

In Wake of Recall, McTevia Applauds Toyota Efforts on ABC Television Affiliate

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Car Companies Offer Incentives to Toyota Owners

Toyota's problems have other car companies trying to lure customers to their brands. Two automakers have already announced incentive plans for Toyota owners.

"It was amazing to listen to Toyota owners. How they were shaken by this. It was very, very interesting to see," said David Cole, of the Center for Automotive Research.

That shaken confidence is what American automakers are looking to take advantage of. General Motors and Ford have both announced incentives for owners of Toyota and Lexus vehicles.

GM is offering up to \$1,000 for customers to terminate a lease with the Toyota company along with zero percent financing and up to \$1,000 on a down payment. GM dealers said the incentives are a good way to show GM is building quality cars.

"The quality is just light years ahead of what it might have been five years ago," said Bobby Stackhouse, sales manager at Sweeney Chevrolet in Boardman. "It could have been the reason why maybe Toyota got a leg up on us for maybe a little there. But if you come down and drive a GM vehicle right now, we're sure that you'll see the quality there."

Analysts we spoke with have mixed opinions on whether Toyota's woes can mean good things for other manufacturers.

"The important thing is to take advantage of an opportunity like this," said Cole. "When people are beginning to ask the question, maybe the Toyota quality or the import quality is not what we once thought it was."

But analyst Jim McTevia thinks any boost for other companies will be short-lived.

"When a manufacturer takes the position that Toyota has just taken, which is a very dramatic position, it sends a signal to me as a consumer, here is a company that cares more about the customer and the consumer, than it cares about market share," said McTevia.