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Approved By: Al Smith

To: All Lexus Dealers
From: Lexus Customer Service

Lexus Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal
*******URGENT*******

Lexus greatly appreciates your patience during this activity. Enclosed is additional information about the Lexus Consumer Safety Advisory ("Consumer Safety Advisory"), to add to our communication of September 29th.

A Safety Campaign will be launched soon with clear dealer instructions and an owner notification to visit their local Lexus dealership regarding the involved vehicles. Until the Safety Campaign is launched, Lexus recommends the following actions be taken by your staff:

Overall Dealership Operations

- Conduct a management meeting to familiarize all department heads with the Consumer Safety Advisory. Service, Loaner, Carwash, New Vehicle, New Car Preparation, Certified Pre-Owned (CPO)/Used Vehicle, Used Vehicle Reconditioning, Parts, and Body Shop operations should be familiar with the Consumer Safety Advisory and its contents.
- Each dealership should designate two management level associates with complementary schedules to become intimately familiar with all aspects of the Consumer Safety Advisory, Q&A as well as other materials we have provided. These two associates should coordinate all operations related to this activity.
- New, CPO/Used and Loaner Vehicle departments should coordinate with the Service Department to assure the driver's floor mat is semi-permanently installed. This should be conducted on all the following involved vehicles until the safety campaign has been launched.
 - 2007 – 2010 ES
 - 2006 – 2010 IS

Customer Handling

- Please welcome concerned owners that visit your dealership and answer any questions they may have and utilize the previously provided Q&A to assure a consistent message is communicated.
- Assist any customer who asks to verify correct application and secure installation.
- Encourage owners to make sure the floor mats are compatible for their model and model year. Also, they need to be sure 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.lexus.com>.
- Owners with additional questions or concerns may also contact the Lexus Customer Assistance Center at 1 800 255-3987.

Service Department

- **Please coordinate with other dealership departments to semi-permanently install the driver's position floor mat in involved new, CPO, used, loaner and demo vehicles. Read and follow the attached technical instructions using specified materials which can be found at local hardware and office supply stores. This**

will assure the floor mats are not removable. We recommend the Service Department designate associates to conduct this installation to assure that the involved vehicles are handled consistently.

- Owners' vehicles in for service should all be inspected for proper installation of the correct floor mats at the time of delivery (including after the car wash); document this on the Repair Order (RO).
 - If an affected ES/IS owner expresses concern over the safety of their vehicle, recommend removal of the driver's side floor mat (place in the trunk) until they are contacted by Lexus regarding the forthcoming Safety Campaign. Document this action on the RO.
 - If the owner prefers to have the floor mat semi-permanently installed, please follow the attached instructions and document this action on the RO.
- If your dealership provides "car washes on demand", proper floor mat installation should be ensured on every vehicle after this service, as well.

Sales Department

- Sales deliveries of involved ES and IS new, CPO or used vehicles should include semi-permanently installed driver's position floor mats that are designed specifically for the model. As many customers will be sensitive to the recent Consumer Safety Advisory, we recommend that they be informed that the driver's floor mat is semi-permanently installed and not removable. Lexus will notify customers when the Safety Campaign is initiated to return their vehicle for the remedy. The driver's floor mat will be rendered removable at that time.
- Owners may also choose to have the driver's floor mat placed in the trunk until the safety campaign remedy is available. Please advise the owner of this option.
- Document the condition of the driver's floor mat at vehicle delivery (e.g. "the correct driver's side floor mat is semi-permanently installed" or "removed driver's side floor mat") in a one-line RO.
- All dealership demos should also be checked regularly to confirm the use of correct and properly installed floor mats.

Parts Department

Any Lexus All Weather Floor Mat (AWFM) in your inventory should be returned.

- Dealers should prepare a PRR Claim listing the part numbers and quantities of each AWFM they are requesting to return. These claims should be submitted to the facing PDC using the normal method in Dealer Daily.
- The return code for each part should be indicated as R-2, Manufacturing Defect.
- When your dealership receives authorization from your facing PDC, please return the AWFMs immediately. The different AWFMs should be grouped by part number to assist the PDC in accurately accounting for the returned quantities.

If you are approached by the media, please direct them to Lexus Corporate Communications at 310-468-2552 or 310-468-4718. When you must speak to any media representatives, please reference the information we've provided previously on how to identify and properly install the correct floor mats, as well as your efforts to instruct owners about the importance of the proper installation of floor mats designed specifically for their vehicle.

Please direct any additional questions you may have to your Area representative so that we can continue to address your issues as we work through this experience together.