

Lexus All Weather Floor Mat Installation on 2007 ES 350 Vehicles

CONFIDENTIAL,
DRAFT

Dear Lexus Customer:

Lexus is dedicated to the "Passionate Pursuit of Perfection."

As part of our constant efforts to provide you with the best in customer satisfaction and vehicle quality, Lexus would like to inform you of a product usage caution regarding the installation of more than one floor mat in the driver's seating position of your ES 350 vehicle.

Your vehicle is equipped with the genuine Lexus Carpeted Floor Mats as a factory standard accessory. **As an option**, you may have also purchased the genuine Lexus All Weather Floor Mats (floor mats constructed from heavy duty rubber). The Lexus Carpeted Floor Mat or the All Weather Floor Mat for the driver's seating position must be secured on your vehicle by the retaining hooks which hold the mat in place through special grommet holes in the mat. Please note that more than one floor mat can not be installed in the driver's seating position at any time.

In recent months, several customers have voiced their concern to the National Highway Traffic Safety Administration (NHTSA) regarding the Lexus All Weather Floor Mat (floor mat constructed from heavy duty rubber) in the driver's position, installed on top of the genuine Lexus Carpeted Floor Mat interfering with the movement of the accelerator pedals.

The NHTSA has also informed Lexus that the caution statement embossed on the Lexus All Weather Floor Mat is not discernable to consumers. We at Lexus have investigated and have found that the caution statement is poorly placed and difficult to read. As our customer, your safety and satisfaction are very important to us and we apologize for any inconvenience this may have caused you.

In order to correct this condition, Lexus is working together with the NHTSA to provide the following information to drivers:

- Never use more than one floor mat at a time in the driver's seating position.
- Please confirm the floor mat is properly placed on the vehicle carpet. If the floor mat slips and interferes with the movement of the pedals during driving, it may cause an accident.
- Confirm the driver's floor mat is secured using the hooks provided on the floor. *(Please refer to the attachment enclosed with this letter or your Owner's Manual for a diagram)*
- A Caution Label is enclosed with this owner letter for installation on the back of your All Weather Floor Mat. If you do not own Lexus All Weather Floor Mats (or any other rubberized floor mats), please insert the Caution Label in your Owner's Manual for possible future use.

We sincerely apologize for this inconvenience, and if you prefer, your local Lexus dealer will be more than happy to assist you in verifying the installation condition of your driver's seating position floor mat. If you choose to have the Lexus dealer inspect your vehicle, **please present this notice and the enclosed Caution Label to the dealer at the time of your appointment.**

What if you have other questions?

Please contact any Lexus dealer or call the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 9:30 pm, Saturday and Sunday 7:00 am through 3:00 pm Pacific Standard Time.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

Lexus Division,

TOYOTA MOTOR SALES, U.S.A., INC.