

To: DOCUMENTATION CENTER OF TMC TECHNICAL ADMINISTRATION DIV.

Distribution in TMC TMC Request Dept.	CQE Q1: Mr. Kitamura QL: Mr. Ogata, Mr. Kato	Page	1/26
		TMC Report No.	
		TMA Report No.	UK0706WQ-3
		TMC Request No.	52
Dist. in affiliates	<u>TMS:</u> CS Mr. Sunakawa PQSS Mr. Zellers, Mr. Aoki, Mr. Morino, Mr. Yamamoto Legal Mr. Taira <u>TEMA:</u> QD Mr. Ono, Mr. Arai, Mr. Triantafyllos, Mr. Ross CQE-LA Mr. Hirata	Report Date	June 11, 2007
TITLE	PE07-016 Lexus ES350 All Weather Floor Mats: Response to NHTSA Information Request Letter	Originated: C. Santucci Reviewed: K. Ro Approved: C. Tinto	

Summary:

On June 11, TMA submitted the response to NHTSA's inquiry regarding PE07-016, an investigation into the Lexus ES350 All Weather Floor Mats. In the response, we explain our position regarding the issue of installing more than one floor mat in the driver footwell at the same time.

Toyota has received complaints from owners of 38 vehicles regarding unintended acceleration. Eight crashes were reported to have happened. Some owners noted that more than one floor mat was installed in the driver footwell at the time of the incident. It is unclear, and Toyota cannot determine, if the dealers or the customers are installing more than one floor mat in the vehicle at the same time. Placing the all weather floor mat on top of the carpeted floor mat leaves it unrestrained, as normally it is held in place by the floor clips. In such an instance, the all weather floor mat could slide forward and interfere with the accelerator pedal.

Toyota began an owner notification last month in order to remind owners not to install more than one floor mat at the same time and has modified the mat to enlarge the warning that is already embossed on the front side. In addition, the retail packaging now includes a hang tag that attaches through the clip hole, to be removed by the owner prior to installation.

Enclosures: 1 Letter to ODI
2. Letter to Chief Counsel

TOYOTA
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June 11, 2007

Mr. Jeffrey Quandt, Chief
Vehicle Control Division (NVS-213, Rm W48-312)
NHTSA, Office of Defects Investigation
1200 New Jersey Avenue, SE
Washington, DC 20590

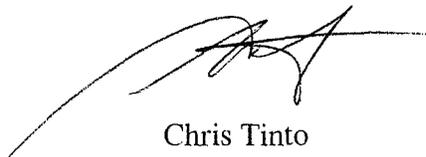
Re: NVS-213dsy; PE07-016

Dear Mr. Quandt:

This letter is being sent in response to your April 5, 2007 letter regarding PE07-016. Enclosed you will find the complete response and a CD-ROM with the attachments. Two copies of these materials are being provided for your convenience.

Please note that portions of "Attachment Response 6-1" and "Attachment Response 9-1" are identified as confidential and a request for confidential treatment has been made to the Office of Chief Counsel. Copies of the attachments with all confidential information removed are included in hard copy with this response. Copies of the attachments with the confidential information included have been sent to the Office of Chief Counsel. Should you have any questions about this response, please contact Mr. Chris Santucci of my staff at (202) 775-1707.

Sincerely,



Chris Tinto
Vice President
TOYOTA MOTOR NORTH AMERICA, INC.

CT:cs
Enclosure

1. State, by model and model year, the number of subject vehicles Toyota has manufactured for sale or lease in the United States. Separately, for each subject vehicle manufactured to date by Toyota, state the following:
 - a. Vehicle identification number (VIN);
 - b. Whether the vehicle was supplied by Toyota with the subject component (i.e., the vehicle was ordered with Port of Entry installed all-weather mats) ;
 - c. Date of manufacture;
 - d. Date warranty coverage commenced; and
 - e. The State in the United States where the vehicle was originally sold or leased (or delivered for sale or lease).

Provide the table in Microsoft Access 2000, or a compatible format, entitled "PRODUCTION DATA." See Enclosure 1, Data Collection Disc, for a pre-formatted table which provides further details regarding this submission.

Response 1

The number of MY 2007 Lexus ES350 vehicles Toyota has manufactured for sale or lease in the United States is 98,454 units.

In addition, detailed information for each vehicle is provided electronically on CD-ROM, in Microsoft Access 2000 format entitled "PRODUCTION DATA(PE07-016).mdb" stored in the folder "Attachment-Response 1".

2. State the number of each of the following, received by Toyota, or of which Toyota is otherwise aware, which relate to, or may relate to, the alleged defect in the subject vehicles:
 - a. Consumer complaints, including those from fleet operators;
 - b. Field reports, including dealer field reports;
 - c. Reports involving a crash, injury, or fatality, based on claims against the manufacturer involving a death or injury, notices received by the manufacturer alleging or proving that a death or injury was caused by a possible defect in a subject vehicle, property damage claims, consumer complaints, or field reports;
 - d. Property damage claims;
 - e. Third-party arbitration proceedings where Toyota is or was a party to the arbitration; and
 - f. Lawsuits, both pending and closed, in which Toyota is or was a defendant or codefendant.

For subparts "a" through "d," state the total number of each item (e.g., consumer complaints, field reports, etc.) separately. Multiple incidents involving the same vehicle are to be counted separately. Multiple reports of the same incident are also to be counted separately (i.e., a consumer complaint and a field report involving the same incident in which a crash occurred are to be counted as a crash report, a field report and a consumer complaint).

In addition, for items “c” through “f,” provide a summary description of the alleged problem and causal and contributing factors and Toyota’s assessment of the problem, with a summary of the significant underlying facts and evidence. For items “e” and “f,” identify the parties to the action, as well as the caption, court, docket number, and date on which the complaint or other document initiating the action was filed.

Response 2

- a. Using the counting methodology described in your question, there are 43 consumer complaint reports that may relate to the alleged defect in the subject vehicles. Since some customers complained more than once about the same incident, the total number of unique vehicles in the consumer complaints is 38. This includes 4 vehicles which are duplicated with the NHTSA VOQs attached to the inquiry letter. In addition, for 2 of the 38 reported vehicles, neither of which reported any accident, injury and fatality, there are associated legal related claims.
- b. There is no field report that may relate to the alleged defect in the subject vehicles.
- c. Toyota has received 8 legal related claims involving a crash, which may relate to the alleged defect in the subject vehicles. 5 of these crash incidents alleged an injury had occurred. In addition, within the consumer complaints, 3 unique incidents have been reported where a crash was alleged to have occurred. Some of those legal related claims and customer complaints are duplicated with each other and the NHTSA VOQs.
There are no reports alleging that a fatality had occurred.
- d. Toyota has received 8 property damage claims that may relate to the alleged defect in the subject vehicles. All of these claims are duplicated with the legal related claims involving a crash.
- e. There are no third party arbitration proceedings where Toyota is or was a party to the arbitration.
- f. There are no lawsuits that may relate to alleged defect, in which Toyota is or was a defendant or codefendant.

The total count of the unique incidents for each item, which may relate to the alleged defect in the subject vehicles, is provided electronically on CD-ROM in Microsoft Excel 2000 format entitled “Total Number.xls” stored in the folder “Attachment-Response 2”.

3. Separately, for each item (complaint, report, claim, notice, or matter) within the scope of your response to Request No. 2, state the following information:
 - a. Toyota’s file number or other identifier used;
 - b. The category of the item, as identified in Request No. 2 (i.e., consumer complaint, field report, etc.);
 - c. Vehicle owner or fleet name (and fleet contact person), address, and telephone number;
 - d. Vehicle’s VIN;
 - e. Vehicle’s make, model and model year;
 - f. Vehicle’s mileage at time of incident;
 - g. Incident date;
 - h. Report or claim date;

- i. Weather the vehicle was inspected by Toyota as a result of the incident;
- j. Number of floor mats installed in the driver's footwell;
- k. Type(s) of mat(s) installed in the driver's footwell (none, carpet, rubber/all-weather, both carpet and rubber, unknown, etc.);
- l. Manufacturer of mat(s) installed in driver's footwell (Toyota, aftermarket, unknown, etc.);
- m. Person/entity who installed the driver's side floor mat (dealer, owner, unknown, etc.);
- n. Whether the driver's side floor mat is alleged to be the cause of the incident;
- o. Whether Toyota has determined the driver's side floor mat was the cause of the incident;
- p. Whether a crash is alleged;
- q. Whether property damage is alleged;
- r. Number of alleged injuries, if any; and
- s. Number of alleged fatalities, if any.

Provide this information in Microsoft Access 2000, or a compatible format, entitled "REQUEST NUMBER TWO DATA." See Enclosure 1, Data Collection Disc, for a pre-formatted table which provides further details regarding this submission.

Response 3

The information for each item (complaint, report, claim, notice, or matter) is provided electronically on CD-ROM, in Microsoft Access 2000 format entitled "REQUEST NUMBER TWO DATA(PE07-016).mdb" stored in the folder "Attachment-Response 3".

4. Produce copies of all documents related to each item within the scope of Request No. 2. Organize the documents separately by category (i.e., consumer complaints, field reports, etc.) and describe the method Toyota used for organizing the documents.

Response 4

A list of the consumer complaints and documents related to the legal related claims are all provided electronically on CD-ROM in Microsoft Excel 2000 and PDF format stored in the folder "Attachment-Response 4."

(The list of the consumer complaints is stored in sub-folder "Consumer Complaint." Copies of the documents for the legal related claims are stored in the sub-folder "Legal related claims".)

5. State, by model and model year, a total count for all of the following categories of claims, collectively, that have been paid by Toyota to date that relate to, or may relate to, the alleged defect in the subject vehicles: warranty claims; extended warranty claims; claims for good will services that were provided; field, zone, or similar adjustments and reimbursements; and warranty claims or repairs made in accordance with a procedure specified in a technical service bulletin or customer satisfaction campaign.

Separately, for each such claim, state the following information:

- a. Toyota's claim number;
- b. Vehicle owner or fleet name (and fleet contact person) and telephone number;
- c. VIN;
- d. Repair date;
- e. Vehicle mileage at time of repair;
- f. Repairing dealer's or facility's name, telephone number, city and state or ZIP code;
- g. Labor operation number;
- h. Problem code;
- i. Replacement part number(s) and description(s);
- j. Concern stated by customer; and
- k. Comment, if any, by dealer/technician relating to claim and/or repair.

Provide this information in Microsoft Access 2000, or a compatible format, entitled "WARRANTY DATA." See Enclosure 1, Data Collection Disc, for a pre-formatted table which provides further details regarding this submission.

Response 5

Toyota has received a total of 6 warranty claims that may relate to the alleged defect in the subject vehicles. There are no goodwill or extended warranty claims that have been paid by Toyota to date that relate to, or may relate to, the alleged defect in the subject vehicles.

The detailed information for each warranty claim is provided electronically on CD-ROM, in Microsoft Access 2000 format entitled "WARRANTY DATA(PE07-016).mdb" stored in the folder "Attachment-Response 5".

6. Describe in detail the search criteria used by Toyota to identify the claims identified in response to Request No. 5, including the labor operations, problem codes, part numbers and any other pertinent parameters used. Provide a list of all labor operations, labor operation descriptions, problem codes, and problem code descriptions applicable to the alleged defect in the subject vehicles. State, by make and model year, the terms of the new vehicle warranty coverage offered by Toyota on the subject vehicles (i.e., the number of months and mileage for which coverage is provided and the vehicle systems that are covered). Describe any extended warranty coverage option(s) that Toyota offered for the subject vehicles and state by option, model, and model year, the number of vehicles that are covered under each such extended warranty.

Response 6

The search criteria used by Toyota to identify the claims is the following:

Toyota searched the warranty database for those claims that replaced any of the parts identified in Microsoft Excel file entitled "Search Criteria, Operation & Problem Codes.xls" stored in the folder "Attachment-Response 6" on CD-ROM. Toyota then reviewed the claim comments to determine if the claims may be related to the alleged defect. In addition, a list of all labor operations, labor operation descriptions, problem codes and problem code descriptions identified in these warranty claims are also provided in the same Microsoft Excel file described above.

A copy of the "Warranty and Services Guide" booklet, which contains the details of the terms that Toyota offers for new vehicle warranty coverage on the subject vehicles, is provided electronically on CD-ROM, in PDF format entitled "2007 Lexus Sedan WSG.pdf" stored in the folder "Attachment-Response 6".

There are some extended warranty coverage options that Toyota offered for purchase with the subject vehicles. Detailed information about these options is also provided in PDF format entitled "Extended Warranty Option.pdf" stored in the folder "Attachment-Response 6".

The number of subject vehicles that are covered under each such extended warranty options, by option, is provided as "Attachment-Response 6-1" in hard copy only. Please note that this "Attachment-Response 6-1" contains trade secret and commercial information, therefore, Toyota believes that this document must be afforded confidential treatment. A request for confidential treatment of this document has been sent to the Office of Chief Counsel. A public version of this document is included with this response.

7. Produce copies of all service, warranty, service parts, and other documents that relate to, or may relate to, the subject component, the retail sale of the subject component, or the alleged defect in the subject vehicles, that Toyota has issued to any dealers, regional or zone offices, field offices, fleet purchasers, or other entities. This includes, but is not limited to, bulletins, advisories, informational documents, training documents, or other documents or communications, with the exception of standard shop manuals. Also include the latest draft copy of any communication that Toyota is planning to issue within the next 120 days.

Response 7

Although Toyota believes that the Lexus ES350 vehicles as well as the Lexus ES350 All Weather Floor Mat (AWFM) does not contain a safety defect, based upon NHTSA's concerns, Toyota mailed a communication to 2007 model year ES350 vehicle owners starting on April 24, 2007 (mailing completed on May 11, 2007). The notification provided owners with a reminder to not use more than one floor mat at a time in the driver's seating position, confirm the floor mat is properly placed and does not slip forward to interfere with the movement of the pedals, and assure the floor mats are properly secured utilizing the retaining hooks as indicated in the owner's manual. To stress this for future owners as well, a bright orange caution label was provided with the owner communication requesting owners to install the label on a specified semi-smooth location on the underside of the Lexus ES350 AWFM. Owners were also informed that should they require assistance in verifying their floor mat installation condition or applying the caution label, dealership associates would be made available to aid them. Copies of the Lexus Area Office notification and dealership notification, which include dealership reimbursement procedures, which relates to the owner communication are provided electronically on CD-ROM in PDF format stored in the subfolder "AWFM Communication" in the folder "Attachment-Response 7".

In addition to the Area Office and dealership notification, copies of all relevant Marketing Material concerning the Lexus ES350 AWFM are also provided in the subfolder "Marketing Material" in the folder "Attachment-Response 7".

8. Produce copies of any consumer letters or other documents that relate to, or may relate to the subject component or the alleged defect in the subject vehicles, that Toyota has issued to any operators, owners or lessees of the subject vehicles. This includes, but is not limited to, bulletins, advisories, informational documents, training documents, or other documents or communications. Also include the latest draft copy of any communication that Toyota is planning to issue within the next 120 days.

Response 8

As we stated in the Response 7, Toyota mailed an owner communication with a caution label to 2007 model year ES350 vehicle owners starting on April 24, 2007. Copies of the owner letter and caution label are provided electronically on CD-ROM in PDF format stored in the folder "Attachment-Response 8".

There is no other consumer letter or document that may relate to the subject component or the alleged defect in the subject vehicles.

9. Describe all assessments, analyses, tests, test results, studies, surveys, simulations, investigations, inquiries and/or evaluations (collectively, "actions") that relate to, or may relate to, the alleged defect in the subject vehicles that have been conducted, are being conducted, are planned, or are being planned by, or for, Toyota. For each such action, provide the following information:
- Action title or identifier;
 - The actual or planned start date;
 - The actual or expected end date;
 - Brief summary of the subject and objective of the action;
 - Engineering group(s)/supplier(s) responsible for designing and for conducting the action; and
 - A brief summary of the findings and/or conclusions resulting from the action.

For each action identified, provide copies of all documents related to the action, regardless of whether the documents are in interim, draft, or final form. Organize the documents chronologically by action.

Response 9

The 2007 model year ES350 was a new model launched in April, 2006. In order to meet the launch target of the new ES350, development of the Lexus ES350 AWFМ began in April, 2005. The development process of the Lexus ES350 AWFМ involves analyses and tests related to material confirmation, dimensional verification, color, temperature distortion, elongation of the floor mat, etc.

December, 2005 - Initial Fit Up

On December 1, 2005, an initial fit up with a prototype Lexus ES350 AWFМ was conducted. Changes to the pattern and the grommet (Retention Hooks/Clips) holes were noted to the supplier.

February, 2006 - Fit Up Issue/Results

On February 28, 2006, an activity to verify the overall fit and function of the Lexus ES350 AWFМ was conducted. The objective was to measure overall fit and function in all seating positions as well as check the accelerator pedal clearance in the driver's seating position. The "Fit up" concluded on February 28, 2006, with no issues found.

Copies of those Fit Up activities are provided electronically on CD-ROM in PDF and JPEG format stored in the folder "Attachment-Response 9".

For your reference, Toyota provides the guideline of the floor mat, including the clearance between the pedal edge at full throttle position and the mat edge in the horizontal and vertical directions, as "Attachment-Response 9-1" in hard copy only. Please note that this "Attachment-Response 9-1" contains confidential information related to the specifications of the floor mat, and a request for confidential treatment has been submitted to the Office of Chief Counsel. A public version of this document is included with this response.

May, 2007

To investigate claims that the customers may be experiencing pedal interference from the Lexus ES350 AWFM, a vehicle confirmation was conducted to determine if in fact pedal interference could occur. As a result, it was confirmed that there is no possibility of the pedal interference with the AWFM if the AWFM is placed properly and secured with the retaining clips as instructed in the owner's manual.

10. Describe all modifications or changes made by, or on behalf of, Toyota in the design, material composition, manufacture, quality control, supply, or installation of the subject components, from the start of production to date, which relate to, or may relate to, the alleged defect in the subject vehicles. For each such modification or change, provide the following information:
- a. The date or approximate date on which the modification or change was incorporated into vehicle production;
 - b. A detailed description of the modification or change;
 - c. The reason(s) for the modification or change;
 - d. The part numbers (service and engineering) of the original component;
 - e. The part number (service and engineering) of the modified component;
 - f. Whether the original unmodified component was withdrawn from production and/or sale, and if so, when;
 - g. When the modified component was made available as a service component; and
 - h. Whether the modified component can be interchanged with earlier production components.

Also, provide the above information for any modification or change that Toyota is aware of which may be incorporated into vehicle production within the next 120 days.

Response 10

There are no changes made to the design, material composition, manufacture, quality control, supply or installation of the Lexus ES350 AWFM from the start of the production. Although Toyota believes the Lexus ES350 AWFM does not contain a defect, to address the NHTSA's potential concerns, the following enhancements are being planned to further highlight the proper use of the Lexus ES350 AWFM. Implementation of these enhancements is planned for late May through late June, 2007. However, the process will take a few weeks to complete as well as rebuild sufficient reworked inventories to reintroduce the parts for sales to consumers. Toyota anticipates the restart of sales of the Lexus ES350 AWFM will begin in late June, 2007.

- A tag describing product usage is being attached to the Lexus ES350 AWFM retention hook/clip hole. The tag is designed to be removed by the customer only.
- A product usage label will also be applied to the header (packaging) board. The statement will eventually be printed directly onto the header (packaging) board. The usage will read:
 - “Caution To avoid interference with pedal operation:
 - Do not install all weather mats on top of existing mats
 - Make sure all weather mats are secured with retention hooks (clips)”.

- The tooling used to manufacture the Lexus ES350 AWFM will also be reworked to enlarge the existing caution statement which currently reads:

“DO NOT PLACE ON TOP OF EXISTING FLOOR MATS”.

The lettering will be enlarged from the current 5 mm height to 10 mm to enhance the legibility of the caution. This version of the Lexus ES350 AWFM will also incorporate a new part number. This enhancement will be incorporated into the Lexus ES350 AWFM produced starting in late June, 2007, and will gradually replace Toyota’s inventories as the previous version (tag and product usage label described above) is sold out.

We are providing photos that show the above enhancements electronically on CD-ROM in JPEG format stored in the folder “Attachment-Response 10”.

11. State the number of subject components that Toyota has sold, either through service parts sales or through Port of Entry vehicle processing, that may be used in the subject vehicles by component name, part number (both service and engineering/production), model and model year of the vehicle in which it is used and month/year of sale. State whether Toyota has prohibited wholesale or retail sale of any subject component part number and, if so, state the date of sales prohibition, and the reason the prohibition was implemented. For each component part number, provide the supplier’s name, address, and appropriate point of contact (name, title, and telephone number). Also identify by make, model and model year, any other vehicles of which Toyota is aware that contain the identical component, whether installed in production or in service, and state the applicable dates of production or service usage.

Response 11

Toyota has sold 6,655 Lexus ES350 AWFM through service parts sales. In addition, Toyota has had 17,113 AWFM included with the ES350 vehicles through Port of Entry vehicle processing. The number of subject components that Toyota has sold by month/year of sale is provided electronically on CD-ROM, in Microsoft Excel 2000 format entitled “Parts Sales.xls”, stored in the folder “Attachment-Response 11”.

In response to NHTSA’s concerns, Toyota decided to proactively install the “tag” (see response 10) to be removed by the customer only, on all Lexus ES350 AWFM. The “product usage label” will also be installed on the header (packaging) board for these parts that will be reworked. Therefore the mats were placed on stop sale on March 23, 2007 to incorporate these two enhancements.

The supplier information for the Lexus ES 350 AWFM is provided electronically in Microsoft Excel 2000 format entitled “Supplier Information.xls”, stored in the folder “Attachment-Response 11”.

The Lexus ES350 All Weather Floor Mats (part number: PT908-33070) is specific to 2007 model year Lexus ES350 vehicles at this time.

12. Describe Toyota's vehicle ordering process that results in the subject vehicle having the subject component included with the vehicle during Port of Entry (POE) operations. Describe all POE processes that involve floor mats (including carpet or non-subject floor mats) and whether or not any process involves placing floor mats in the driver's footwell of the vehicle. State the location of each POE where subject vehicles are processed and for each provide contact details (name, title, company affiliation, and phone number) for an individual knowledgeable of subject vehicle POE operations.

Response 12

Lexus vehicle dealership delivery is based upon an allocation system. The Lexus ES350 AWFM may be placed in the 2007 model year ES350 in the following methods:

1. Dealerships may enter their vehicle preferences including POE accessories into the Preference System. The same system may be utilized to remove the POE accessory prior to vehicle processing at the POE.
2. The Lexus District Sales Manager (DSM) may order the accessory on behalf of the dealership and enter the order into the Automated Post Production Option (PPO) System.
3. Customers may Special Order a vehicle with Lexus and choose to add this accessory to their order.

In the above cases, the dealership or DSM adds a two digit alpha character (WF for AWFM) which correlates to the accessory code and assigns it to a vehicle. When the vehicle is ready to be processed at the POE, a production tag ("traveler") which includes all port accessory codes assigned to the vehicle is printed. The POE confirms the traveler and in case of the Lexus ES350 AWFM or any other Lexus AWFM, places the AWFM in the trunk of the vehicle. The carpeted floor mats are also placed in the trunk at the POE. The dealership typically installs the carpeted floor mat and retaining hooks/clips during the Pre-Delivery Service process.

The information of locations of POE operations where Lexus vehicles are processed and contact details for all questions for port accessory installations are provided electronically on CD-ROM in Microsoft Word format entitled "POE Locations and Contact.doc" stored in the folder "Attachment- Response 12".

13. Provide a copy of the installation instruction and any other documentation (including packing materials if pertinent) provided when the subject component is purchased as a service part. Also produce copies of any documents discussing the proper installation of floor mats in general (of any type, for subject and non-subject vehicles) especially any which include precautions or warnings regarding improper installation, and or any hazards or detrimental results that may occur if improper installation is performed. State the intended recipient of each document and how it is made available.

Response 13

All Toyota and Lexus model carpeted floor mats include the floor mat retaining clips packaged with the installation instructions. The instructions are written for customers, dealerships, rental and leasing company associates, etc. that may be installing the floor mats in vehicles. Since the carpeted floor mats are standard equipments on Lexus models, all Lexus vehicles have retaining clips when the vehicles are delivered to the customers. The installation instructions direct the installer to retain the document for future reference. Therefore, the package of the AWFM for Lexus models does not include the retaining clips packaged with the installation instruction when the AWFM is purchased as a service part. However, since the carpeted floor mats are optional equipment on Toyota models, the retaining clips come packaged together with the installation instructions for all Toyota AWFM's. A copy of the installation instructions provided for the customer along with the retaining clips are provided electronically on CD-ROM in PDF format stored in the folder "Attachment-Response 13". In addition, the owner's manual for all Toyota and Lexus vehicles includes the installation instruction for the floor mat. A copy of the appropriate page of the owner's manual for the subject vehicles is also provided in PDF format in the folder "Attachment-Response 13".

14. Describe in detail the operation of the engine control push-button (labeled "Engine Start Stop" and located on the driver's side of the instrument panel) when the vehicle is at rest (stopped) including how its functionality is effected by brake pedal application and gear shift position. Describe in detail any changes in the button's functionality that occurs when the vehicle is in motion (as opposed to at rest).

Response 14

Toyota has provided the appropriate pages of the New Car Features book for descriptions of operation of the engine control push-button in the subject vehicles, electronically on CD-ROM, in PDF format, stored in the folder "Attachment-Response 14". This includes how the functionality is affected by brake pedal application and gear shift position when the vehicle is at rest.

Normally, the operation of the engine control push-button is disabled while the vehicle is being driven, however, if the engine must be stopped in an emergency while the vehicle is in motion, the driver can press the engine control push-button for approximately 3 seconds or more to stop the engine.

15. State whether there are any normal operating conditions (such as certain throttle positions and or engine/vehicle speeds, and excluding a failure of the shift control system and or an internal transmission component) that can prevent the transmission from disengaging a forward drive gear when the shift lever is moved from the Drive to Neutral position. If so, state the conditions under which this could occur.

Response 15

There is no operating condition, such as throttle positions or engine/vehicle speeds, that can prevent the transmission from disengaging a forward drive gear when the shift lever is moved from the Drive position to Neutral position. As mentioned in the New Car Features stored in the folder "Attachment-Response 15" on CD-ROM, a gated type shift lever is used for the subject vehicles in conjunction with the 6-speed automatic transmission by the shift control cable. The shift lever can be moved from Drive to Neutral position at anytime and once the shift lever is moved from Drive to Neutral position, the drive gear is disengaged.

16. Furnish Toyota's assessment of the alleged defect in the subject vehicles, including:

- a. The causal or contributory factor(s);
- b. The risk to motor vehicle safety that it poses;
- c. The adequacy of the warnings provided to the subject component installer regarding the installation of the subject component and the potential hazards that could result; and
- d. The reports included with this inquiry, including for each whether Toyota has determined if the vehicle had improperly installed all-weather mats, and if so whether Toyota has determined who installed the mats incorrectly.

Response 16

Toyota has reviewed all applicable data available at the time and believes that some allegations of incident are likely related to the improper installation of the all weather floor mat in the driver's foot well. The ES350 has an available rubber floor mat option that cannot be used in conjunction with another floor mat at the same time. This is because these floor mats, as with all Toyota, Lexus, and Scion vehicle floor mats, utilize retaining clips in order to prevent the floor mat from sliding forward and interfering with the operation of the foot pedals. The retaining clips are affixed to the vehicle carpet. When a floor mat is placed on top of the vehicle carpet, proper installation requires the retaining clips be used to prevent unwanted movement of the floor mat, as instructed in the owner's manual. If a floor mat is already installed on the carpet, and another floor mat is placed on top of the installed floor mat, the top mat will not be secured by the retaining clips.

Toyota has found vehicles in which more than one floor mat was installed in the driver footwell at the same time. In such instances, it is possible that the top floor mat could move forward and interfere with the accelerator pedal motion. If it were to cause the accelerator pedal to become stuck in a partially depressed position, then the vehicle could accelerate without the operator's input. As with any vehicle in production today, the ES350 service brakes are more than adequate in stopping a vehicle with a stuck throttle pedal. Customers would be aware that something is operating in an unusual manner, can apply the brakes and shut off the vehicle, as instructed in their owner's manual.

Instructions in the owner's manual clearly state to secure the floor mat in the driver footwell with the provided retaining clips. In addition, a warning is embossed directly on the All Weather Floor Mats stating to not install the floor mat over an existing floor mat. Toyota does not have the ability to determine who installed the floor mats on any of the vehicles of owners that alleged this issue had occurred. But, in order to help prevent future occurrences, regardless of who installed the floor mats incorrectly, Toyota has conducted an owner mailing identifying the proper use and installation of the all weather floor mats. All regional offices, distributors, and the dealership network have also been notified. Toyota has also instructed the Lexus dealership network to assist any consumers if they require any assistance in inspecting the installation condition of their floor mats and/or help in installing a label on the underside of the floor mat for future vehicle owners. This assistance will be provided at no charge to the vehicle owner. In addition, as mentioned in Response 10 and 11, although Toyota believes the Lexus ES350 vehicles as well as the all weather floor mat do not contain a safety related defect, the all weather floor mats were placed on stop sale and Toyota plans enhancements to further highlight the proper use of the all weather floor mats. Therefore all weather mats will now only be sold with enhancements that further bring the installation instructions to the attention of consumers.

* * *

Regarding privileged documents that may be responsive to this information request, Toyota understands that it is acceptable to the Agency at this stage for Toyota to identify categories of privileged documents rather than any specific document within those categories. These categories include (a) communications between outside counsel and employees of Toyota's Law Department, other Toyota employees, or employees of parties represented by Toyota in litigation or claims; (b) communications between employees of Toyota's Law Department and other Toyota employees or employees of parties represented by Toyota in litigation or claims; (c) notes and other work product of outside counsel or employees of Toyota's Law Department, including work product of employees or consultants done for or at the request of outside counsel or Toyota's Law Department. For any privileged documents that are not covered by these categories, if any, Toyota will provide a privilege log identifying any such documents under separate cover. Toyota is not claiming a legal privilege for any documents provided with this response; however, Toyota does not waive the legal privilege or work product protection with respect to other documents that may have been prepared in connection with a specific litigation or claim. In addition, Toyota may assert the attorney client privilege or claim protection under the work-product doctrine for analyses or other documents that may be prepared in connection with litigation or claims in the future.

Toyota understands that NHTSA will protect any private information about persons that is contained in the Attachments to this response, based on privacy policy considerations. Such private information includes data such as names, addresses, phone or fax numbers, email addresses, license plate numbers, driver's license numbers and last 4 digits of the vehicle's VIN.

Data provided in this document is current as of the following dates:

- Response 1 : Production Data - April 17, 2007
- Response 2 - 4 : Consumer Complaint - April 19, 2007
 - Field Report - April 25, 2007
 - Lawsuit - May 22, 2007
- Response 5 : Warranty Claims - April 25, 2007
 - Goodwill - May 3, 2007
 - Extended warranty claims - April 26, 2007
- Response 6 : Number of vehicles covered under the extended warranty - May 7, 2007
- Response 7 : Dealer communications - May 23, 2007
- Response 8 : Owner communications - May 23, 2007
- Response 9 : Actions - May 23, 2007
- Response 10 : Modifications/changes - May 23, 2007
- Response 11 : Parts sales - May 25, 2007
- Others : End of May, 2007

TOYOTA
TOYOTA MOTOR NORTH AMERICA, INC.

WASHINGTON OFFICE
601 THIRTEENTH STREET, NW, SUITE 910 SOUTH, WASHINGTON, DC 20005

TEL: (202) 775-1700
FAX: (202) 463-8513

June 11, 2007

Mr. Anthony M. Cooke, Chief Counsel
Office of Chief Counsel, NCC-110
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Subject: NVS-213dsy; PE07-016
Confidential Information

Dear Mr. Cooke:

In accordance with 49 CFR 512.4, enclosed is Toyota's response to NHTSA's April 5, 2007 letter concerning PE07-016, a defect investigation into Lexus ES350 vehicles.

Toyota claims that the marked portion of the information contained in the one-page document entitled "Attachment-Response 6-1" contains extended warranty sales information that can be used by competitors to calculate Toyota's sales margins on extended warranties, which if released, could cause competitive harm. Toyota requests that this material be treated confidentially for the next ten years (June 11, 2017).

In addition, Toyota claims that the two marked portions of the information contained in the one-page document entitled "Attachment-Response 9-1" contains confidential information, specifically the detailed design and manufacturing information for the All Weather Floor Mats. Toyota considers this information to be proprietary and reflective of the company's significant technological and intellectual investment because it gives insight into the methodology Toyota uses to develop and manufacture product designs, and would not be available to others without similar efforts and experiences. Toyota requests that this material be treated as confidential permanently.

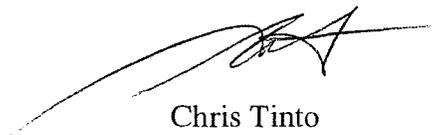
Office of Chief Counsel
June 11, 2007
Page 2

If this request and supporting affidavit are found to be insufficient to establish Toyota's entitlement to confidential treatment, we ask that, pursuant to 49 CFR 512.19, you afford us the opportunity to supplement this request.

Enclosed you will find three sets of the response documents. Per 49 CFR 512, one set of documents contains the complete response including the confidential information, one contains the response with the confidential information removed, and one contains only the confidential information. All electronic attachments from our response to the Office of Defects Investigation inquiry have been removed from your copies for this request for confidential treatment.

If you have any questions about these materials, please contact Mr. Chris Santucci at (202) 775-1707.

Sincerely,



Chris Tinto
Vice President
TOYOTA MOTOR NORTH AMERICA, INC.

CT:cs

Enclosures

Enclosure 1:

- Response to ODI Inquiry –Confidential Information Included, Electronic Attachments Removed

Enclosure 2:

- Response to ODI Inquiry –Confidential Information Removed, Electronic Attachments Removed

Enclosure 3:

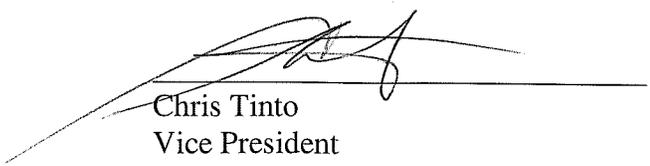
- Response to ODI Inquiry –Confidential Information Only

CERTIFICATE IN SUPPORT OF
REQUEST FOR CONFIDENTIALITY

I, Chris Tinto, pursuant to the provisions of 49 CFR 512, state as follows:

- (1) I am Chris Tinto, Vice President, Toyota Motor North America, Inc., and I am authorized by Toyota Motor Corporation (Japan) to execute this certificate on its behalf;
- (2) I certify that the information contained in "Information Sheet" and "Attachment-Response 9-1" in the response to NHTSA's April 16, 2007 letter [OA-VAR-070416P, NVS-224CCa] is confidential and proprietary data and is being submitted with the claim that it is entitled to confidential treatment under 5 U.S.C. 552(b)(4) (as incorporated by reference in and modified by the statute under which the information is being submitted);
- (3) I hereby request that the information contained in "Information Sheet" be protected until June 22, 2017;
- (4) This certification is based on the information provided by the responsible Toyota Motor Corporation and affiliate personnel who have authority in the normal course of business to release the information for which a claim of confidentiality has been made to ascertain whether such information has ever been released outside Toyota Motor Corporation;
- (5) Based upon that information, to the best of my knowledge, information and belief, the information for which Toyota Motor Corporation and their affiliates have claimed confidential treatment has never been released or become available outside Toyota Motor Corporation or their affiliates;
- (6) I make no representations beyond those contained in this certificate and, in particular, I make no representations as to whether this information may become available outside Toyota Motor Corporation and their affiliates because of unauthorized or inadvertent disclosure (except as stated in paragraph 5); and
- (7) I certify under penalty of perjury that the foregoing is true and correct. Executed on this, the 22nd day of June 2007.

Executed on this, the 22nd day of June 2007.


Chris Tinto
Vice President
TOYOTA MOTOR NORTH AMERICA, INC.

CONFIDENTIAL

Attachment-Response 6-1

The Number of vehicles covered under extended warranty

Model	MY	Gold	Platinum	Powertrain	Total
ES 350	2007	101	5,886	8	5,995

TMS GUIDELINES	Rev: <u> D </u> Date <u> 9/19/03 </u>	CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:	TMS	CONFIRMED		
		DATE		
ITEM:		CHECKED		
Floor Mat		DATE		
Cargo Mat		PREPARED		
Trunk Mat		DATE		
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR
A.	Appearance <ol style="list-style-type: none"> 1. Uniform edges; surface imperfections <ul style="list-style-type: none"> • Check approved samples 2. Correct color <ul style="list-style-type: none"> • Check approved samples 3. Correct logo placement <ul style="list-style-type: none"> • Check to approved samples and engineering drawing (s) • Drawing (s) need to have logo signed and location clearly identified 	[]	[]	[]
B.	Fit to Vehicle <ol style="list-style-type: none"> 1. Install the mat (s) in the correct location (s) as indicated on the back of the mat (s) 2. Proper shape and coverage (front/rear) <ul style="list-style-type: none"> • Reference engineering drawing (s) • Prototype pattern (s) set to maximum vehicle CAD data • Production pattern (s) set to nominal vehicle CAD data 3. Correct grommet location (s) with retention clip (s) installed <ul style="list-style-type: none"> • Reference engineering drawing (s) • Prototype pattern grommet hole (s) align to the vehicle grommet hole (s) 4. Clearance for driver's pedals <ul style="list-style-type: none"> • At full throttle, there should be a 40 mm clearance between the pedal edge and the mat edge in the horizontal and vertical directions • For vehicles with base VE carpet and/or hybrid floor mats, at full throttle, there should be a 50 mm clearance in the horizontal and a 60 mm clearance in the vertical directions • For clutch function, during complete pedal travel, there should be a clearance of approximately 55 mm from the pedal edge to 	[]	[]	[]

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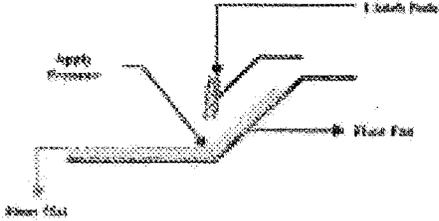
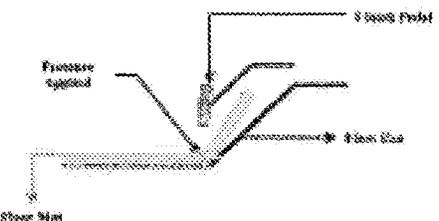
Page 1

2007/06/05

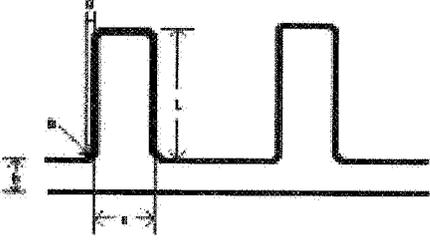
Rev.B. (8/1/03) – Added technical information for the crushed rubber backing
 Rev.C (8/18/03) – Added accelerator clearance requirements for base vehicle VE carpet
 Rev.D (9/19/03) – Added material guidelines for All-Weather Mats

TMS GUIDELINES	Rev: <u> D </u> Date <u> 9/19/03 </u>	CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:	TMS	CONFIRMED		
		DATE		
ITEM:		CHECKED		
Floor Mat		DATE		
Cargo Mat		PREPARED		
Trunk Mat		DATE		
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR
	the edge of the mat Fit to Vehicle (continued) <ul style="list-style-type: none"> • For the dead pedal, there should be a 7-12 mm clearance • As a general rule, the driver's mat should be designed to lay under the accelerator pedal, unless the mat makes contact with the pedal 5. Clearance of fuel & trunk release lever (s) (front) <ul style="list-style-type: none"> • There should be a 20-25 mm gap present between the mat edge and lever (s) • Lever (s) access should not be obstructed 6. Clearance of under seat item (s) (heater ducts, ECU, etc.) <ul style="list-style-type: none"> • Minimum of 40 mm gap should be present between the mat edge and the under seat item (s) • Mat (s) must not obstruct under seat item (s) 7. Front seat travel (manual & power) – adjust seat to all max. positions <ul style="list-style-type: none"> • There should be a 7-12 mm clearance between the mat and the seat track covers 	[]	[]	[]
	5. Clearance of fuel & trunk release lever (s) (front) <ul style="list-style-type: none"> • There should be a 20-25 mm gap present between the mat edge and lever (s) • Lever (s) access should not be obstructed 6. Clearance of under seat item (s) (heater ducts, ECU, etc.) <ul style="list-style-type: none"> • Minimum of 40 mm gap should be present between the mat edge and the under seat item (s) • Mat (s) must not obstruct under seat item (s) 7. Front seat travel (manual & power) – adjust seat to all max. positions <ul style="list-style-type: none"> • There should be a 7-12 mm clearance between the mat and the seat track covers 	[]	[]	[]
C.	Vehicle Evaluation			
	1. Correct installation of the retention clip (s) per instructions <ul style="list-style-type: none"> • Retention clip (s) should not cause noise or tension in mat (s) • Check that no problems occur with the nibs in the clipped sections, such as disengagement from the grommet (s) 2. Function of driver's mat around the seat tracks, clutch start, throttle, brake and dead pedals	[]	[]	[]
		[]	[]	[]

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 Rev.B. (8/1/03) – Added technical information for the crushed rubber backing
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TMS GUIDELINES		Rev: <u> D </u> Date <u> 9/19/03 </u>	CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:	TMS	CONFIRMED			
		DATE			
ITEM:		CHECKED			
Floor Mat		DATE			
Cargo Mat		PREPARED			
Trunk Mat		DATE			
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR	
	<ul style="list-style-type: none"> Driver's mat must not hinder accelerator, brake, or clutch functions <p>Vehicle Evaluation (continued)</p> <ul style="list-style-type: none"> Verify if the mat lifts off the vehicle floor pan when pressure is applied to the mat in the section where the floor pan begins to slope up (firewall area). Edge of the mat must not contact the clutch pedal during clutch operations. <p style="text-align: center;">INTER-REFERENCE</p>  <p style="text-align: center;">CHECK FOR THIS CONDITION</p>  <ul style="list-style-type: none"> 3. Clearance of fuel & trunk release lever (s) (front) <ul style="list-style-type: none"> • Check for lever (s) access and function (s) 4. Front seat travel (manual & power) – adjust seats to all max. positions <ul style="list-style-type: none"> • Mats must not restrict seat travel 5. Clearance/access of under seat item (s) (heater ducts, ECU, etc.) 				
molinad Rev.B. (8/1/03) -- Added technical information for the crushed rubber backing Rev.C (8/18/03) -- Added accelerator clearance requirements for base vehicle VE carpet Rev.D (9/19/03) -- Added material guidelines for All-Weather Mats		Page 3	2007/06/05		

TMS GUIDELINES		Rev: <u> D </u> Date <u> 9/19/03 </u>	CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:		TMS	CONFIRMED		
			DATE		
ITEM:		CHECKED			
Floor Mat					
Cargo Mat		PREPARED			
Trunk Mat					
				DATE	
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR	
	(heater ducts, ECU, etc.) • Rear mats must not obstruct air flow from duct (s)	[]	[]	[]	
	Vehicle Evaluation (continued) 6. Access to D-ring (s)/seat tie down hook (s) • A cut-out or flap should be incorporated for D-ring (s)/seat tie down hook (s)	[]	[]	[]	
D.	Installation 1. Installation of the retention clip (s) per instructions • Retention clip (s) must fit the vehicle carpet and mat (s) • No binding/fit issues in the installed position	[]	[]	[]	
E.	Technical 1. Mat tolerance specifications: • Viam → +/- 5 mm • Collins & Aikman → +/- 7 mm • Pretty → +/- 10 mm 2. Reference TMS engineering drawing guidelines: • Drawing (s) must meet TMS drawing requirements • Drawing (s) must be full size • Drawing (s) must be at nominal dimensions, which incorporate supplier's manufacturing tolerance	[]	[]	[]	
		[]	[]	[]	

TMS GUIDELINES		Rev: <u> D </u> Date <u> 9/19/03 </u>		CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:		TMS	CONFIRMED			
			DATE			
ITEM:		CHECKED				
Floor Mat		DATE				
Cargo Mat		PREPARED				
Trunk Mat		DATE				
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR		
	<p>3. All-Weather Floor Mat material design guidelines</p>  <ul style="list-style-type: none"> • θ: $0.5 - 1.5^\circ$ • Rib Height (L): $5h$ (typically $2.5-3.0 h$) • Rib Spacing on Center: $\geq 2h - 3h$ • Base Radius (R): $\geq 0.25h - 0.40h$ • Rib Thickness (t): $0.4h - 0.8h$ • Wall Thickness (h) <p>4. Car Segments</p> <ul style="list-style-type: none"> • Entry Level – Echo, Corolla, Matrix, Prius, RAV4, Tacoma, Scion • Mid Level – Celica, Camry, Solara, Sienna, MR2, Avalon, Highlander, 4Runner, Tundra, Sequoia • High Level – LandCruiser, All Lexus Vehicles 	[]	[]	[]		

TMS GUIDELINES	Rev: <u> D </u> Date <u> 9/19/03 </u>	CORPORATE ACCESSORY DEPARTMENT- ENGINEERING, TMS		
MODEL:	TMS	CONFIRMED		
		DATE		
ITEM: Floor Mat Cargo Mat Trunk Mat		CHECKED		
		DATE		
		PREPARED		
		DATE		
NO:	CHECK ITEM/REQUIREMENT	PLANNING	1ST DR	FINAL DR
PPS Standards:				
<ul style="list-style-type: none"> • Reference the cover sheet; PPS Test Method for Floor-Cargo-Trunk Mats / Carpet & All-Weather • Crush rubber backed mats the following PPS Tests are not applicable; PPS 5007 and PPS 03-218. 			[]	
FMVSS: All mats shall comply with the requirements of FMVSS 302.			[]	