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Sent: 9/19/2007 7:52 PM.

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Subject: CONFIDENTIAL - Additional Q and A for the Q&A.

Mitch:

Per our discussion this afternoon, I've created an additional Q and A. Please let me know what you think. In fact I'll call you.

I've got a meeting with the Lexus Parts and Service Vice President tomorrow morning, so I've got to have a final, if not close to final Q&A ready.

Q8: Is this campaign related to the recent NHTSA investigation on the ES 350 All Weather Floor Mat?

A8: Yes, this campaign is a direct result of the National Highway Traffic Safety Administration (NHTSA) and Toyota investigation into the ES 350 All Weather Floor Mat. During the investigation, it was determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal. Based upon the same design pattern to the driver's seating position Lexus ES 350 All Weather Floor Mat, the 2007 and early 2008 Toyota Camry vehicles were included in this campaign.

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