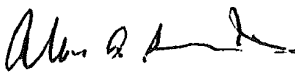




19001 S. Western Avenue
Torrance, CA 90501
www.lexus.com

To: All Lexus Area General Managers

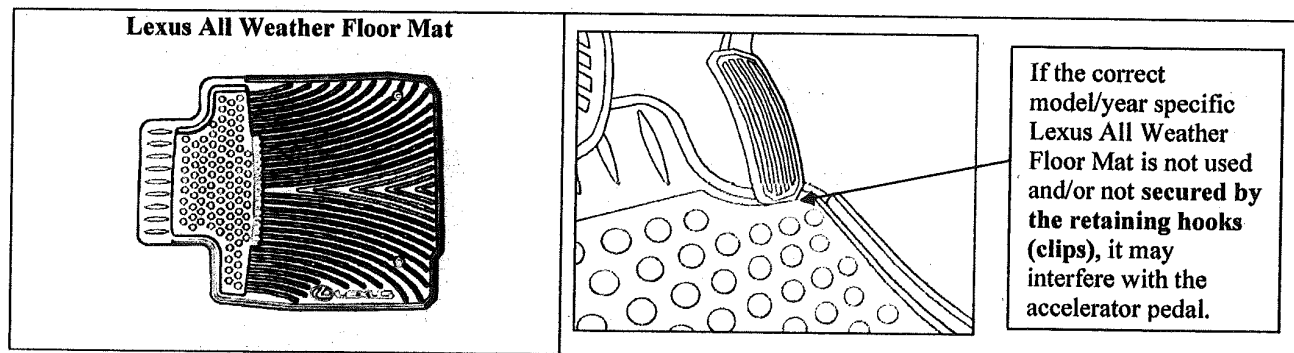
From: Al Smith 
Vice President, Lexus Customer Service

Bob Waltz 
Vice President, Product Quality and Service Support

Subject: Lexus All Weather Floor Mats

Recently, we learned of a tragic accident involving a 2009 Lexus ES 350 dealership service loaner vehicle. Although the law enforcement investigation has not been completed, preliminary information indicates that the cause may have been an All Weather Floor Mat ("AWFM") from a different Lexus model which, if installed incorrectly in the ES 350, could cause it to interfere with the accelerator pedal. Lexus takes our customers' safety very seriously and is redoubling assistance to our dealers' quality control efforts regarding proper AWFM installation.

While we are confident in the processes at your Lexus dealerships, we request your support in instructing all dealers to immediately inspect their new, CPO/used, and loaner vehicles, including any reserve AWFM inventories, to assure correct vehicle application and installation.



1. **Dealer Notification by Area**

We request your support by sending the **attached sample dealer letter which includes the instructions as well as the separate application table** to the attention of the Dealer Principals, General Managers, Service and Parts Managers. Due to the precise nature of the communication, we suggest that you do not make content changes to the letter.

- Using the dealer letter and instructions, your field travelers should follow-up at each scheduled contact to assure the dealership's AWFM quality control business processes are in place and being maintained.

2. **All Weather Floor Mat Application and Installation Training**

- We suggest the Area conduct management meetings to familiarize all departments with the incident, need for training and the implementation of an on-going AWFM quality control business process at both the dealership **and** the Area office. Parts, Service, Customer Satisfaction, Sales, Distribution, CPO and any others you have identified should be included in the meeting.
- We are providing the following information to facilitate the meeting, training and on-going AWFM quality control business process:
 - General Floor Mat Warnings.
 - AWFM Inspection Instructions and Application Information
 - AWFM Application Information Chart - which identifies the model and model year application.

3. All Weather Floor Mat Inspection

After the training is complete, please instruct your departments to immediately inspect all Area fleet and pool vehicles. This should include new, used, as well as any other fleet or pool vehicle in your Area inventory. Any reserve AWFM inventories, particularly for pool vehicles, must also be inspected.

4. Media Contacts

Due to the nature of this incident, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in TMS Corporate Communications. (Please do not provide these numbers to customers.)

We appreciate your full and immediate cooperation in assuring the completion of all verification and training tasks.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

Enclosures

cc: Assistant General Managers
Customer Service Operations Managers
Customer Service Field Managers
Technical Training Managers
District Service and Parts Managers
Customer Satisfaction Managers
Field Technical Specialists
Service Training Specialists
Vehicle Operations Managers
District Managers

K. Aoki
K. Arase
J. Beseda
G. Borst
G. Bryan
W. Burns
B. Carter
B. Craig
R. Daly
F. Davidson
T. Doi
D. Esmond
W. Fay
N. Fein
K. Flynn
F. Fontanella
M. Hanada
J. Hanson
T. Hayakawa
M. Hosoe
Y. Inaba
R. Ito
D. Jacobson

M. Kaleba
R. LeFevre
J. Lentz
B. Lyons
E. Matsuda
A. Mito
A. McAndrews
D. Nordstrom
K. Kusakawa
M. Michels
I. Miller
T. Nakagami
K. Nishiwaki
R. Perez
C. Reynolds
C. Roberts
P. Rohovsky
R. Sakai
D. Sakakibara
M. Setta
B. Smith
R. Specht
S. Sugawara

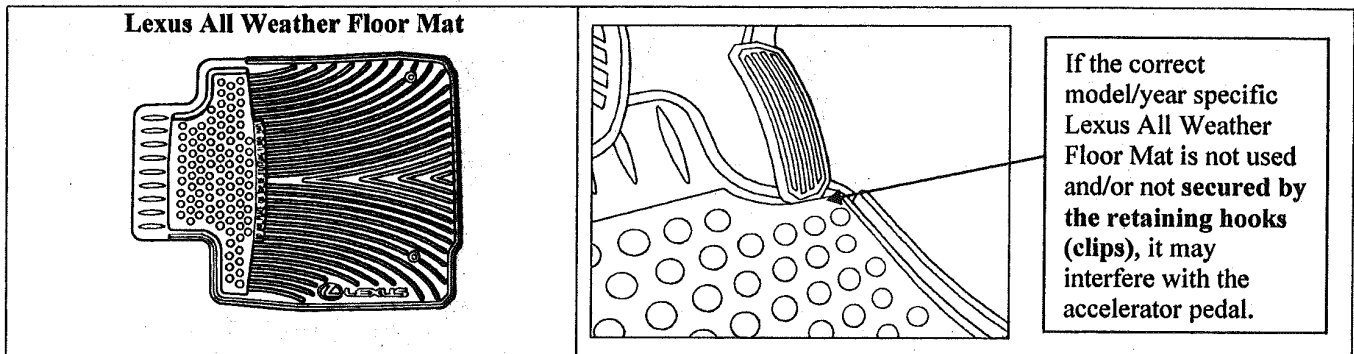
E. Taira
M. Templin
J. Tetherow
J. Wimmer
C. Yaeger
S. Yamaguchi
M. Yamanami
H. Yoshihashi
All TMS PQ&SS Managers
All Field Product Engineers



To: All Lexus Dealer Principals, General Managers, Service and Parts Managers
Subject: Lexus All Weather Floor Mats

Recently, we learned of a tragic accident involving a Lexus ES 350 dealership service loaner vehicle. Although the law enforcement investigation has not been completed, preliminary information indicates that the cause may have been an All Weather Floor Mat ("AWFM") from a different Lexus model which, if installed incorrectly in the ES 350, could cause it to interfere with the accelerator pedal. Lexus takes our customers' safety very seriously and is redoubling assistance to our dealers' quality control efforts regarding proper AWFM installation.

While we are confident in the processes at your dealership, we are instructing all dealers to immediately inspect their new, used, and loaner fleet vehicles, including any reserve AWFM inventories, to assure correct vehicle application and installation.



1. All Weather Floor Mat Application and Installation Training

- Conduct a management meeting to familiarize all department heads with the incident, need for training and the implementation of an on-going AWFM quality control business process. Parts, Service, Carwash, New Vehicle, New Car Preparation, Used Vehicle, Used Vehicle Reconditioning and Body Shop operations, both in dealership or outsourced services as well as any others you have identified should be included in the meeting.
- We are providing the following information to facilitate the meeting, training and on-going AWFM quality control business process:
 - General Floor Mat Warnings.
 - AWFM Inspection Instructions and Application Information
 - AWFM Application Information Chart - which identifies the model and model year application.

2. All Weather Floor Mat Inspection

After the training is complete, please instruct your departments to immediately inspect all new, CPO/used, service loaner vehicle in your inventory. Any reserve AWFM inventories, particularly for service loaner vehicles must also be inspected.

3. Parts Department Inventories

Please verify that all AWFM involved in SSC 7LB have been purged from your Parts inventory. Please see SSC 7LB on TIS for further information.

4. Media Contacts

Due to the nature of this incident, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in Lexus Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Area representative for any questions).

We appreciate your full and immediate cooperation in assuring this verification and training are completed.

All Weather Floor Mat (AWFM) Inspection, Application and Installation Instructions



Read these important Warnings **BEFORE** installing ANY type of Floor Mat.
Post this at all locations where Floor Mats are stored and/or installed.

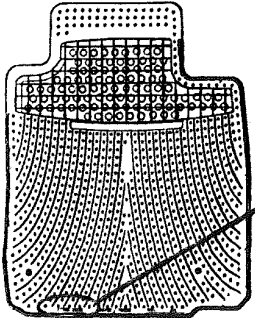
A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. This applies both to All Weather Floor Mats as well as carpet floor mats.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the passenger floor mat in the driver's position.
 - Never install the floor mat upside down.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats (in the case of Lexus with the carpet floor mats). If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal.
 - Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place.
- The retaining hooks (clips) are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- Never turn the driver's floor mat over on the vehicle floor to keep the mat's top carpet side clean or from wearing out.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- Do NOT Remove the warning tag attached to the front driver's floor mat (Customer to remove only).

B. AWFM Inspection Instructions and Application Information

- Before placing an AWFM in a vehicle be familiar with the procedure outlined below.
 - Each dealership associate storing or installing the AWFM should be familiar with the following:
 - Identifying the correct AWFM for the specific vehicle application.
 - Correctly installing the AWFM.
 - Permanently mark each AWFM used for Service Loaner vehicles with the correct vehicle application (i.e. make and model year). Regularly check each AWFM to ensure correct application.
 - Regularly verify the correct AWFM is securely installed in the appropriate model using the retaining hooks (clips).
1. Inspect all vehicles in dealer stock to ensure that the correct AWFM is securely installed in the vehicle using the retaining hooks (clips).
- Service Loaner Vehicles both **before** and **after** the vehicle is loaned out to the customer
 - New Vehicle Inventory
 - CPO/Used Vehicle Inventory
 - Demonstration Vehicles
 - All vehicles returning from a car wash

NOTE: Use the Application Information Chart provided or the Accessory Parts Catalog to verify mat-to-vehicle application.

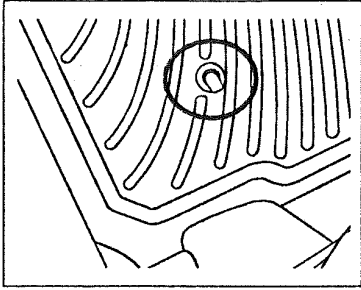


PT908-33072

AWFM part number is located on the bottom of the back side of the mat.

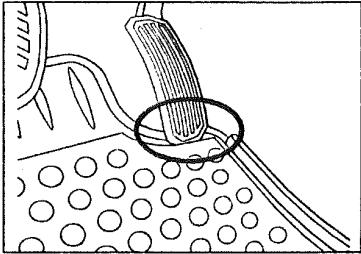
(Sample of Application Information Chart)

Model							Mat Description		Part Number	
	2004	2005	2006	2007	2008	2009	2010	Color		Piece Set No.
ES 350				x	x			Gray	4 pc set	PT908-33071-11
ES 350				x	x			Brown	4 pc set	PT908-33071-14
ES 350				x	x	x	x	Black	4 pc set	PT908-33072-02
ES 350				x	x	x	x	Gray	4 pc set	PT908-33072-11
ES 350				x	x	x	x	Brown	4 pc set	PT908-33072-14



2. Make sure the AWFM is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

Warning: Do not stack the floor mats in any vehicle. The retaining hooks (clips) are designed to accommodate only one floor mat at a time.



3. Check the following pedal operation (fully depress the pedal) to assure the AWFM does not interfere with it. Make sure the vehicle is turned off and in the "Park" position when testing:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)

4. Regularly verify that all AWFM involved in SSC 7LB have been purged from your parts inventory and deemed unusable. (Please see SSC 7LB on TIS for further information.)

SSC 7LB P/N :

PT908-33070-02 OR PT908-33071-02 (Black) DO NOT USE THESE MATS

PT908-33070-11 OR PT908-33071-11 (Gray) DO NOT USE THESE MATS

PT908-33070-14 OR PT908-33071-14 (Brown) DO NOT USE THESE MATS

C. Floor Mat Installation

If you are installing Carpeted or All Weather Floor Mats (AWFM) for the first time, please follow these important instructions.

1. Carefully read the General Floor Mat Warnings.
2. Check for correct part number on the packaging label as well as on the floor mats to confirm vehicle applicability.
3. Check for correct model name on the packaging label to confirm vehicle application.
4. Carefully read the warning tag attached to the driver's floor mat regarding installation.
5. Install only the driver's floor mat in the driver's foot area.
6. Do not install more than one floor mat in the driver's foot area.
7. Follow the floor mat retention clip installation instructions supplied with the clips. The retaining hooks (clips) are supplied in the bag with the floor mats (in the case of Lexus, the hooks (clips) are supplied with the carpet floor mats).
8. Ensure all retaining hooks (clips) supplied with the floor mats are securely installed to the vehicle floor carpet's grommet holes.
9. Install the floor mats securely to the retaining hooks (clips).
10. Verify the driver's floor mat is secured to the vehicle floor by the retaining hooks (clips).
11. Check the following pedal operation to assure the floor mat does not interfere with it:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)



Lexus All Weather Floor Mat Q&A

Q1: What happened to the ES 350 in San Diego?

A1: On August 28th, 2009, California Highway Patrol Officer Mark Saylor and three members of his family tragically lost their lives on a highway near San Diego California, while driving a 2009 ES350 loaned to them by a local Lexus dealer. Our deepest sympathies go out to the friends and family of Mark, Cleofe, Mahala, and Cleofe's brother Chris Lastrella.

Preliminary information from law enforcement investigators indicates that the cause may have been an All Weather Floor Mat (AWFM) from a different Lexus model which, if installed incorrectly in the ES350, could cause it to interfere with the accelerator pedal.

Q2: How can I make sure this does not occur in my vehicle?

A2: First, only install floor mats designed specifically for that model and model year. You may check with your local Lexus dealership's Parts or Service Department who can verify the application for you. Second, verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q3: I'm not sure if my floor mats are designed specifically for my model and model year. How can I verify it?

A3: Your local Lexus dealership's Parts or Service Department can verify whether your Lexus AWFM is designed specifically for your model and model year. Please remove your floor mat before driving to your local dealer.

Q4: Is this a recall?

A4: No. This is not a recall.

Q5: What if my floor mat is an aftermarket rubberized floor mat. Do I need to be concerned?

A5: Driver's floor mat interference is possible in any make or model vehicle with any combination of floor mats. Therefore, please make sure they are designed specifically for your model and model year. Also be sure they are properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q6: What if I experience accelerator pedal interference. What should I do?

A6: Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

1. If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
2. If you need to stop the vehicle immediately, shift to the Neutral position and firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
3. In a Lexus model that is equipped with an Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

In a traditional key ignition Lexus vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.