

**BURG SIMPSON ELDREDGE HERSH & JARDINE, P.C.**

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**BURG SIMPSON FILES CLASS ACTION SUIT AGAINST TOYOTA**

Attorneys at Burg Simpson Eldredge Hersh & Jardine, P.C. filed a lawsuit in Colorado Federal Court this week against Toyota Motor Corporation, alleging that Toyota has known for several years about the unexpected acceleration problems that recently led Toyota to temporarily stop selling and recall many of its most popular models in the United States. The lawsuit, brought on behalf of a Lakewood man, seeks a monetary recovery for all Colorado residents who own the affected cars.

"The problem is that, even for people who have not experienced an unexpected acceleration, they now own a car that they likely wouldn't have bought or, at least, wouldn't have paid as much for had they known about this dangerous, life threatening defect," said Michael Burg, one of the firm's principle shareholders. "Toyota has been extremely slow to acknowledge the problem, slow to fix it, and many automotive experts believe that they still haven't correctly identified the problem."

Toyota's recalls were spurred by a fiery crash last year that killed a California Highway Patrolman and his family. Investigations by the National Highway Traffic Safety Administration and San Diego County Sheriff's Department revealed that the accident was the result of the car accelerating out of the driver's control, despite his attempts to bring the car to a stop. After Toyota attempted to blame the problem on the car's floor mats, the NHTSA issued a press release characterizing Toyota's explanation as "inaccurate and misleading."

The Toyota cars included in the lawsuit's proposed class are the 2007-2010 Camry, 2005-2010 Avalon, 2004-2009 Prius, 2005-2010 Tacoma, 2007-2010 Tundra, 2007-2010 Lexus ES350 and 2006-2010 IS250/IS350 2009, 2008-2010 Highlander, 2009-2010 Corolla, 2009-2010 Venza, 2009-2010 Matrix, 2009-2010 Pontiac Vibe, 2010 Toyota RAV4, and the 2008-2010 Toyota Sequoia.

Burg Simpson's attorneys have substantial experience in litigating both consumer fraud and personal injury claims, both of which could be at issue in this litigation.

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