



Michael
Collinsworth/TMS/Toyota
04/12/2007 12:51 PM

To Jennee Julius/TMS/Toyota@Toyota
cc Ken Glasser/TMS/Toyota@Toyota, William de
Manincor/TMS/Toyota@Toyota
bcc
Subject Fw: ES350 All Weather Mats

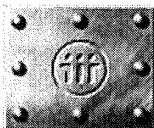
Jennee,

See attached below. If you want to proceed please let me know.

PS. The final letter is attached.

Thank You
Michael Collinsworth
Toyota, Lexus & Scion Quality Manager
(310) 468-4974 (Work Phone)
(310) 503-8606 (Cell Phone)

----- Forwarded by Michael Collinsworth/TMS/Toyota on 04/12/2007 12:48 PM -----



Kirk Forsh/TMS/Toyota
04/12/2007 12:12 PM

To Michael Collinsworth/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Mark
Kubota/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota
Subject Re: ES350 All Weather Mats

Michael,

I appreciate and understand your concerns for our customers. Customer satisfaction and their safety is always our number one priority. Regarding the aftermarket floor mat, we need to inform these customers that they are to only use one floor mat at a time and also encourage them to install the sticker on their floor mat as a reminder to them and future owners.

The warning sticker adhesive is strong and I feel confident that it will stick to any rubber floor mat if applied to a flat clean surface. If it doesn't stick to certain aftermarket floor mats, our dealers are more than capable of handling any customer concerns related to the stickers adhesion.

In addition, the owner letter has a line art picture of the Lexus Accessory All Weather Floor Mat so our customers know where and how to install the sticker. Unfortunately it is too late to make any changes or additions to this package. The final proofs have been approved and the printing will begin on Monday. Attached below is a final proof for your reference. If you have any additional questions or concerns please feel free to call me. Thank you for your support and kind understanding.

Kirk



7LA Owner Letter v14 DZ FINAL 04-12-07 KF.pdf

Kirk Forsht
Toyota Motor Sales U.S.A., Inc
19001 South Western Ave, S207
P.O. Box 2731
Torrance CA 90509-2731
Quality Compliance Department
Product Quality & Service Support
Office (310) 468-7353
Fax (310) 381-6257
Mobile (310) 480-6895

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.

Michael Collinsworth/TMS/Toyota



Michael
Collinsworth/TMS/Toyota
04/12/2007 11:33 AM

To Mark Kubota/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Kirk
Forsht/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota
Subject Re: ES350 All Weather Mats

Mark,

I understand your position. The concern we have is the sticker has been tested on our mat and was proven to stick.

We are concerned that if a customer was to place it on any other mat there is no guarantee that it will stick. It may come of another mat and become a customer concern, sticking to the customers carpet mat our carpet.

Mark,

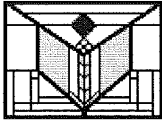
I would like to make another request. If the part number can not be used we would like to add a simple picture of our All Weather Mat product to be included in the customer letter. I can provide you a sample of this if needed.

My current understanding is that we need to have the picture delivered to the same place as the stickers no later than 4-19-07.

Thank You

Michael Collinsworth
Toyota, Lexus & Scion Quality Manager
(310) 468-4974 (Work Phone)
(310) 503-8606 (Cell Phone)

Mark Kubota/TMS/Toyota



Mark Kubota/TMS/Toyota
04/12/2007 09:15 AM

To Michael Collinsworth/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota, Kirk
Forsht/TMS/Toyota@Toyota
Subject Re: ES350 All Weather Mats

Michael,

After further discussions within our dept., we have decided that any changes to the owner letter would seriously delay the mailing so we are denying your request. Also, we feel that if the label is in the customers hands if it goes on another floor mat that would be fine since the goal here is to prevent any other floor mat from being placed on top of the carpet floor mat.

Regards,
Mark

=====

Mark T. Kubota
☐ ☐ (☐☐)
Quality Compliance
Product Quality and Service Support
Toyota Customer Services
Toyota Motor Sales, U.S.A., Inc.
Phone: 310/468-5316 Fax: 310/468-3399
=====

Michael Collinsworth/TMS/Toyota



Michael
Collinsworth/TMS/Toyota
04/11/2007 04:51 PM

To George Morino/TMS/Toyota@Toyota, Mark
Kubota/TMS/Toyota@Toyota
cc Ken Glasser/TMS/Toyota@Toyota
Subject ES350 All Weather Mats

George,

We would like to request the Part number be included in the customer letter. Since there are many after market mats we would like to make sure the customer has the right mat to place the sticker on.

The part number is on the back of the mat, so the customer can easily reference the correct part number.

Please contact me if you have any questions.

Thank You
Michael Collinworth
Toyota, Lexus & Scion Quality Manager
(310) 468-4974 (Work Phone)
(310) 503-8606 (Cell Phone)

2007 Lexus ES 350 All Weather Floor Mat

Dear Lexus Customer:

Lexus is dedicated to the "Pursuit of Perfection."

As part of our constant efforts to provide you with the best in customer satisfaction and vehicle quality, Lexus would like to inform you of a product usage caution regarding the placement of more than one floor mat in the driver's seating position of your ES 350 vehicle.

To help protect the interior of your ES 350, your vehicle is factory-equipped with genuine Lexus Carpeted Floor Mats. **As an option**, you may have also purchased genuine Lexus All Weather Floor Mats (floor mats constructed from heavy duty rubber).

What is the concern?

In recent months, the National Highway Traffic Safety Administration (NHTSA) has received consumer concerns regarding the Lexus All Weather Floor Mat (floor mat constructed from heavy duty rubber) slipping forward and interfering with the movement of the accelerator pedal. It was possible in these cases that the Lexus All Weather Floor Mat was placed on top of the Carpeted Floor Mat, and therefore the All Weather Floor Mat was not properly secured to the floor by the two plastic retention hooks protruding from the vehicle floor. ***The ES 350 driver's seating position is designed to accommodate only one floor mat.***

As our customer, your safety and satisfaction are very important to us and we apologize for any inconvenience this may have caused you.

What should you do?

In order to address this possible condition, Lexus is providing the following information to consumers:

- Never use more than one floor mat at a time in the driver's seating position.
- Please confirm the floor mat is properly placed on the vehicle carpet. If the floor mat slips and interferes with the movement of the pedals during driving, it may cause an accident.
- Confirm the driver's floor mat is secured using the hooks provided on the floor. (*Please refer to the attachment enclosed with this letter or your Owner's Manual for a diagram*)
- A Caution Label is enclosed with this owner letter for installation on the back of your All Weather Floor Mat. If you do not own Lexus All Weather Floor Mats (or any other rubberized floor mats), please insert the Caution Label in your Owner's Manual for possible future use.

We sincerely apologize for this inconvenience, and if you prefer, your local Lexus dealer will be more than happy to assist you in verifying the installation condition of your driver's seating position floor mat. If you choose to have the Lexus dealer inspect your vehicle, **please present this notice and the enclosed Caution Label to the dealer at the time of your appointment.**

What if you have other questions?

Please contact any Lexus dealer or call the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

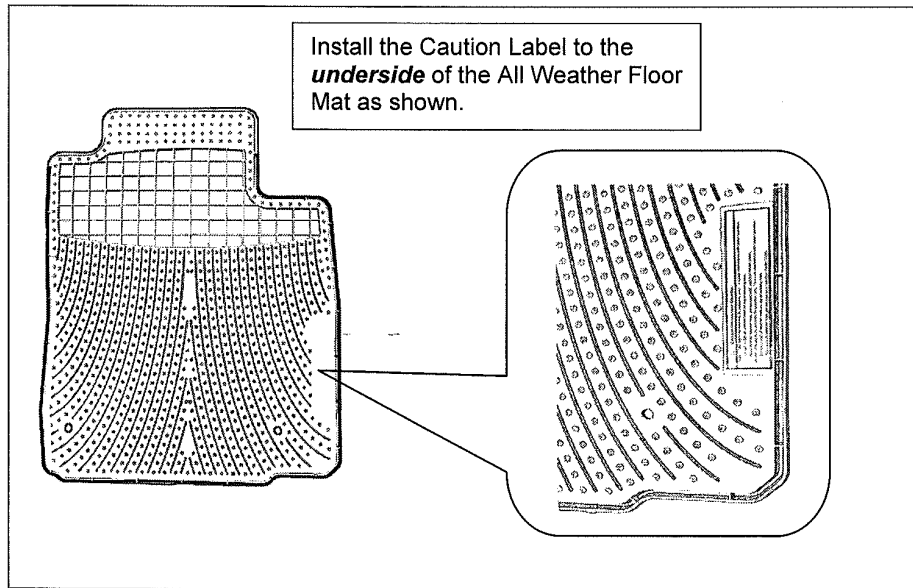
Thank you for driving a Lexus.

Sincerely,

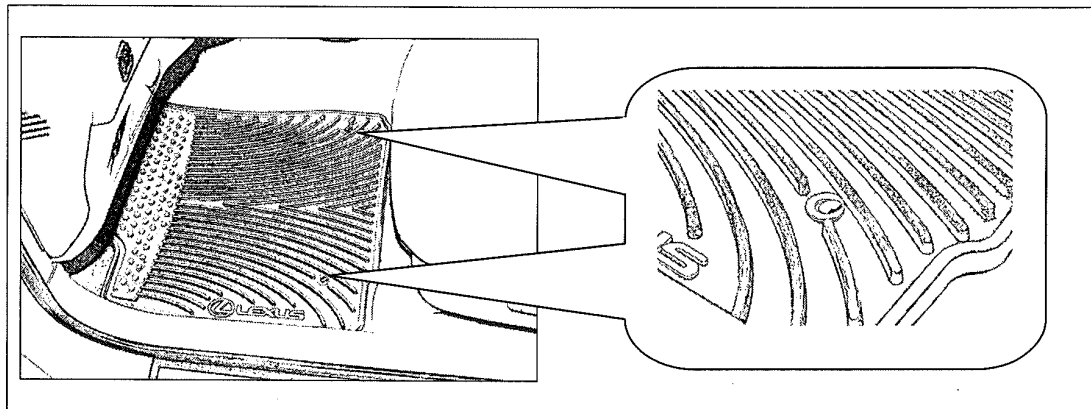
Lexus Division,
TOYOTA MOTOR SALES, U.S.A., INC.

Caution Label Installation Instructions
(If your vehicle has the Lexus All Weather Floor Mat)

1. Remove the Driver's side Lexus All Weather Floor Mat from the vehicle.
2. Wipe the area where the Caution label will be affixed with a clean, dry cloth to remove any dust or dirt.
3. Affix the Caution Label at the indicated location while smoothing out any air bubbles in the new label.
 - Caution label installation location, see illustration below.



4. If the Carpet Floor Mat has been placed underneath, please remove it. (The ES 350 driver's side seating position is designed to accommodate only one floor mat at a time.)
5. Position the All Weather Floor Mat on the floor and secure the floor mat to the two hooks as shown.



If you prefer, your local Lexus dealer will be more than happy to assist you in installing the label. If you choose to have the Lexus dealer affix the Caution label, **please present this notice, the enclosed Caution Label, and the All Weather Floor Mat to the dealer at the time of your appointment.**