

The Texas Committee on Insurance Fraud

fighting insurance fraud through public education, communication and cooperation

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Texas Fraud Committee Questions Toyota TV Spots

Unfortunately, the punch line to recent Toyota TV commercials portrays acts of complete stupidity or the first step in an act of insurance fraud. We are confident that Toyota does not condone insurance fraud

Only a criminal would knowingly destroy their vehicle in hopes of obtaining a new one. New car shoppers would not take these steps unless they were intent on filing a false insurance claim.

Totaling a vehicle by intentionally destroying it to obtain a new vehicle or get out from an existing loan is a common criminal act. The commercials do not directly reference fraudulent acts, but they nonetheless portray the unspoken first step in filing a false claim.

Insurance fraud is a multi-billion business and it's the policyholders who ultimately pay the bill. We encourage Toyota to replace these ads with commercials that refrain from any suggestion of insurance fraud.

The Texas Committee on Insurance Fraud has joined the Coalition Against Insurance Fraud and the Insurance Information Institute in writing to Toyota in urging them to replace these ads.

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