

Counterfeit parts

They're not worth the risk



TOYOTA

COUNTERFEIT



TOYOTA GENUINE
PARTS AND
ACCESSORIES

GENUINELY BETTER

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Oh what a feeling!

INTRODUCTION

You might be surprised to know that 'fake' watches and 'knock-off' designer handbags are not the only inferior counterfeit copies being offered for sale in Australia.

The manufacture and distribution of counterfeit car parts is a booming, worldwide enterprise.

Unlike Toyota Genuine Parts, the quality and safety attributes of counterfeit parts is unknown.

- According to the OECD and the EU's Intellectual Property Office*, imports of counterfeit and pirated goods make up around 2.5% of all global imports.
- Since 2010, an average of 1 million counterfeit Toyota parts have been seized each year.
- Approximately 60% of counterfeit goods come from China.

If a Toyota vehicle needs replacement parts following a collision or during servicing and maintenance, it is essential that Toyota Genuine Parts are fitted.

Toyota Genuine Parts are designed and developed for Toyota vehicles and rigorously tested as an integral element of the vehicle to meet high quality, safety and performance standards, ensuring a Toyota drives, functions and protects in the way it was intended to.



The following are examples of dangerous, inferior quality counterfeit Toyota parts seized by Toyota Australia from local, Australian suppliers.

Brake Pads



The ability to stop effectively relies principally on the performance of a car's brake pads. Strict quality controls are employed in every stage of Toyota Genuine Brake Pad manufacture. They are meticulously tested to ensure optimum performance and safety.

This counterfeit brake pad contains asbestos, posing a major health risk to automotive technicians and the general public when the brake pad material wears and creates dust.

Toyota Genuine Brake Pads have a pad wear indicator manufactured from special steel that is designed to



emit a noise when pad replacement is required.

The pad wear indicator on this counterfeit part is bent, poorly positioned, poorly riveted to the backing plate and manufactured from mild steel that will not emit the same noise to alert the driver when pad replacement is required. Counterfeit brakes put people's lives at risk.

Airbag Spiral Cables



An Airbag Spiral Cable provides the wiring connection that allows an electrical signal to be sent to the driver's airbag for deployment.

Toyota Genuine Airbag Spiral Cables are manufactured to a very high quality standard with durable, gold-plated terminals ensuring the best possible conductivity in the event of an accident. The counterfeit part pictured above does not have gold-plated terminals.

Poor quality crimping in the counterfeit

part means that the integrity of the circuit cannot be guaranteed, especially during an accident.

Toyota Genuine Airbag Spiral Cables also use copper for the spiral cable wire (ribbon). The counterfeit part above uses an inferior copper alloy posing an increased risk of wire breakage.

All of the differences in the counterfeit part add up to a serious risk that the airbag will not deploy in an accident.

Oil Filter



An oil filter removes dirt particles from the oil as it flows through the engine. Even the tiniest foreign matter in your engine can create excess friction and damage.

Toyota Genuine Oil Filters feature a dual-textured element that is coarse on the outside and fine on the inside. This combination filters particles effectively and resists clogging.

The counterfeit oil filter pictured above uses thin filter paper making it prone to tearing and clogging, and as a result may lead to premature engine wear or damage.

The ability of the counterfeit oil filter to effectively filter particles and prevent very expensive engine damage is unknown.

Toyota Genuine Oil Filters use durable, heat-resistant, non-stick acrylic rubber gaskets. The counterfeit oil filter is prone to rapid deterioration and damaging leaks which could result in a catastrophic failure or costly engine damage.

BUYER BEWARE

A Toyota box, bag or label doesn't guarantee that you are buying a genuine part. Counterfeit parts are often packaged and branded in the style of Toyota Genuine Parts, complete with barcodes and serial numbers.

Can you tell which of the boxes below contains the Genuine part?

Toyota Genuine Parts are the only parts approved and warranted by Toyota, and the only way to guarantee that the parts you are buying are genuine is to source them from one of Toyota Australia's national network of over 200 authorised dealers.



Toyota's efforts to tackle the counterfeit parts problem

Toyota is determined to fight the importation and sale of counterfeit Toyota parts worldwide.

Toyota Australia is working with its global Toyota affiliates as well as the Australian Department of Immigration and Border Protection to orchestrate raids around the world, resulting in the seizure of thousands of counterfeit parts.

For example, a massive haul of counterfeit Toyota car parts, a significant proportion of which was destined for sale in Australia,

was uncovered in Guangzhou City in south-east China in a raid conducted by Chinese police acting on information provided by Toyota Australia.

Around 37,000 fake parts with an estimated retail value of over \$1 million were seized, including everything from filters, cables and seals to safety-critical items such as airbags, brake master cylinders and brake pads.

In recent years, acting on information supplied by Toyota Australia, the Australian Border Force



has seized hundreds of counterfeit Toyota parts at customs entry points before they could enter the local supply chain.

At the same time Toyota Australia consistently monitors the Australian retail parts market taking firm action (including legal proceedings) against businesses and individuals found to be offering counterfeit Toyota parts for sale.

For example, brake pads falsely advertised by a local supplier as Toyota Genuine products were found to contain asbestos, posing a major health risk. Asbestos has been banned from use in Australia since 2003.

As a result of Toyota Australia's investigation the parts retailer concerned initiated a safety recall of the counterfeit brake pads. It contacted the affected customers, provided a full refund and urged them to immediately return or dispose of the brake pads.

Despite these efforts, the surest way to guarantee that you are buying Toyota Genuine Parts is by sourcing them through one of Toyota's national network of over 200 authorised dealers.

For more information visit toyota.com.au/parts.





GENUINE IS BEST

Toyota is a key supporter of the Federal Chamber of Automotive Industries' Genuine Is Best initiative, focused on the safety, performance and durability benefits delivered by genuine replacement parts for cars and motorcycles.

This national, public education program also highlights the risks associated with the use of counterfeit, parallel, salvage and non-genuine aftermarket parts.

For more information visit:
genuineisbest.com.au.



PTY LIMITED

NOTICE TO OUR CUSTOMERS

Sale of counterfeit Toyota products by [redacted] (ACN [redacted]) trading as [redacted] and under the [redacted] seller name [redacted]

From about August 2014 to October 2015, [redacted] used [redacted] to advertise and sell counterfeit products in Toyota branded packaging. The counterfeit products sold included products described as:

- "Toyota Genuine Brake Pads to Suit Hilux 4WD";
- "Toyota Genuine Brake Pads to Suit Hilux 2WD";
- "Toyota Genuine Brake Pads to Suit Hiace/Commuter Van";
- "Toyota Genuine Clock Spring Suits Hilux";
- "Toyota Genuine Front Wheel Bearing Suits Hiace and Commuter Vans"; and
- "Toyota Hiace-Hilux-Prado Water Pump Brand New".

These counterfeit products were not manufactured by or with the licence of Toyota. At least some of the counterfeit brake pads sold by [redacted] contained chrysotile asbestos, which is a highly toxic substance.

[redacted] has tried to contact the purchasers of some of these counterfeit products and asked them to return the products for a full refund. However, [redacted] has not been able to contact all of the purchasers of these products and has only received a small number of products by way of return.

If you purchased any of these products from [redacted] please immediately return these products to [redacted] at the following address:

[redacted] unreservedly apologises to any consumers who purchased these products.

If you have any queries, please contact [redacted] at [redacted] or on [redacted]



If you wish to report a counterfeit product,
email brandprotection@toyota.com.au
or call 1300 453 987 during business hours.

For more information on Toyota Genuine Parts, contact your local Toyota Dealer.

**Trade in counterfeit and pirated goods: Mapping the economic impact (Organisation for Economic Co-operation and Development/European Union Intellectual Property Office, April 2016).*