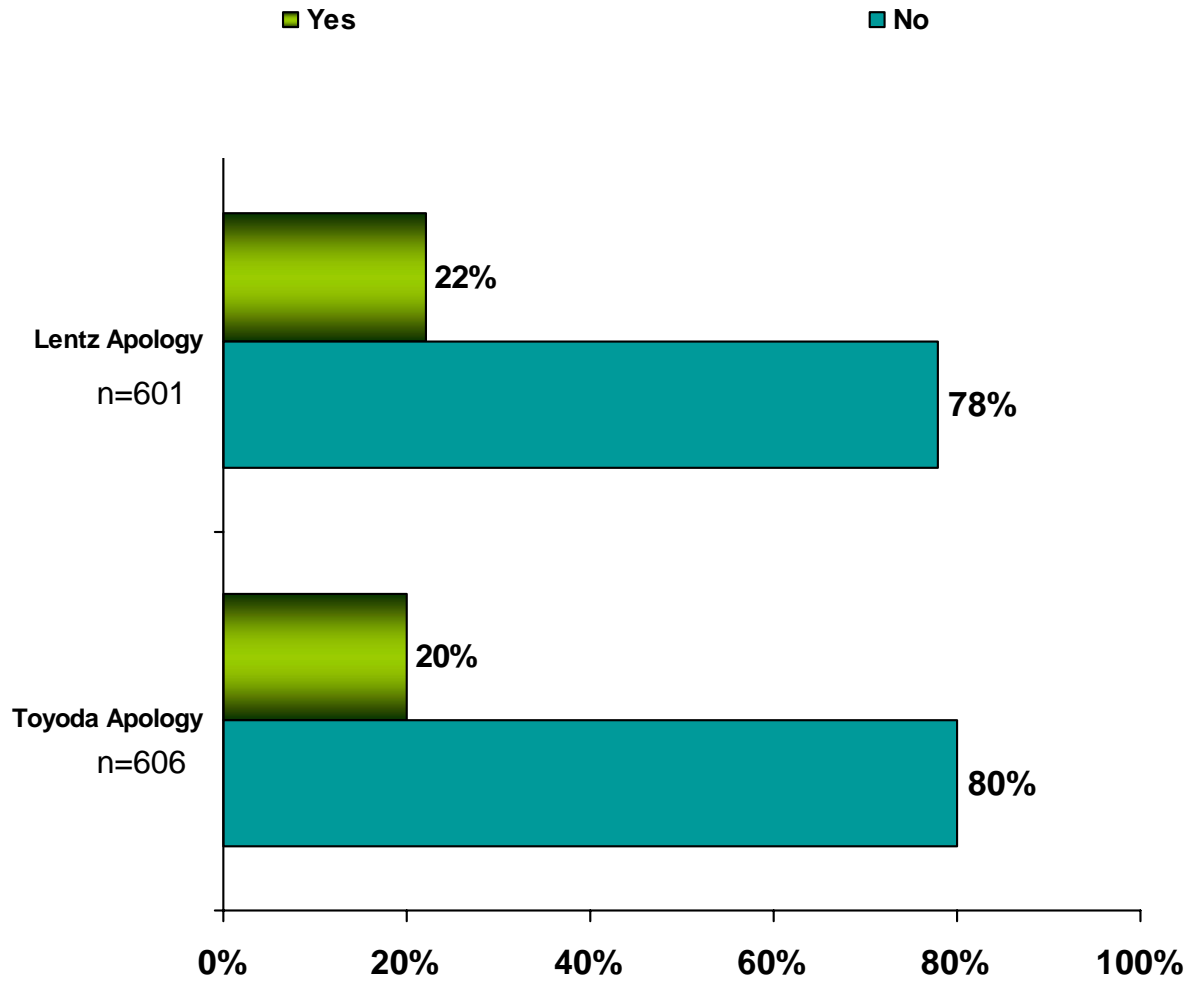


Do you own a Toyota automobile?



Percentages may not equal 100 due to rounding

Please indicate the likelihood that your next car purchase will be a Toyota vehicle.

Lentz Apology

Toyoda Apology

■ Not at all likely

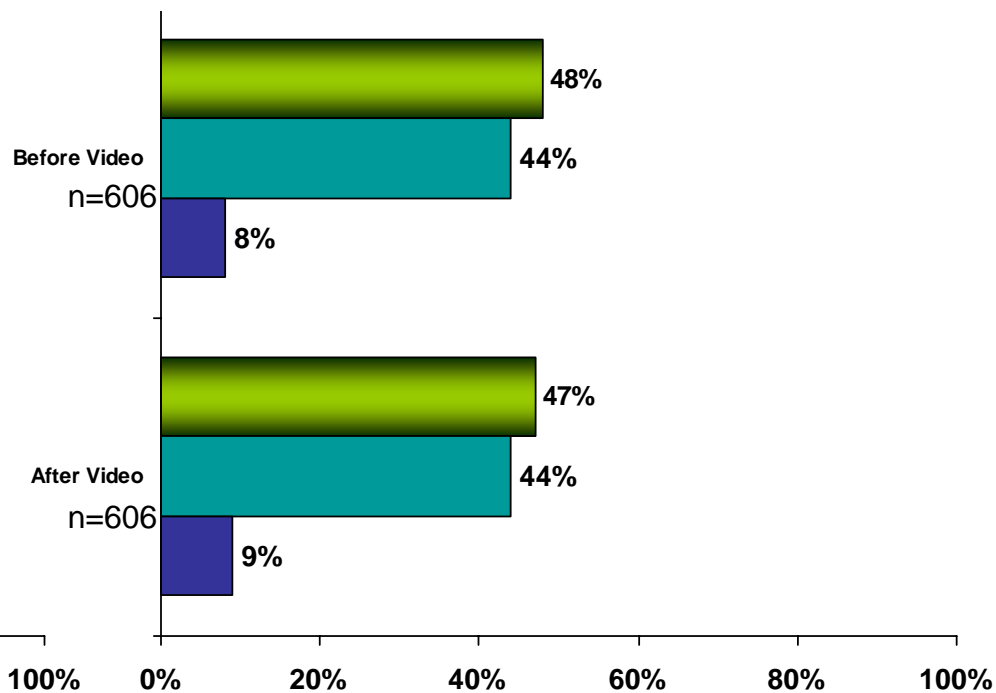
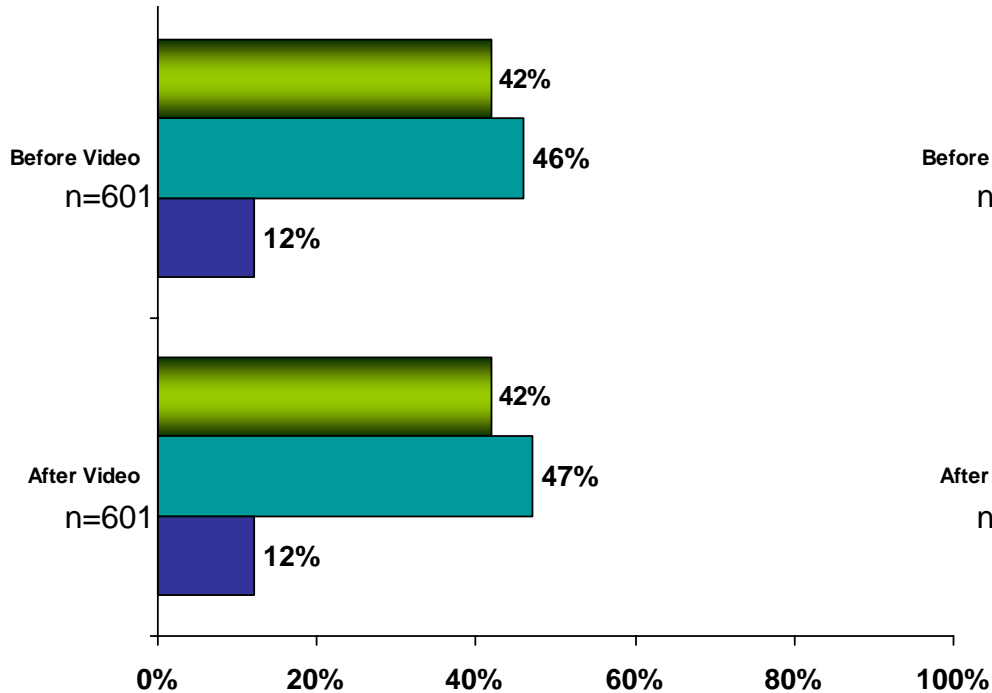
■ Somewhat likely

■ Extremely likely

■ Not at all likely

■ Somewhat likely

■ Extremely likely



Percentages may not equal 100 due to rounding

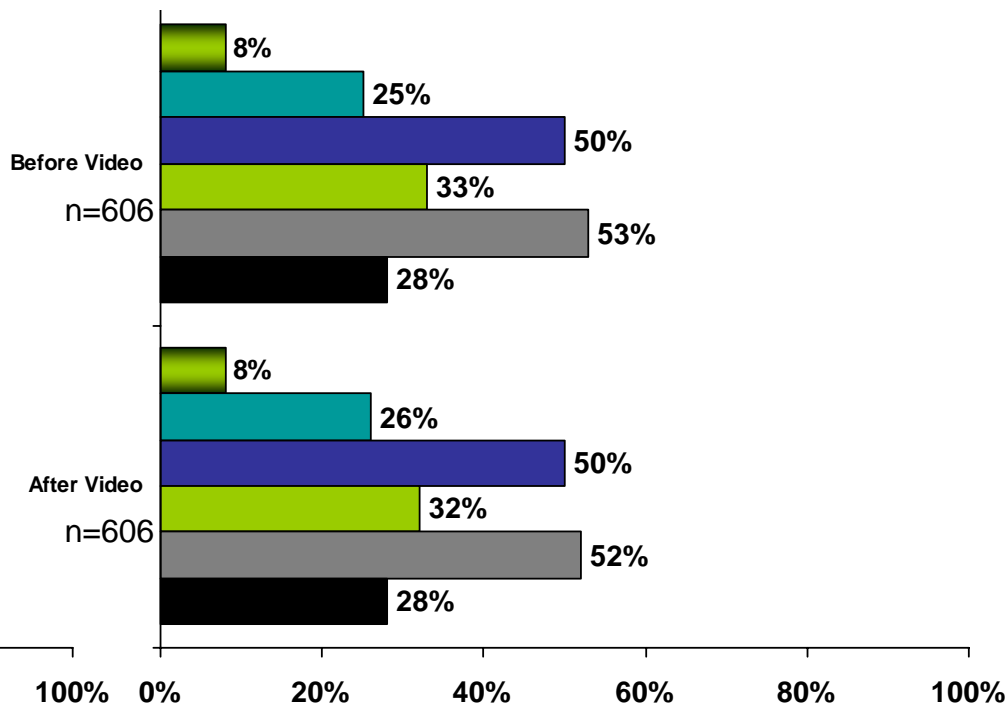
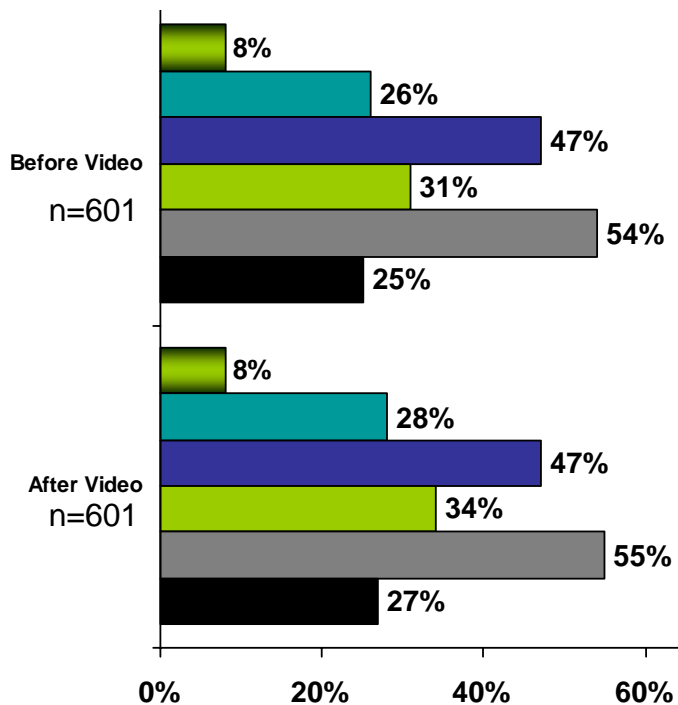
Which of the following actions are you likely to perform in the next year? Please select all that apply.

Lentz Apology

Toyoda Apology

- Buy a Toyota brand automobile
- Visit Toyota's web site
- Read a news or magazine article about Toyota
- Search for information on Toyota
- Watch an advertisement/commercial for Toyota
- None of the above

- Buy a Toyota brand automobile
- Visit Toyota's web site
- Read a news or magazine article about Toyota
- Search for information on Toyota
- Watch an advertisement/commercial for Toyota
- None of the above



Percentages may not equal 100 due to rounding

Please indicate how favorable you are of the Toyota brand using a scale of 1-7 where 1 represents, “Not at all favorable” and 7 represents, “Extremely favorable.”

| | Before Video | After Video |
|--|--------------|-------------|
| Study 1 (Toyota Recall News Clip) | 4.9 | 3.9 |
| Study 2 (Lentz Apology) | 4.5 | 4.5 |
| Study 3 (Toyota Congress News Clip) | 4.2 | 3.4 |
| Study 4 (Toyoda Apology) | 4.0 | 4.1 |

Percentages may not equal 100 due to rounding

Please rate the person in the video on the following attributes where 1 represents “Not at all strong in this attribute” and 7 represents “Extremely strong in this attribute.”

Likeability

| | Jim Lentz | Akio Toyoda |
|------|-----------|-------------|
| MEAN | 4.6 | 4.1 |

Believability

| | Jim Lentz | Akio Toyoda |
|------|-----------|-------------|
| MEAN | 4.8 | 4.2 |

Sincerity

| | Jim Lentz | Akio Toyoda |
|------|-----------|-------------|
| MEAN | 4.9 | 4.4 |

Which of the following emotions did you feel while viewing the video? Please select all that apply.

After Viewing Video

| | Lentz Apology (n=601) | Toyoda Apology (n=606) |
|---------------|--------------------------|---------------------------|
| Anger | 9% | 9% |
| Inspiration | 17% | 20% |
| Sadness | 31% | 22% |
| Skepticism | 46% | 54% |
| Confusion | 4% | 11% |
| Disturbing | 11% | 11% |
| Embarrassment | 14% | 10% |
| Pride | 12% | 10% |
| Happiness | 10% | 8% |

Percentages may not equal 100 due to rounding

Which of the following emotions did you feel the most while viewing the video? Please select one emotion you felt most.

After Viewing Video

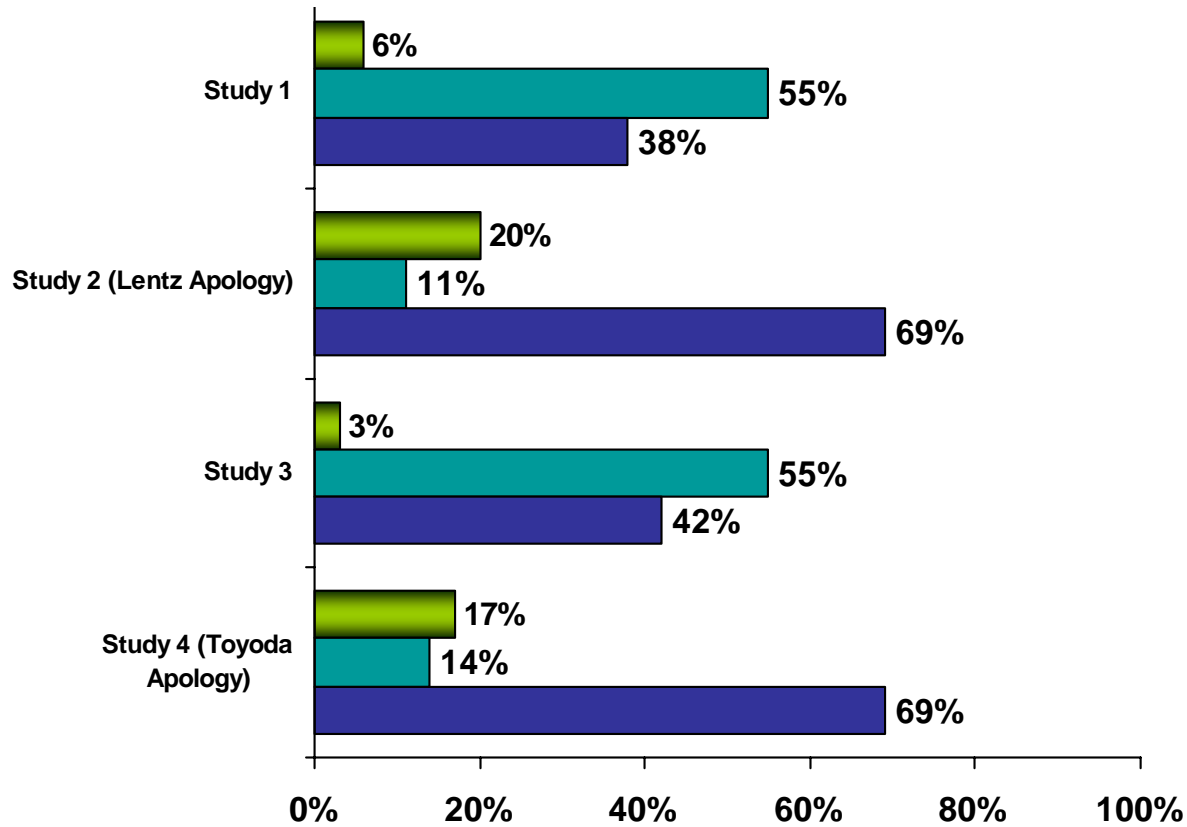
| | Lentz Apology (n=601) | Toyoda Apology (n=606) |
|---------------|--------------------------|---------------------------|
| Anger | 4% | 3% |
| Inspiration | 13% | 16% |
| Sadness | 21% | 12% |
| Skepticism | 35% | 47% |
| Confusion | 1% | 5% |
| Disturbing | 6% | 4% |
| Embarrassment | 7% | 4% |
| Pride | 7% | 6% |
| Happiness | 7% | 5% |

Percentages may not equal 100 due to rounding

Has this video changed your perception of the Toyota brand?

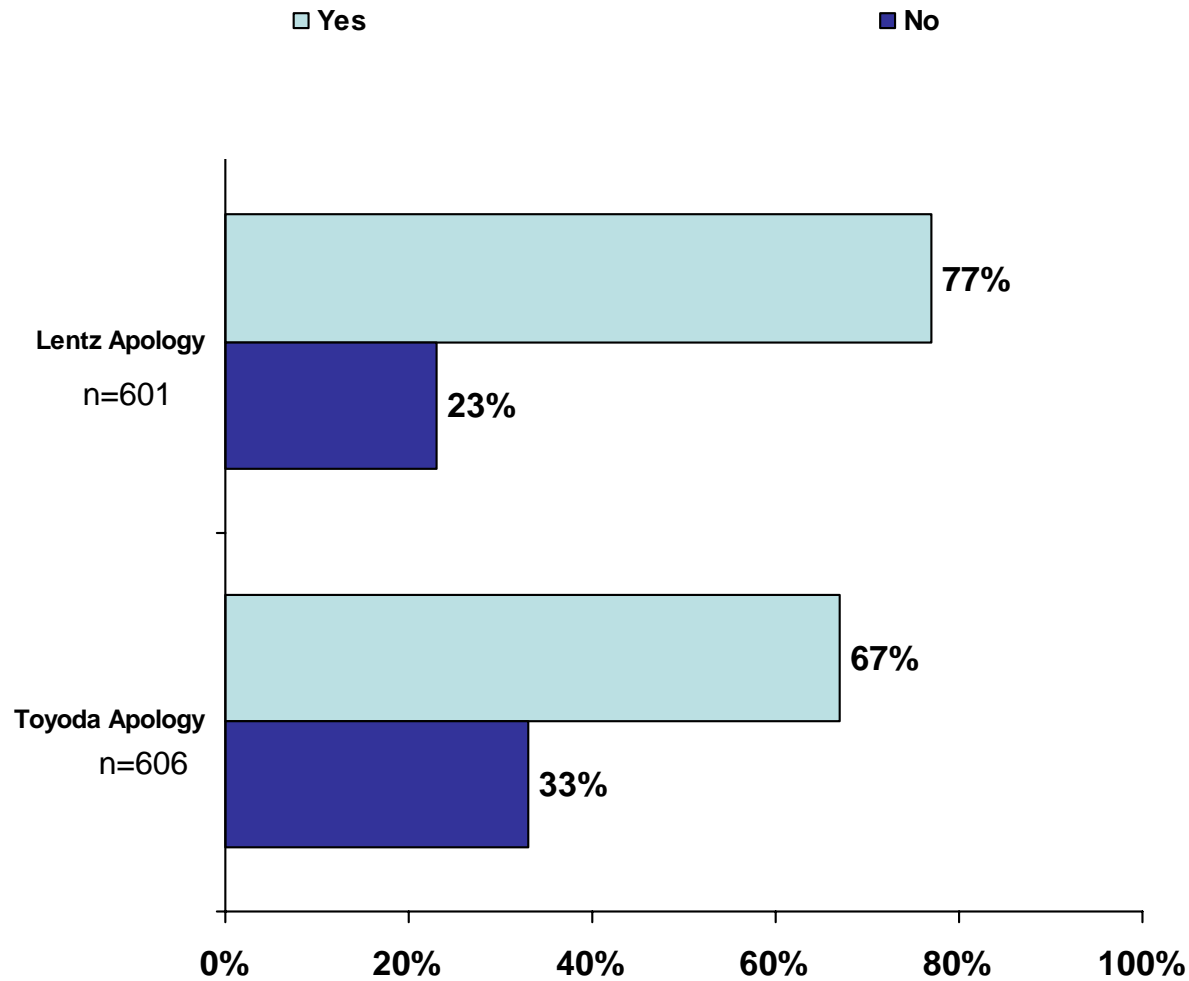
■ Yes, my perception is more favorable ■ Yes, my perception is less favorable

■ No change in perception



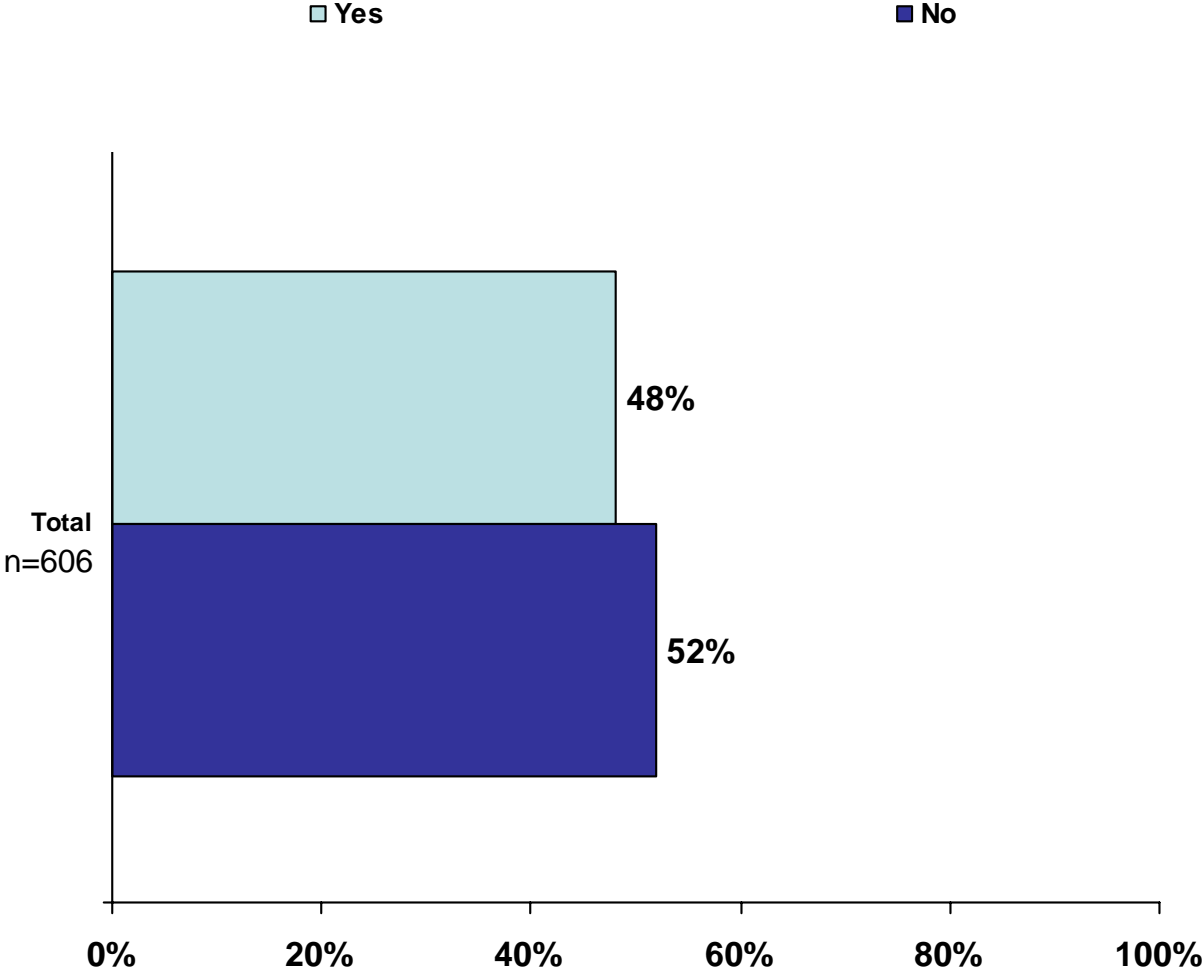
Percentages may not equal 100 due to rounding

Do you think that the apology to Toyota owners was sincere?



Percentages may not equal 100 due to rounding

Do you think the apologies that Toyota has given regarding its recent vehicle recalls have been sufficient?



Percentages may not equal 100 due to rounding