

# Kbb.com Study: Toyota Brand Consideration, Vehicle Interest Dramatically Drops Following Recall

**Car Shoppers Defect from Toyota Immediately Following Recall, Yet Seem Confident Toyota will Eventually Rebound**

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IRVINE, Calif., Feb. 3 /PRNewswire/ -- According to the latest Kelley Blue Book [www.kbb.com](http://www.kbb.com) Market Intelligence data, Toyota consideration and interest has dramatically dropped since the company recently announced its massive recall.

More than 20 percent of those who said they were considering a Toyota prior to the recall now say they no longer are considering the brand for their next vehicle purchase. In addition, Toyota's overall brand consideration dropped to third-place and now trails its domestic rivals, first-place Ford and second-place Chevrolet.

When comparing Toyota consideration in Kelley Blue Book Market Intelligence's Brand Watch survey from the days prior to the recall to the days following the recall announcement, consideration dropped nearly half, from 29 percent to just 18 percent. In addition, the Brand Watch data showed a drop in Toyota's perceived safety rating from 8.4 to 7.6.

Site traffic from Kelley Blue Book's kbb.com also detailed in the company's Market Watch report shows a steep drop in Toyota interest, as the majority of the company's vehicles involved in the recall saw a nearly 30 percent drop in page views when comparing the week before the recall announcement to the week after. Even Toyota models not specifically involved in the recall saw a decline in page views, demonstrating the negative impact the recall is having on current interest in all Toyota vehicles, not just the models named in the recall.

However, car shoppers seem confident that Toyota will eventually rebound from this recall crisis. More than 30 percent of those surveyed said that Toyota is currently experiencing a challenge, but will offer better products in the future. In addition, 28 percent said that Toyota has had fewer recalls than other manufacturers, and [the current recall] does not change the fact that they produce great products.

"The attitudes and behaviors gleaned from the latest Kelley Blue Book Market Intelligence data show that, in the short-term, the impact of this recall nightmare on Toyota could be substantial on future sales as well as intangible factors such as market perception," said James Bell, executive market analyst for Kelley Blue Book's kbb.com. "While it may take some time for Toyota to regain consumers' trust and confidence in their products, the company should feel somewhat relieved that the car-shopping public does not appear to believe the effects of this crisis will be permanent. In the interim, however, these unfortunate times for Toyota present a golden conquering opportunity for competitors, some of which already are capturing new car shopper consideration."

This Kelley Blue Book Market Intelligence study was fielded to more than 400 in-market car shoppers on Kelley Blue Book's kbb.com from January 29 - February 1, 2010. Brand Watch data cited compared Toyota brand

consideration from January 21-26, 2010 to January 27-31, 2010. Market Watch data cited compared Toyota model page views on kbb.com from the week of January 18, 2010 to the week of January 25, 2010.

**About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, [www.kbb.com](http://www.kbb.com), provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car Blue Book Values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer locations](#).

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