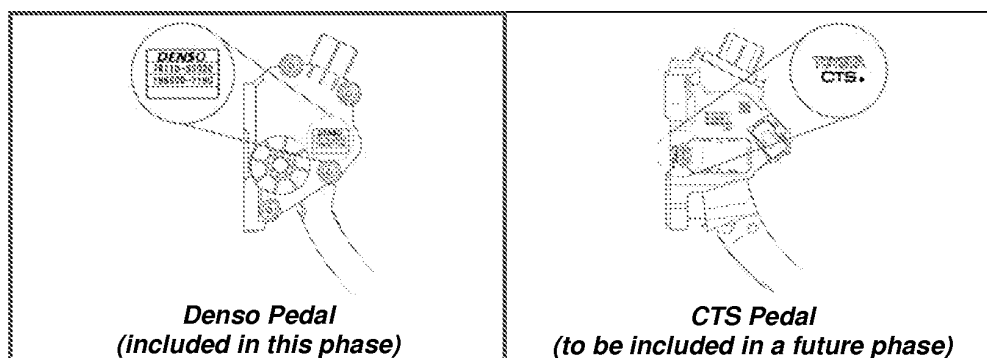


Wayne Hutchinson / TMS Toyota Customer Services
Quality Compliance
February 2, 2010
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Safety Recall (Special Service Campaign) – 90L
Certain 2007 – 2010 Model Year Camry and Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal
Phase 1 – Vehicles Equipped with Accelerator Pedals Manufactured by Denso Corporation
*******URGENT*******

As communicated last Fall, the defect is 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's side floor mat is compatible with the vehicle and properly secured.**



Remedy:

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
 - On February 1, 2010, a dealer kit containing an accelerator template and gauge, an orbital sander and a reciprocating saw will be sent to each dealer via overnight air. The campaign tool kit will be marked with a florescent (green, orange, yellow, pink) label.
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFM's for the driver and the front seat passenger positions will be replaced with newly designed mats.
- As an additional measure independent of the vehicle-based recall remedy, a newly designed override system will be installed on non-hybrid Camry vehicles to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Involved Vehicles:

- There are approximately 787,000* Toyota 2007 – 2010 model year Camry and Camry Hybrid vehicles involved in the U.S.
- The following SSC 90L Summary Reports will be provided shortly:
 - The number of involved vehicles in your dealership's primary marketing area for this phase.
 - The suggested initial parts order quantities for this phase.
 - A VIN List containing vehicles in dealer stock.

***NOTE: Due to the number of vehicles involved in the first phase of this campaign, the VINs will be loaded into TIS and the Warranty System in 2 groups over two days. Group 1 will include all affected Camry and Camry Hybrid vehicles produced up to December 31, 2009. Group 2 will include all affected Camry and Camry Hybrid vehicles produced from January 1, 2010, to the production change.**

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.

The Q&A will be provided shortly. We apologize for the inconvenience.