5	0.4%	0.2%
VOLVO CARS OF N.A. LLC.	6	1.1%	0.7%
CHRYSLER LLC	7	16.3%	13.0%
MAZDA NORTH AMERICAN OPERATIONS	8	1.7%	1.5%
MINITUBISHI MOTORS NORTH AMERICA, INC.	9	1.3%	1.2%
FORD MOTOR COMPANY	10	18.3%	17.6%
GENERAL MOTORS CORP.	11	25.3%	24.5%
NISSAN NORTH AMERICA, INC.	12	5.8%	5.9%
HYUNDAI MOTOR COMPANY	13	4.2%	4.4%
BMW OF NORTH AMERICA, LLC	14	1.7%	1.9%
SUBARU OF AMERICA, INC.	15	1.1%	1.3%
AMERICAN HONDA MOTOR CO.	16	6.8%	9.4%
TOYOTA MOTOR CORPORATION	17	9.1%	13.5%
MERCEDES-BENZ USA, LLC.	18	1.0%	1.5%
PORSCHE CARS NORTH AMERICA, INC.	19	0.1%	0.2%

If Recalls Matter,
 Toyota Has The
 Best Record Of
 Any Manufacturer

Jack Fitzgerald

SMART USA DISTRIBUTOR LLC	20	0.0%	0.0%
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Edmunds.com analysts also attempted to evaluate the deaths and injuries reported in the NHTSA database, but it quickly became clear that the data is unreliable. For example, one complaint indicated that 99 people had died in one vehicle as a result of an accident. It should also be noted roughly 10 percent of total complaints appear to be duplicates. Finally, this analysis did not rate the reported incidents for severity.

"No one should overlook the issues raised by the Toyota recalls, but it is important to keep things in perspective," reminded [Edmunds.com](#) CEO Jeremy Anwyl. "A broader view shows that consumer complaints reflect an industry issue, not just a Toyota issue. As Toyota's experience in recent months clearly demonstrates, it is no longer an option for car companies to dismiss consumer complaints, even if the event is difficult to replicate or diagnose."

"[Edmunds' CarSpace.com Forums](#) have been a venue for driver feedback since 1996," noted Sylvia Marino, Executive Director of Community Operations for Edmunds.com. "Automakers can easily review postings to uncover issues and discuss them with the consumers who have experienced them."

Edmunds.com has created a free resource to keep consumers informed about the [2010 Toyota recall](#) at <http://www.edmunds.com/industry-car-news/toyota-recall.html>.

[About Edmunds.com, Inc.](#) (<http://www.edmunds.com/help/about/index.html>)

[Edmunds.com](#), Inc. publishes four Web sites that empower, engage and educate automotive consumers and enthusiasts. [Edmunds.com](#), the premier online resource for automotive consumer information, launched in 1995 as the first automotive information Web site. Its most popular feature, the Edmunds.com [True Market Value](#)[®], is relied upon by millions of people seeking current transaction prices for new and used vehicles. Edmunds.com was named "Best Car Research Site" by Forbes ASAP, has been selected by consumers as the "Most Useful Web Site" according to every J.D. Power and Associates New Autosshopper.com Study(SM), was ranked first in the Survey of Car-Shopping Web Sites by *The Wall Street Journal* and was rated "#1" in Keynote's study of third-party automotive Web sites. [Inside Line](#) launched in January 2005 and is the most-read automotive enthusiast Web site. [CarSpace](#) launched in February 2006 and is an automotive social networking Web site and home to the oldest and most established automotive community. [AutoObserver.com](#) launched in 2007 and provides insightful automotive industry commentary and analysis. Edmunds Inc. is headquartered in Santa Monica, California, and maintains a satellite office in suburban Detroit.

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