UNIVERSITY OF TOYOTA

HOT SHEET

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THE LATEST AUTOMOTIVE INFORMATION FOR YOU AND YOUR CUSTOMERS TOYOTA

Selling Vehicle Stability Control

As sales consultants know, safety can be a big selling point for prospects. When prospects mention safety as a buyer motivation, it is important to point out Toyota's commitment to safety engineering. Vehicle Stability Control (VSC) is a great example of that commitment.

VSC is an impressive but relatively new feature. As a result, many buyers are unfamiliar with the benefits of this technology. VSC is now standard on every Toyota SUV. Additionally, VSC is available on popular models like Camry V6, Avalon, Sienna, Solara V6 and some models of Tacoma and Tundra. Therefore, it's increasingly important to be able to accurately explain VSC to prospects.

When combined with Toyota's excellent reputation for quality, its commitment to safety can provide a winning combination for many buyers. This Hot Sheet explains the function and benefits of VSC so you can confidently present the feature to safety-conscious buyers.

Understanding VSC

VSC is a system designed to help counteract a skid if a vehicle begins to lose grip in a turn.* The system can also activate during an emergency maneuver. Using a number of sensors, VSC attempts to determine if the vehicle is following the path intended by the driver.

If the vehicle is not turning sharply enough, or if the vehicle begins to turn too sharply to follow the intended path, VSC automatically cuts engine power and begins braking individual wheels. Thus, VSC can automatically apply the brakes to individual wheels, even if the driver doesn't have his or her foot on the brake pedal. The system will continue braking individual wheels until the vehicle resumes its intended path.

*Toyota Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

VSC Questions and Answers

Customers often have questions about VSC. The answers below will help you educate them on this innovative safety technology.

Does VSC help keep a vehicle from rolling over?

VSC can help make the vehicle more stable when driving on slippery surfaces. It can also reduce some of the skids that lead to rollovers. However, in some types of skids or collisions, VSC may not be able to prevent the vehicle from rolling over.

Is VSC part of the Anti-lock Brake System?

VSC uses many of the Anti-lock Brake System (ABS) sensors and components, but VSC serves a different purpose. ABS is designed to help maintain steering control during emergency braking. VSC is designed to help keep the vehicle from sliding sideways in a turn, even if the brakes are not being applied. ABS will not activate unless the driver applies the brakes, while VSC can activate automatically.

Is VSC part of Brake Assist?

Based on how hard the driver hits the brake pedal, Brake Assist (BA) can automatically apply up to maximum stopping power if it detects an emergency-braking situation. BA will only activate if the driver steps quickly on the brake pedal. VSC uses some of the same components as BA, but it operates independently of BA and does not require that the driver has his or her foot on the brake pedal.

Is VSC part of Traction Control?

Traction Control (TRAC) helps to reduce wheel spin when a vehicle accelerates on a slippery surface. VSC uses some of the same components as TRAC, but it operates independently. Once the vehicle is up to speed, VSC helps the vehicle corner more surely.

Is VSC part of Electronic Brake-force Distribution?

Electronic Brake-force Distribution (EBD) adjusts the vehicle's braking power according to the weight distribution of passengers and cargo. With EBD, wheels that are heavily loaded get more braking power than wheels that are lightly loaded. VSC uses some of the same components as EBD, but it operates independently. EBD adjusts the braking power under normal driving situations and only operates when the driver has his or her foot on the brake pedal. VSC automatically activates the brakes in an emergency situation and does not require the driver to have his or her foot on the pedal.

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