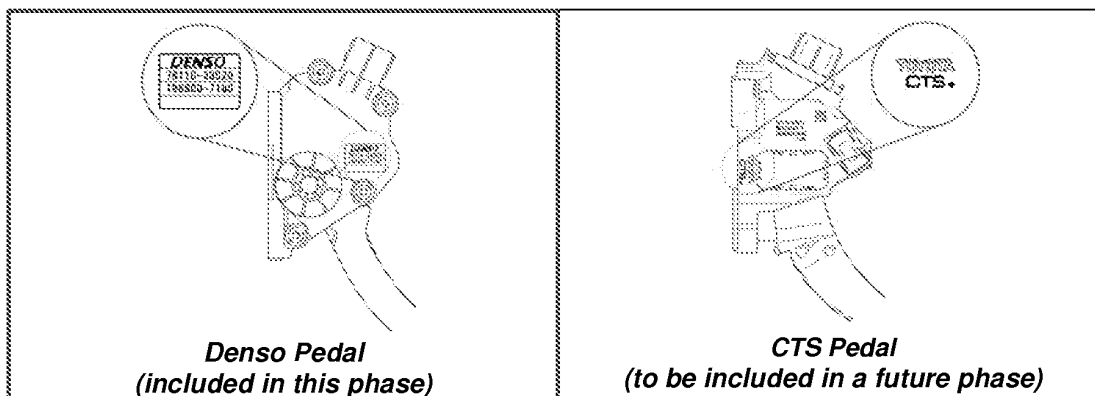


To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Safety Recall – 90L
Certain 2007 – 2010 Model Year Camry and Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal (January, 2010)
Phase 1 – Vehicles Equipped with Accelerator Pedals manufactured by Denso Corporation

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.**

This notice is to provide you with remedy instructions for affected Camry and Camry Hybrid vehicles equipped with accelerator pedals manufactured by Denso Corporation ("Denso pedals"). A separate notice will be provided for Phase 2 of this recall, which will cover vehicles equipped with accelerator pedals manufactured by CTS Corporation ("CTS pedals").



Note:

- **The name of the pedal manufacturer is printed (Denso) or embossed (CTS) on the upper sensor housing on the brake pedal side.**
- **This condition is separate from the Defect Information Report (DIR) filed on 1/21/2010 in reference to the possibility that certain CTS accelerator pedal mechanisms may, in rare instances, mechanically stick in a partially depressed position or return slowly to the idle position.**

The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

Campaign Remedy for Vehicles Equipped with Denso Pedals

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.
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it will be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFMs for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.

As an additional measure independent of the vehicle-based recall remedy, you should also install a newly designed override system 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.**

**Note:*

- *This notice does not apply to Camry vehicles equipped with a **factory installed metallic sports pedal** which are manufactured by Denso. Toyota is currently developing the remedy for those vehicles. We will notify involved vehicle owners as soon as the remedy is available.*
- *If the vehicle is equipped with an **accessory metallic sports pedal cover**, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. The customer may contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.*

1. Owner Notification Letter Mailing Date

The owner notification will commence in early February, approximately one week after your dealership has been notified.

This campaign will be launched in phases.

- The first phase will include certain 2007 through 2010 model year Camry and Camry Hybrid vehicles equipped with Denso accelerator pedals. These owner letters will be mailed over a period of several weeks.
- Additional models, including Camrys equipped with a CTS accelerator pedal will be launched in later phases as the remedy is developed.
- Information on additional phases related to Camry (equipped with a CTS accelerator pedal), Avalon, Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza will be provided prior to the launch of these phases.

If your dealership is contacted by an owner of a Denso pedal equipped Camry who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

2. Vehicles in Dealer Stock

- As required by Federal law, dealers are not to deliver any new vehicles in their inventory, which are involved in a safety recall unless the defect has been remedied. However, because this defect does not exist in vehicles in which the driver's side floor mat is compatible with the vehicle and properly secured you may continue to sell new vehicles (with Denso pedals) that have not received the full remedy if you assure the driver's position floor mat is semi-permanently secured or place the front driver's and passenger's floor mats in the trunk on any vehicles in stock prior to sale or lease. Vehicle safety recall completion can be verified through TIS.
- *In order to assure established customers receive priority for the safety recall, we request that this campaign remedy be performed on in-stock Camry and Camry Hybrid vehicles just prior to vehicle delivery where possible.*
- **A VIN list containing vehicles in dealer stock will be provided shortly.**

3. Dealer Summary Reports

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*

4. Number and Identification of Involved Vehicles

There are approximately 787,000 Camry and Camry Hybrid vehicles (2007 through 2010 model year), equipped with Denso pedals.

MODEL	WMI	MY	VDS	VIN Range		
				Ranges		
CAMRY	4T1	2007	BE46K	U	[REDACTED]	- U [REDACTED]
			BK46K	U	[REDACTED]	- U [REDACTED]
		2008	BE46K	U	[REDACTED]	- U [REDACTED]
			BK46K	U	[REDACTED]	- U [REDACTED]
		2009	BE46K	U	[REDACTED]	- U [REDACTED]
			BK46K	U	[REDACTED]	- U [REDACTED]
	2010	BF3EK	U	[REDACTED]	- TBD	
		BK3EK	U	[REDACTED]	- TBD	
	JTN	2007	BE46K	3	[REDACTED]	- 3 [REDACTED]
			BK46K	3	[REDACTED]	- 3 [REDACTED]
		2008	BE46K	3	[REDACTED]	- 3 [REDACTED]
			BK46K	3	[REDACTED]	- 3 [REDACTED]
		2009	BE46K	3	[REDACTED]	- 3 [REDACTED]
			BK46K	3	[REDACTED]	- 3 [REDACTED]
2010		BF3EK	3	[REDACTED]	- 3 [REDACTED]	
		BK3EK	3	[REDACTED]	- 3 [REDACTED]	
CAMRY HYBRID	4T1	2007	BB46K	U	[REDACTED]	- U [REDACTED]
		2008	BB46K	U	[REDACTED]	- U [REDACTED]
		2009	BB46K	U	[REDACTED]	- U [REDACTED]
		2010	BB3EK	U	[REDACTED]	- TBD
	JTN	2007	BB46K	3	[REDACTED]	- 3 [REDACTED]
		2008	BB46K	3	[REDACTED]	- 3 [REDACTED]
		2009	BB46K	3	[REDACTED]	- 3 [REDACTED]
		2010	BB3EK	3	[REDACTED]	- 3 [REDACTED]

NOTE:

- Not all vehicles in the VIN range are affected by this SSC.
- If your dealership is contacted by an owner of a Denso pedal equipped Camry who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Please note, the customers with CTS accelerator pedals will be involved in a separate phase.**
- Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

5. Parts Ordering

The necessary parts can be ordered through your dealership's facing PDC. Please refer to the table below and the Technical Instructions (located on TIS) for part number information.

To ensure that each Toyota Dealer has an adequate supply of service parts to complete customer vehicle repairs based on initial 90L mailing quantities and support repairs on new, pre-owned and TRAC vehicles in dealer inventory, NAPO and CAD have placed Manual Allocation codes on each of the following part numbers. Maximum quantity percentages will be increased as additional mailers are released. NAPO will release dealer orders as shown in the matrix below until further notice:

Floor Surface Modification

Part Number	Description	Dir QUP	Dir Max Order Qty	Max Qty released
04009-52106	*Tibia, Pad Kit	1	50	Up to 20% of Dir UIO
78118-41010	Stopper	10	50	Up to 20% of Dir UIO

*Upper and Lower Tibia Pad

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dir MaxOrder Qty
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black	4
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers and dealer orders will be reviewed and released based on availability and dealer order history.

Any questions, request or concerns regarding the parameters established above should be directed to your regional representative.

*AWFM's replaced under this campaign will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, please cut them prior to return.
- Floor mats that are not returned will result in the claim being debited.
- If a customer has disposed of their older design Toyota genuine AWFM, he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set. Please return a copy of the proof-of-purchase stapled to the repair order in an envelope in lieu of the actual AWFM for warranty parts recovery.

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program.

It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

Part No.	Part Name	Qty/Unit
58297-50020	Retainer, Floor Clamp	Depending Upon Need

6. Tools and Equipment and Materials

In a separate shipment scheduled to arrive February 02, 2010, your dealership was sent a campaign tool kit. This kit included the required accelerator template and gauge, an orbital sander and a reciprocating saw.

When received, the campaign tool kit package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



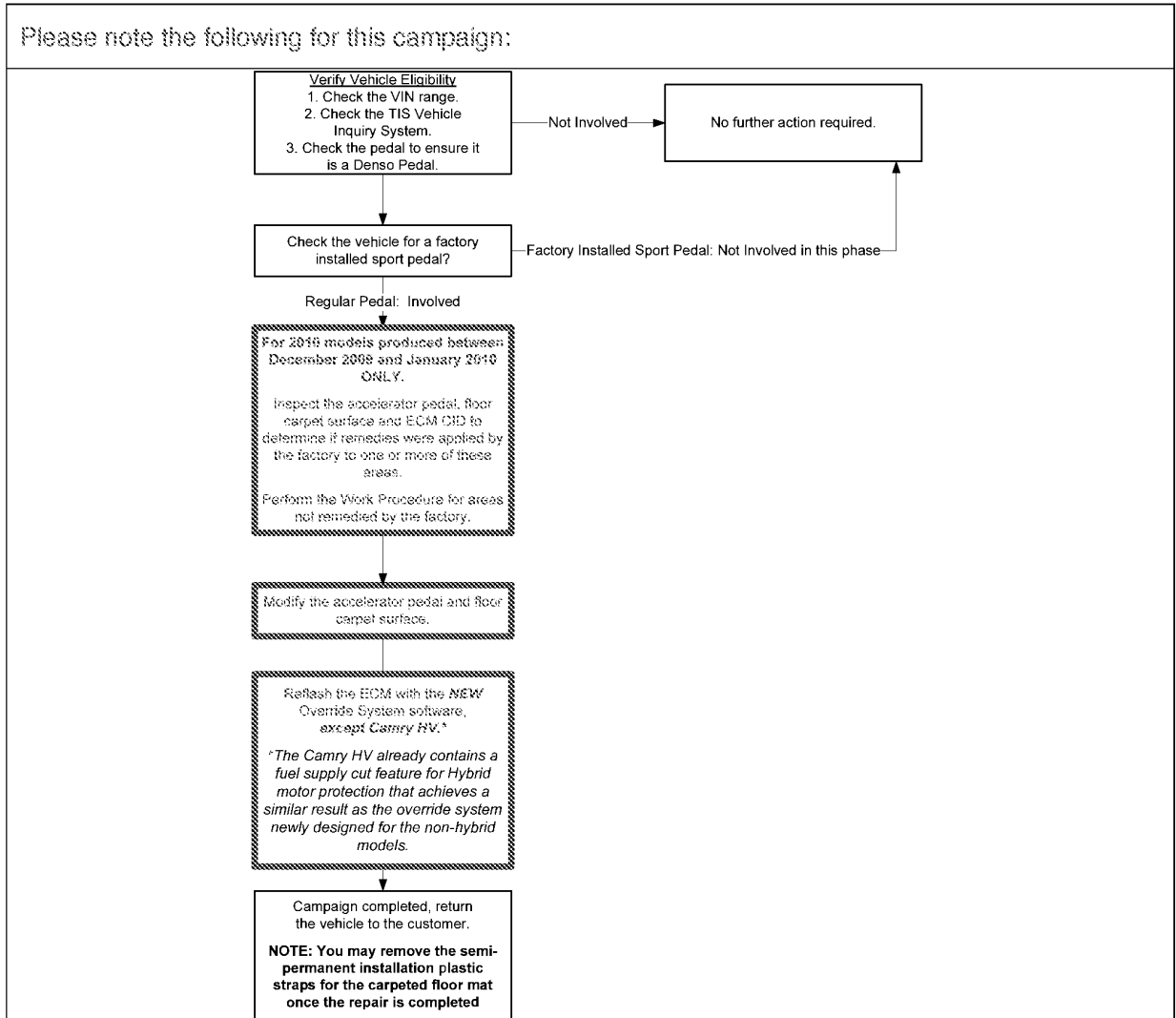
The additionally required tools and equipment are listed in the technical instructions found on TIS.

7. Repair Procedures

Refer to TIS for the appropriate Technical Instructions.

NOTE: This campaign supersedes SSC 70F. Claims for SSC 70F will no longer be accepted.

8. Warranty Processor Instructions



(Warranty Processor Instructions Continued. . .)

The operation codes to be used for this campaign are:

SSC #	Op. Code	Description	Flat Rate Hour
90L Camry Non-Hybrid Vehicles Equipped with Denso Pedals*	9911M9	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Replacement of the All Weather Floor Mat 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MA	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MB	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911MC	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
90L Camry Hybrid Vehicles Equipped with Denso Pedals	9911MD	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911ME	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911MF	1. Accelerator Pedal and Floor Surface Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle
	9911MG	1. Accelerator Pedal and Floor Surface Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle

- **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. Claims filed for ECU Reprogramming on Camry Hybrid vehicles will be debited.**
- The above flat rate time includes 0.1 hour for administrative cost per unit.
- Additional materials used for repairing each vehicle (i.e., industrial tape, double-stick tape, replacement saw blades (amortized over several repairs), replacement sanding disks (amortized over several repairs), etc.) can be claimed as a sublet type “ZZ” at a rate of \$1.00 per vehicle.
- AWFMs replaced under this campaign will be placed on Warranty Parts Recovery.
- The above flat rate time includes the necessary time to repair the floor carpet grommets on an as needed basis. Please refer to TSB 0397-09. If necessary, please provide replacement floor mat clips to the customer.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type “CR” at a maximum of \$80.00 per vehicle.

9. **Customer Handling**

Please consider this campaign a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or campaign remedy. Please ensure that all customer contact personnel are aware of this campaign and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated. In addition, please:

- Encourage owners of 2007 through 2010 Camry and Camry Hybrid vehicles who have not yet received the campaign remedy letter to take out any removable driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle.
- If a customer chooses not to remove the floor mat currently installed in his/her vehicle, they must 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. Mats should also not be flipped over with the bottom-side up. Information on proper floor mat installation can be found in the January 2010 Sales Hot Sheet and on <http://www.toyota.com/floormats>.
- Assist any customer who asks to verify correct floor mat application and secure installation.
- Advise owners of affected Avalon, Camry (equipped with a CTS pedal), Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza vehicles that Toyota is currently developing a campaign remedy. Customers should retain the all weather and/or carpeted driver's floor mat until the campaign remedy is available.
- Some of the Camry vehicles subject to SSC 90L Phase 1 (Potential Floor Mat Interference with Accelerator Pedal) are also subject to LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable SSC/LSC repairs in a single service visit and correctly submit the associated warranty claims.
- Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371).
- If an owner has previously paid for their vehicle's accelerator pedal and/or floor surface to be modified to address this specific condition, they are requested to mail a copy of the repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience Center, WC10
19001 South Western Avenue
Torrance, CA 90509

Service Department:

Since some customers may have misconceptions in relation to this campaign, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. Two key elements of customer satisfaction and retention are to ensure you have time during the reception and write-up process to accurately address all of the customer's questions and concerns. Next, and most important, is a quality service delivery.

Make sure your delivery process includes:

- Assemble the paperwork and store it in a location that is easy to access
- The customer keys are organized and stored in a secure location
- Staffing allows you to have extra time to review the details of repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation

[Service Department continued...]

- Review any approved customer pay maintenance or repair work performed outside the scope of the recall
- Review the “Customer Health Check” that was performed on their vehicle
- Review any multipoint inspection that was performed with the customer’s approval
- Present and explain the “Toyota Owner Card” to the customer
- Review proper floor mat installation utilizing the January 2010 Sales Hot Sheet
- Ask the customer if they have any questions or concerns. If necessary, direct them to the Toyota Customer Experience Center or <http://www.toyota.com/floormats>
- Offer to set the next appointment for scheduled maintenance for customer
- Request the customer’s vehicle to be staged for delivery
- Provide the keys to the customer and thank them for their business

Sales Department:

- Please refer to the Toyota Hot Sheet when answering questions and communicating floor mat installation and maintenance. Customers with other questions should be directed to a knowledgeable person in the service department.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.