

From: George Morino/=TMS/Toyota.

Sent:9/11/2007 10:39 PM.

To: [-] dave_zellers@toyota.com.

Cc: [-] .

Bcc: [-] .

Subject: CONFIDENTIAL.

DZ:

I'm not sure we have much of a choice, but if given one, I would rather try for an owner letter (such as the one attached), rather than a Press Release. Unless of course we are going straight into a campaign on the AWF.

Any input would be appreciated.

Thank you sir,

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