



# BBB News Release

For more information or to schedule an interview, contact:

Megan Miller | Public Relations Specialist  
303-996-3644 • [mmiller@denver.bbb.org](mailto:mmiller@denver.bbb.org)

---

## ***Toyota Recall Scam-Fake Helpline Charges \$5.96***

*Consumers Calling Toyota Need to Double Check the Phone Number*

**Denver, CO – February 17<sup>th</sup>, 2010** – According to a story published on February 2nd by Murray Feldman of MyFox Detroit, scammers have seen an opportunity in consumers' concerns about the recent Toyota recalls.

The official Toyota helpline is **1-800-331-4331**. Enterprising scammers have obtained an 800 number that is one digit away, 331-4431, and are hoping you will call that by mistake. The article quotes Tim Burns, Public Affairs Director of BBB serving Eastern Michigan, as saying: "You get a quick message that says really, really fast that you're going to be charged \$5.96 on your phone bill if you call this other number. Then it goes into a message saying that because of the volume of calls, they would like you to call this other number for more information. When you call that number, your phone bill gets billed, plus then they ask you for information like your Social Security number to say they're processing your request. What happens is you lose \$5.96, plus you're probably going to be a victim of identity theft if you fall for this scam."

Unfortunately, the scam phone number has already been reproduced in some wire service reports and newspapers. Make sure, if you do call Toyota, you're calling the right number: 1-800-331-4331.

For more information about the Toyota recall and what you need to know, visit [BBB Consumer News and Opinion](#).

# # # #

### **About BBB**

*The BBB is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. The BBB provides objective advice, free BBB Reliability Reports™ on businesses and BBB Wise Giving Reports™ on charities, and educational information on topics affecting marketplace trust. To further promote trust, your BBB also offers dispute resolution services for consumers and businesses. The first BBB was founded in 1912. Today, 125 BBBs serve communities across the U.S. and Canada. Please visit [www.denver.bbb.org](http://www.denver.bbb.org) for more information.*