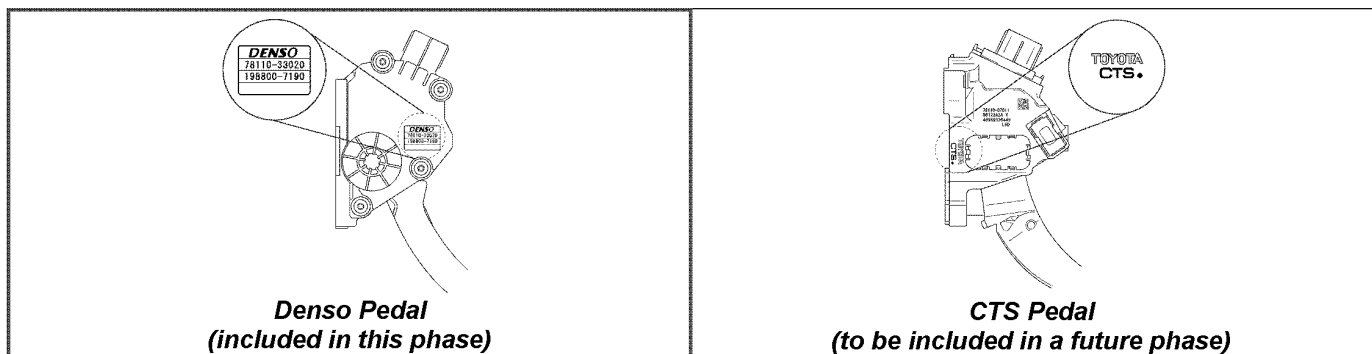


Wayne Hutchinson / TMS Toyota Customer Services
Quality Compliance
February 2, 2010
Approved By: Bob Waltz

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 AWFMs 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.

As promised, attached is the Q&A. Thank you for your patience.



Safety Recall 90L - Phase 1
Certain 2007 – 2010 Model Year Toyota Camry and Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal Q&A
February, 2010

Q1: What is the condition?

A1: 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 side floor mat is compatible with the vehicle and properly secured.***

This phase will include Camry and Camry HV vehicles equipped with accelerator pedals which do not require the installation of the "Reinforcement Bar". (Refer to Press Release issued Feb. 1st 2010, and the separate Accelerator Pedal Q&A)

Note: Camry vehicles involved in this Safety Recall and equipped with an accelerator pedal that require the installation of the "Reinforcement Bar" will be included in a separate phase to be launched shortly.

Q2: What is Toyota going to do for vehicles affected by Safety Recall 90L Phase 1?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, any authorized Toyota dealer will 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 AWFMs.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on 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.

Q2a: Why aren't all Camry vehicles involved in the Safety Recall included in this phase?

A2a: Toyota filed a separate Defect Information Report on January 21, 2010 covering vehicles that require the installation of the reinforcement bar (Safety Recall A0A). Vehicles that also require Safety Recall A0A will be launched in a separate phase shortly.

In addition, certain Camry vehicles are factory equipped with a metallic sports pedal. Toyota is currently developing the remedy for this type of pedal.

Q2b: When will Toyota launch this Safety Recall for the remaining vehicles that also require the reinforcement bar?

A2b: The exact launching timing for the recall has not yet been determined, although Toyota hopes to do so shortly. Additional information will be released as it becomes available.

Q2c: Is there a way to determine if a vehicle is involved in this phase or in a separate phase?

A2c: The identification is printed or embossed on the upper sensor housing on the brake pedal side. Any authorized Toyota dealer can assist customers determine if a specific vehicle is involved in this phase or not.

Q3: Why are vehicles with factory installed metallic accelerator pedals (“sports pedal”) not included in this phase?

A3: Toyota is currently developing the remedy for Camry vehicles equipped with a factory installed metallic sports pedal. We will notify involved vehicle owners as soon as the remedy is available.

Q3a: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3a: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Camry 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, as well as other hybrid vehicles such as the Prius, 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.

Q4a: Why isn't Toyota installing the override system on Camry Hybrid vehicles as a part of this remedy?

A4a: 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.

Q4b: Will Toyota be installing the override system on Camry vehicles involved in the separate phase?

A4b: Yes.

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

A5: Toyota has determined that the pedal entrapment can only occur in vehicles where the driver's side floor mat is not compatible with the vehicle and/or 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 (campaign) remedy has been completed on the vehicle. After the campaign 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 chooses not to remove the floor mat currently installed in his/her vehicle, but would like to verify the installation and applicability?

A6: 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 (campaign) 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 campaign 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM for the driver and front passenger seating positions upon proof-of-purchase of the original set.

Q7: What if a floor mat is an aftermarket rubberized floor mat?

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: The newly designed Toyota genuine All Weather Floor Mats (AWFM) will become available for purchase again in March, 2010, for the Camry. Other models will be available in the following months. Please check with your Toyota dealership regularly for specific availability dates.

Q8: What if a driver experiences accelerator pedal interference. What should they do?

A8: 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.

Q9: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus
2007 – 2010 ES
2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: We are currently in the process of developing the remedies for the remaining vehicles. We will notify owners as soon as the remedy for their vehicle is available.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: We are currently in the process of developing the remedies for the remaining models, including Camrys equipped with a factory installed metallic sports pedal. We anticipate it will take several months to develop all of those remedies.

Q9c: What should customers do if his/her vehicle is involved in this phase of the Safety Recall, but they haven't received his/her owner letter?

A9c: Toyota will begin mailing Safety Recall Notices by first class mail to certain '07 - '10 Camry owners starting in early February, 2010. The owner letters will be spread over several months consistent with parts supply and repair capacity. We ask customers for their patience as we mail the letters.

Until these important remedies are completed, 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 (campaign) remedy has been completed on the vehicle. After the campaign 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.

In the event a customer chooses not to take out the removable floor mat, Toyota strongly recommends that the customer ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Please visit <http://www.toyota.com/floormats> for additional information.

Q9d: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9d: If the safety recall remedy has been launched for the specific model and accelerator pedal, customers will not need the owner letter to set up an appointment with his/her Toyota dealership.

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 at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time. They may also consult the information posted at <http://www.toyota.com/floormats>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface to be modified to address this specific condition 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: If an owner of a Toyota vehicle that is not covered by these recalls believes that he/she has experienced unintended acceleration with their vehicle, they are requested to immediately contact an authorized Toyota dealer. The Toyota dealer will evaluate the consumer's complaint.

Q10c: Why aren't other models included in this safety recall?

A10c: Other models are not involved in this safety recall. Toyota does not have reason to believe that the vehicle's accelerator pedal or floor is configured in a way that creates an unreasonable risk of pedal entrapment. Nevertheless, there is a risk of accelerator pedal entrapment in any vehicle if inappropriate or unsecured floor mats are in use. Please check the driver's side floor area and remove any improperly installed floor mat. Never use an all weather floor mat on top of a removable carpeted mat, never install an all weather floor mat upside down, and never use an all weather floor mat that is incompatible with your vehicle.

Note: Please reference the specific Q&A for models requiring the reinforcement bar (included in the separate Safety Recall).

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q11a: What if a customer has experienced issues with his/her vehicle and is not willing to drive the vehicle until the remedy has been completed?

A11a: 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. **Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and is properly secured.** Until the safety recall remedy is performed on the vehicle, we request that customers take out any removable floor mat.

Q12: What will the modified accelerator pedal look like?

A12: The accelerator pedal will be modified to slightly decrease the overall foot pad and pedal arm length. Any local Toyota dealer will be more than happy to go over the entire repair with the customer. We ask that they make an appointment as soon as possible.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: The change in appearance to the pedal is not noticeable once it is installed in a vehicle. However, in the event a customer is not satisfied, a replacement accelerator pedal will be offered beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: Customer safety is important to Toyota. We ask that customers have the pedal modified as soon as possible to make the vehicle more resistant to an unsecured or incompatible driver's floor mat interfering with the accelerator pedal. Once a newly designed accelerator pedal is available, if the customer is not satisfied with the appearance of the modified pedal, they may request the pedal to be replaced.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: There will not be another owner letter sent when the newly designed accelerator pedal is available. If customers are not satisfied with the appearance of the modified accelerator

pedal, we ask that they check with his/her dealership in a few months and to see if the newly designed pedal is available.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.