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Quality Compliance  
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Approved By: Gary Smith

To: All Toyota Dealers  
From: Toyota Customer Services

**Safety Campaign (Special Service Campaign) – 90L  
Owner Notification to Provide *Interim* Information on Potential Floor Mat Interference with Accelerator Pedal**

In early October, Toyota announced it will initiate a Safety Campaign (Special Service Campaign) for potential floor mat interference with the accelerator pedal. The condition involves the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. ***Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.***

**Remedy:**

- ***Toyota is currently developing a campaign remedy and will notify Regions/PDs, dealers and owners when it is available.*** In the meantime, Toyota will begin sending an owner notification to provide *interim* information to consumers ("interim owner notification").
- As this is an owner notification program, there are no technical or reimbursement instructions. Specific VINs will not be loaded in TIS for inquiry purposes.

**Involved Vehicles:**

<b>Toyota</b>	<b>Lexus</b>
2005 – 2010 Avalon	2007 – 2010 ES
2007 – 2010 Camry	2006 – 2010 IS
2004 – 2009 Prius	
2005 – 2010 Tacoma	
2007 – 2010 Tundra	

**Notification Schedule**

- Toyota will begin sending dealer notifications in late October, 2009. This notification follows the Consumer Safety Advisory released earlier. As this is an interim owner letter, summary reports will not be provided.
- Interim owner letters will be mailed approximately one week after dealer notification.
- A second owner letter will be sent when the campaign remedy is available.

**Customer and Media Contacts**

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- ***In the event you are contacted by the News media***, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate.)

Thank you for your cooperation.



**Special Service Campaign  
Interim Owner Information for  
Potential Floor Mat Interference with Accelerator Pedal**

**Q1: Which vehicles are involved?**

**Toyota**

2005 – 2010 Avalon  
2007 – 2010 Camry  
2004 – 2009 Prius  
2005 – 2010 Tacoma  
2007 – 2010 Tundra

**Lexus**

2007 – 2010 ES  
2006 – 2010 IS

**Q2: What is the condition?**

A2: There is a potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. **Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.**

**Q3: When will the campaign remedy be launched? What is the campaign remedy?**

A3: Toyota considers this a critical matter and will soon launch a safety campaign on specific Toyota and Lexus vehicles. We are providing this interim owner notification to provide owners with steps they may take until the campaign remedy is available. We recommend that owners remove **any** driver-side floor mat from the specific models identified and **NOT** replace it with any other floor mat. Toyota will contact owners when the campaign remedy is available.

**Q4: How will Toyota remedy the vehicles? What is the campaign remedy?**

A4: Toyota is currently in the process of developing a remedy. We will notify owners as soon as it is available.

**Q5: When will the remedy be completed?**

A5: Toyota is currently in the process of developing the remedy and it is very difficult to determine a specific time. However, we anticipate it will take several months.

**Q6: What should customers do?**

A6: Toyota is committed to finding the right solution for this condition. Until the campaign remedy is developed and customers receive notice from Toyota, we request that customers take out any **removable** driver's floor mat and NOT replace it with any other floor mat.

**Q7: What if a customer would like to verify the installation and applicability of the floor mats currently installed in their vehicle?**

A7: Please direct the customer to their local Toyota dealership's Parts or Service Department to verify whether the Toyota floor mat is designed specifically for their vehicle and correctly installed. The floor mat should be removed before driving to the dealership.

**Q8: What if a floor mat is an aftermarket rubberized floor mat?**

A8: Driver's floor mat interference is possible in any make or model vehicle with any combination of floor mats. Therefore, consumers need to make sure the floor mats are compatible for their model and model year. Also, they need to be sure they are properly secured using the appropriate retention device (clips). Driver's floor mats should never be stacked. Consumers should never place any floor mat – aftermarket or not on top of another driver's floor mat. Floor mats should also not be flipped over with the bottom-side up.

**Q9: What if a driver experiences accelerator pedal interference. What should they do?**

A9: Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends the driver take the following actions:

First, if it is possible and safe to do so, pull-back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do not pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

**Q10: What if an owner has additional questions or concerns?**

A10: Owners with questions or concerns, are asked to please contact the Toyota Customer Experience Center (1 800 331-4331) or Lexus Customer Assistance Center (1 800 255-3987), or consult the information posted at <http://www.toyota.com/floormats> and <http://www.lexus.com/floormats>