

State of Idaho
DEPARTMENT OF INSURANCE

C.L. "BUTCH" OTTER
Governor

700 West State Street, 3rd Floor
P.O. Box 83720
Boise, Idaho 83720-0043
Phone (208)334-4250
FAX # (208)334-4398

WILLIAM W. DEAL
Director

NEWS RELEASE

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CONTACT: Tricia Carney
208-334-4312

Department of Insurance Expresses Concern Over Toyota Ads

BOISE ID – The Idaho Department of Insurance (DOI) has joined forces with the Coalition Against Insurance Fraud, a Washington group that includes insurers, law enforcement officials, and consumer groups, in expressing concern over the recent Toyota ad campaign. This campaign shows people dumping their cars so they can buy new ones.

Every scene depicted in the ads is a crime. The DOI and the Coalition believe the message is as much about increasing insurance fraud as it is about increasing car sales.

DOI Fraud Investigator, Don Roberson, has written to the president of the Toyota company asking him to pull the ads. "Insurance fraud is a very costly and very harmful venture," said Roberson. "It affects all of us in the form of increased premiums."

Over one in four adults in the United States believe that it is acceptable to cheat on an insurance claim, up from 21% just nine years ago. The National Crime Bureau and the Coalition estimate 10-25% of each insurance premium dollar spent by consumers goes to insurance fraud. That annual cost is \$60 billion.

In a response posted to the Coalition's blog, Toyota had this to say, "The ridiculous situation portrayed in the commercial is intended only for levity, and is not meant seriously or to encourage ridiculous or antisocial behavior." They added, "Our only intention is to advertise our products. We hoped the commercial would create a pleasant moment of laughter that would help the viewer keep Toyota in mind."

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