Via Overnight Mail
April 12, 2007

To: Dealer Principal / Service Manager

Subject: 2007 Lexus ES 350 All Weather Floor Mats

As part of our constant efforts to provide our customers with the best in customer satisfaction and vehicle quality, Lexus will be informing them of a product usage caution regarding the placement of more than one floor mat in the driver's seating position of ES 350 vehicles.

In recent months, the National Highway Traffic Safety Administration (NHTSA) has received consumer concerns regarding the Lexus All Weather Floor Mat (floor mat constructed from heavy duty rubber) slipping forward and interfering with the movement of the accelerator pedal. It was possible in these cases that the Lexus All Weather Floor Mat was placed on top of the Carpeted Floor Mat, and therefore the All Weather Floor Mat was not properly secured to the floor by the two plastic retention hooks protruding from the vehicle floor. ***The ES 350 driver's seating position is designed to accommodate only one floor mat.***

Customer Mailing

In order to address this possible condition, Lexus has decided to contact certain 2007 ES 350 customers via First Class Mail to remind them of the following product usage cautions regarding the placement of more than one floor mat in the driver's seating position of their ES 350 vehicle. Additionally, a caution label will be enclosed with the notification letter for installation on the Lexus All Weather Floor Mat if the customer has purchased this accessory. The letter will request the following of the customer:

- Never use more than one floor mat at a time in the driver's seating position.
- 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. (*Reference the attachment enclosed with the owner letter or Owner's Manual for a diagram*)
- Install the enclosed Caution Label on the back of the All Weather Floor Mat. If the customer does not own Lexus All Weather Floor Mats (or any other rubberized floor mats), they will be asked to insert the Caution Label in the Owner's Manual for possible future use.

The customer notification will advise these owners on the procedure to check and confirm the proper placement of Lexus All Weather Floor Mats in their vehicle. However, some owners may feel more comfortable having their dealership check and confirm proper placement for them. In these limited cases, your dealership should check and confirm proper placement of the mats and install the caution label for the customer.

What Should Dealership Associates Do?

The customer notification will advise these owners on the procedure to check and confirm the proper placement of Lexus All Weather Floor Mats in their vehicle. However, some owners may feel more comfortable having your dealership check and confirm proper placement for them. **In these limited cases**, your dealership should check and confirm proper placement of the mats and install the caution label for the customer. A copy of the customer notification letter is enclosed for your reference.

Warranty Reimbursement

To expedite the processing of claims Lexus will be taking advantage of the Customer Support Program claim processing system. Please file any claims using the 'SC' claim type. A reimbursement operation code to be used for vehicle inspection and label installation ***when specifically requested by a customer who owns a genuine Lexus All Weather Floor Mat*** will be provided later this month. Please refrain from filing any claims until ***late April, 2007.***

Operation Code	Description	Flat Rate Time
TBD	Assist the customer with confirming proper All Weather Floor Mat placement and installing the Caution Label onto the Lexus All Weather Floor Mat	0.2 Hr./Veh.

Note: This is a labor only operation. Lexus Warranty will not reimburse dealers for any other expense.

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

Lexus
A Division of Toyota Motor Sales, U.S.A., Inc.

Enclosure

Cc: Customer Satisfaction Manager
General Manager
Parts Manager

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