



Kathy Wachs/Lexus/Toyota

09/26/2007 07:07 AM

To Rick LoFaso/TMS/Toyota@Toyota, Dan Swartz/Mobile/Toyota@Toyota, Kevin Cour/TMS/Toyota@Toyota, D'Anne Duclos/Mobile/Toyota@Toyota, Steve Hearne/Lexus/Toyota@Toyota, Dave Harbuck/Mobile/Toyota@Toyota, Scott Wracher/Mobile/Toyota@Toyota, Don Fordiani/TMS/Toyota@Toyota, Sal Berardesco/TMS/Toyota@Toyota, Stephen Waddell/Mobile/Toyota@Toyota, Tim Medeiros/Mobile/Toyota@Toyota, Kevin Cunningham/Vendors/Toyota@Toyota, Paul L Clark/Mobile/Toyota@Toyota, Peter Donnellan/Lexus/Toyota@Toyota, Oscar Vasquez/Mobile/Toyota@Toyota, Dave Thomas/Lexus/Toyota@Toyota, Terry Jackson/Mobile/Toyota@Toyota, Kenneth Jackson/TMS/Toyota@Toyota, Chris Downing/Lexus/Toyota@Toyota, Allen Woodrum/Mobile/Toyota@Toyota, Kevin Pratt/TMS/Toyota@Toyota, Lori Domeracki/TMS/Toyota@Toyota, Ron Duval/Lexus/Toyota@Toyota, Buzz Rittenberg/Lexus/Toyota@Toyota, Charlie Jorgensen/Mobile/Toyota@Toyota, Michael Zarnacki/Mobile/Toyota@Toyota, Lyle Scalzo/TMS/Toyota@Toyota, Kevin Foy/TMS/Toyota@Toyota, Stan Skutecki/TMS/Toyota@Toyota, Mike Colon/TMS/Toyota@Toyota, Matt Hennessey/Lexus/Toyota@Toyota, Nancy Fein/TMS/Toyota@Toyota, Jim Colon/Lexus/Toyota@Toyota, David Nordstrom/Lexus/Toyota@Toyota, Denise Jacobson/Lexus/Toyota@Toyota, Jerry Marcotti/Lexus/Toyota@Toyota, Donica Zaid/Lexus/Toyota@Toyota, Julie Alfonso/TMS/Toyota@Toyota, Katsumi Aoki/TMS/Toyota@Toyota, Tadashi Anazawa/TMS/Toyota@Toyota, Jane Beseda/TMS/Toyota@Toyota, George Borst/Exec/TMS/Toyota@Toyota, Ron Broughman/TMS/Toyota@Toyota, Webster Burns/TMS/Toyota@Toyota, Alan Cabito/TMS/Toyota@Toyota, Dave Camden/Mobile/Toyota@Toyota, Bob Carter/TMS/Toyota@Toyota, Jack Chernus/TMS/Toyota@Toyota, George Christoff/Lexus/Toyota@Toyota, Barbra Cooper/IS/TMS/Toyota@Toyota, Bob Daly/TMS/Toyota@Toyota, David Danzer/TMS/Toyota@Toyota, Fletcher Davidson/TCS/Toyota@Toyota, Alan DeCarr/TMS/Toyota@Toyota, Tracey Doi/Exec/TMS/Toyota@Toyota, Bruce Ertmann/TMS/Toyota@Toyota, Don Esmond/TMS/Toyota@Toyota, Bill Fay/Mobile/Toyota@Toyota, James Farley/Lexus/Toyota@Toyota, Nancy Fein/TMS/Toyota@Toyota, Frank Fontanella/TMS/Toyota@Toyota, Yuki Funo/TMS/Toyota@Toyota, Steve Haag/Scion/Toyota@Toyota, John\_Hanson@toyota.com, Dave Illingworth/Exec/TMS/Toyota@Toyota, Roy Ito/TMS/Toyota@Toyota, Miles B King/TMS/Toyota@Toyota, john\_lang@toyota.com, Robin LeFevre/TMS/Toyota@Toyota, Jim Lentz/TMS/Toyota@Toyota, Elaine Matsuda/TMIS/Toyota@Toyota, Tsunehiro Matsuno/TMS/Toyota@Toyota, Dawn



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Miller/Exec/TMS/Toyota@Toyota, Tony  
Minyon/TMS/Toyota@Toyota, Mike  
Morrison/Exec/TMS/Toyota@Toyota, Tim  
Morrison/TMS/Toyota@Toyota, Eiji  
Nagano/TMS/Toyota@Toyota, Tadashi  
Nagashino/TMCC/Toyota@Toyota, Toru  
Nagata/TMS/Toyota@Toyota, Dian  
Ogilvie/TMS/Toyota@Toyota, Kazuo  
Ohara/TMS/Toyota@Toyota, Dale  
Pettitt/TMS/Toyota@Toyota, Randy  
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Collinsworth/TMS/Toyota@Toyota, Ken  
Glasser/TMS/Toyota@Toyota, Shigeyuki  
Tomizuka/TMS/Toyota@Toyota, Kenzo  
Nishiwaki/TMS/Toyota@Toyota, George  
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cc

bcc

Subject SSC (Safety Recall) 7LB - Lexus ES 350 All Weather Floor  
Mat for 2007 and Early 2008 Model Year Vehicles

***This message was approved by Nancy Fein, Vice-President, Lexus Customer Services.***

Lexus will initiate a Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber) for 2007 and early 2008 model year vehicles.

#### **Background/Condition**

- On September 26, 2007, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the optional Lexus ES 350 All Weather Floor Mat specifically engineered and manufactured for 2007 and early 2008 model year ES 350 vehicles.
- In recent months, Toyota has received reports regarding the Lexus ES 350 All Weather Floor Mat accessory slipping forward and interfering with the movement of the accelerator pedal. Lexus has investigated these reports and 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 returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***
- There are approximately 30,500 Lexus ES 350 vehicles equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.
- In early October, 2007, Lexus will notify owners of the involved vehicles with a ***preliminary*** Safety Recall notification, advising customers of when a replacement mat will be available and steps they can take until that time. Lexus is currently developing a design modification to the driver's seating position Lexus ES 350 All Weather Floor Mat. Once the replacement mat is available, a second notification informing Area associates, Dealerships and vehicle owners will be conducted. We

anticipate the **second notice** to be mailed **in mid-to-late November, 2007**.

- To assure over-the-counter accessory sales customers are also notified, approximately 133,000 vehicle owners will be sent notifications. However, only the 30,500 vehicles equipped with the Lexus ES 350 All Weather Floor Mat accessory are affected by this campaign.
- Please note that this is a **Safety Recall**.

#### **Area Notification Timing**

The following Area and Dealer Letters will be sent by Overnight Mail on September 26, 2007, to the attention of the CSOM.



SSC 7LB Dealer Letter.doc



SSC 7LB Area Letter.doc

#### **Dealer and Owner Notification Timing**

- The following Dealer Daily message will be posted on Wednesday, September 26, 2007, at approximately 8:00 am Pacific Time, to inform the dealerships of the campaign and launch timing. The Dealer Daily message also contains a Q&A.



7LB DD ES 350.doc

- A dealer package notifying dealerships of the Preliminary Notice to owners will be sent by UPS Next Day Delivery to the attention of the service manager on September 26, 2007.
- Lexus will inform owners of the involved vehicles with a Safety Recall notification letter sent via first class mail in early October, 2007.
- A second notice to Areas, Dealerships and vehicle owners will be conducted when replacement driver's seating position Lexus ES 350 All Weather Floor Mats become available. We anticipate the second notice to be mailed in mid-to-late November, 2007.

#### **Media Announcement**

- ***Corporate Communications is planning to inform select media of this issue on the morning of September 26th.***

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