

TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

To: All Toyota Region General Managers/Vice Presidents

From: Bob Waltz,
Vice President, Product Quality and Service Support

Subject: Safety Recall – 90L
Potential Floor mat Interference with Accelerator Pedal
Preliminary Information – DIR Update

January 27, 2010
TMS-NTC-10023

As communicated last Fall, Toyota announced it will initiate a Safety Recall 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. **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.**

On January 27, 2010, Toyota amended the Defect Information Report (DIR) filed with the National Highway Traffic Administration (NHTSA) to include the following vehicles:

Toyota (DIR Update)

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander

- There are approximately 1,090,000 additional vehicles involved.

Immediate Action

- As required by Federal law, dealers are not to deliver any new vehicles in their inventory which are involved in this Recall. Toyota strongly recommends that any affected model lines in the dealers' Used and TCUV inventories be made part of this stop delivery and withheld from Retail sale until an appropriate remedy is available.
- Vehicles may be delivered provided that they are not subject to being withheld for the CTS accelerator pedal Recall and only after the following safeguards have been accomplished :
 - The driver's floor mat and front passenger floor mat are removed from the cabin of the vehicle (the floor mats may be placed in the trunk). If the floor mat is placed in the trunk, the customer must be advised of the Consumer Safety Advisory.
 - or
 - The floor mats are semi-permanently secured to the vehicle using Plastic Fasteners (Swiftlatch®) or Self Locking Nylon Tie-Wraps. *NOTE: All Weather Floor Mats are on Stop Sale and should not to be installed prior to vehicle delivery.*

Media Contacts

- 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 Toyota Corporate Communications. (Please do not provide these numbers to customers.)

Customer Handling

If a customer contacts a dealership with questions or concerns:

- Recommend that the customer take out any **removable** driver's floor mat on the affected vehicle and NOT replace it with any other floor mat. If the customer agrees to have the floor mat removed from the vehicle, please assist the customer by placing the floor mat in the trunk.
- Advise the customer that Toyota is currently working on a remedy. Customers should retain the driver's floor mat until a remedy is available.

If the customer refuses to have the removable driver's floor mat taken out of the vehicle or the vehicle is not affected:

- Encourage owners to make sure the floor mats are compatible for their model and model year. Also, these owners need to be sure that the floor mats 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.
- Information on proper floor mat installation can be found on <http://www.toyota.com/floormats>.
- Assist any customer who asks to verify correct application and secure installation.
- Owners with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-800-331-4331).

For additional information please refer to the attached Q&A.

Enclosed:

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

J. Beseda	D. Esmond	K. Kusakawa	J. Stempkowski
G. Borst	W. Fay	M. Michels	S. Sugawara
R. Broughman	N. Fein	I. Miller	M. Templin
G. Bryan	F. Fontanella	T. Morrison	J. Tetherow
W. Burns	H. Fukui	T. Nakagami	P. Uribe
D. Camden	S. Haag	D. Pettitt	K. Ura
B. Carter	J. Hanson	R. Pflughaupt	A. Vaish
G. Christoff	K. Higgins	C. Reynolds	R. Waltz
J. Colon	M. Hosoe	C. Roberts	S. Yamaguchi
B. Cooper	Y. Inaba	R. Sakai	M. Yamanami
R. Daly	M. King	D. Sakakibara	N. Yamamoto
D. Danzer	J. Lang	M. Setta	H. Yoshihashi
F. Davidson	J. Lentz	A. Smith	D. Zellers
T. Doi	E. Matsuda	R. Specht	

Wayne Hutchinson / TMS Toyota Customer Services
Quality Compliance
January 27, 2010
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Safety Recall – 90L
Potential Floor mat Interference with Accelerator Pedal
Preliminary Information
*****URGENT*****

As communicated last Fall, Toyota announced it will initiate a Safety Recall 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. ***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.***

On January 27, 2010, Toyota amended the Defect Information Report (DIR) filed with the National Highway Traffic Administration (NHTSA) to include the following vehicles:

Toyota (DIR Update)

2009 - 2010 Corolla
2009 - 2010 Matrix
2009 - 2010 Venza
2008 - 2010 Highlander

Immediate Action

- As required by Federal law, dealers are not to deliver any new vehicles in their inventory which are involved in this Recall. Toyota strongly recommends that any included model lines in the dealers' Used and TCUV inventories be part of this stop delivery and withheld from Retail sale until an appropriate remedy is available.
- Vehicles may be delivered provided that:
 - The driver's floor mat and front passenger floor mat are removed from the cabin of the vehicle (the floor mats may be placed in the trunk). If the floor mat is placed in the trunk, the customer must be advised of the Consumer Safety Advisory.
 - or
 - The floor mats are semi-permanently secured to the vehicle using Plastic Fasteners (Swiftlatch®) or Self Locking Nylon Tie-Wraps. *NOTE: All Weather Floor Mats are on Stop Sale and should not to be installed prior to vehicle delivery.*

Involved Vehicles

- Please verify vehicle involvement prior to customer delivery on all potentially involved vehicles.
- Please utilize the attached reference sheet to determine if a vehicle is affected by this updated DIR or any other recently launched campaign pertaining to the accelerator pedal.

Media Contacts

- 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 Toyota Corporate Communications. (Please do not provide these numbers to customers.)

Customer Handling

If a customer contacts a dealership with questions or concerns:

- Recommend that the customer take out any removable driver's floor mat on the affected vehicles and NOT replace it with any other floor mat. If the customer agrees to have the driver's floor mat removed from the vehicle, please assist the customer by placing the driver's floor mat in the trunk.
- Advise the customer that Toyota is currently working on a remedy. Customers should retain the driver's floor mat until a remedy is available.

If the customer refuses to have the removable driver's floor mat taken out of the vehicle or the vehicle is not affected:

- Encourage owners to make sure the floor mats are compatible for their model and model year. Also, they need to be sure that the floor mats 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 on <http://www.toyota.com/floormats>.
- Assist any customer who asks to verify correct application and secure installation.
- Owners with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-800-331-4331).



Safety Recall

Interim Owner Information for

Potential Floor Mat Interference with Accelerator Pedal [Update 01-27-2010]

Q1: What is the condition?

A1: 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.**

Q2: Which Toyota or Lexus vehicles are involved?

A2: On January 27, 2010, Toyota amended the Defect Information Report (DIR) filed with the National Highway Traffic Administration (NHTSA) to include the following vehicles:

Toyota (DIR Update)

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander

- There are approximately 1,090,000 additional vehicles involved.

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

Lexus

2007 – 2010 ES

2006 – 2010 IS

Q2a: Why were these additional models added?

A2a: Toyota has determined that 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 on those vehicles.

Q3: How will Toyota remedy the vehicles? What is the campaign remedy?

A3: Toyota is currently in the process of developing a remedy. We will notify owners as soon as it is available.

Q4: When will the remedy be completed?

A4: Toyota is currently in the process of developing the remedies. We anticipate it will take several months to develop the remedy for all of the models.

Q5: What should customers do until they have the recall remedy performed?

A5: Toyota has determined that the pedal entrapment can only occur in vehicles in which the driver's side floor mat is not compatible with the vehicle and/or is not properly secured.

To help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any **removable** driver's floor mat and NOT replace it with any other floor mat until the safety recall remedy has been completed on the vehicle. After the recall remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

Q6: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6: Once the remedy for the specific model is launched, if a customer has disposed of an older design Toyota genuine All Weather Floor Mat (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.

Q7: What if a customer chooses not to remove the floor mat currently installed in his/her vehicle, but would like to verify the installation and applicability?

A7: To help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any **removable** driver's floor mat and NOT replace it with any other floor mat until the safety recall remedy has been completed on the vehicle. If the customer chooses not to take out the floor mat, please direct the customer to his/her local Toyota dealership's Parts or Service Department to verify whether the Toyota floor mat is designed specifically for the vehicle and to ensure that it is correctly installed. The floor mat should be removed before driving to the dealership. The dealership will ensure that the vehicle is equipped with the proper floor mat and that it is properly installed. After the recall remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

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

A8: Driver's floor mat interference is possible if the floor mat is incompatible or incorrectly installed. Therefore, consumers need to make sure the floor mats are compatible for his/her 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.

Q8a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A8a: The newly designed Toyota genuine All Weather Floor Mats (AWFM) will become available for purchase again in a few months. Please check with your Toyota dealership regularly for specific availability dates.

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 consult the information posted at <http://www.toyota.com/floormats>.

Q10a: What if an owner/operator has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10a: If an owner/operator of a Toyota vehicle that is not covered by these recalls believes that he/she has experienced unintended acceleration in a Toyota vehicle, request that the owner/operator immediately contact an authorized Toyota dealer. The Toyota dealer will evaluate the consumer's complaint.

Q11: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A11: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.