

From: George Morino/=TMS/Toyota.

Sent: 10/20/2009 1:02 PM.

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Cc: [-] Wayne_Hutchinson@toyota.com.

Bcc: [-] .

Subject: CONFIDENTIAL - DRAFT Verbiage for Envelope.

Chris:

We are hoping option 1 is okay. The other banners give customers the false expectation that the letter will invite them to a dealership.

[Option 1]

Safety Recall Notice

Interim Information for Potential Floor Mat Interference with Accelerator Pedal

[Option 2]

Safety Recall Notice

[Option 3]

Certain 2007 through 2010 model year Toyota [model] (i.e. Camry) Floor Mat Interference with Accelerator Pedal Safety Recall Campaign Notice

Thanks!

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