

From: Christopher Tinto/=WDC/Toyota_NY. Sent:3/20/2007 12:49 PM.
To: [-] Hajime Kitamura/=HINPO/TMC0@TMC0;Michiteru Kato/=HINPO/TMC0@TMC0@TMCE@TOYOTA.
Cc: [-] Christopher Tinto/=WDC/Toyota_NY@Toyota_NY;Kevin Ro/=WDC/Toyota_NY@Toyota_NY;George Morino/=TMS/Toyota@Toyota;Kirk Forsht/=TMS/Toyota@Toyota.
Bcc: [-] anna_schneider@tma.toyota.com;jo cooper.
Subject: Fw: URGENT*****ES350 ISSUE*****

By the way - as further follow up - I spoke to Kathy Demeter as well.

They clearly want a safety recall - I told her that Toyota might be willing to do a letter to owners and dealers (presuming the dealers are actually making this mistake), but we are not likely to do a 'safety recall' on this issue.

I also challenged their assertion that dealers are in fact installing these on top of the normal mats - So, does TMS have any evidence that this is occurring?

Nonetheless, they gave us until Tuesday of next week to figure out if we want to offer up something before they open an investigation into sudden acceleration from the floor mats on the ES350. I recommend we think about offering up the letters.

Best Regards,
Chris

Chris Tinto

Vice President, Technical and Regulatory Affairs, Safety
Toyota Motor North America, Inc.
601 13th St. NW
Suite 910 South
Washington, DC 20005
Phone (202) 463-6824 Fax: (202) 463-8513
email: Chris_Tinto@tma.toyota.com

----- Forwarded by Christopher Tinto/WDC/Toyota_NY on 03/20/2007 03:25 PM -----

Chris Santucci/WDC/Toyota_NY
03/20/2007 03:07 PM
To Michiteru Kato/HINPO/TMC0@TMC0@TMCE@TOYOTA
cc Hajime Kitamura/HINPO/TMC0@TMC0, Christopher Tinto/WDC/Toyota_NY@Toyota_NY, Kevin Ro/WDC/Toyota_NY@Toyota_NY, George Morino/TMS/Toyota@Toyota, Kirk Forsht/TMS/Toyota@Toyota
Subject URGENT*****ES350 ISSUE*****

Mitch,

Today I received a phone call from NHTSA. NHTSA has received a total of 10 reports of unintended acceleration, 4 of which reported a crash had occurred. NHTSA has been looking at this issue closely, and have now come to the conclusion that they believe an improperly installed all weather floor mat may be causing the accelerator pedal to stick in the full or partially depressed position. They do not know if dealers or customers are the cause of the situation, but nonetheless, would like Toyota to do something about it.

Compounding the issue is the push button start system, as owners may not fully recognize how to properly shut the vehicle down in an emergency situation. They intend to open a formal investigation next week.

TMA believes that it may be possible to prevent such a formal investigation. Please advise with any suggestions on possible actions Toyota may be willing to take in order to satisfy NHTSA's concerns.

NHTSA mentioned the possibility of not opening if Toyota were to send a letter to owners explaining that only one floor mat should be used at a time in the driver footwell. They also mentioned that a dealer visit to re-install the mats may be appropriate, and that they believe it should be conducted under Part 573. TMA believes that we may be able to negotiate the last two items. Please discuss and advise as soon as possible.

Regards,

Chris Santucci - Assistant Manager
Technical and Regulatory Affairs
Toyota Motor North America, Inc.
Ofc (202) 463-6856 Cell (202) 651-1581 Fax (202) 463-8513
email: Chris_Santucci@tma.toyota.com

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