

**Lexus/Toyota**

<p><b>Action</b></p>	<p>Mail Owner Notification to ES 350 owners which contain:</p> <ul style="list-style-type: none"> <li>• AWFM installation instructions</li> <li>• AWFM warning label</li> <li>• Supplemental information on START button operation</li> </ul>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• AWFM installation instructions</li> <li>• AWFM warning label</li> <li>• Supplemental information on START button operation</li> </ul>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• AWFM installation instructions</li> <li>• AWFM warning label</li> <li>• Supplemental information on START button operation</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• AWFM installation instructions</li> <li>• AWFM warning label</li> <li>• Supplemental information on START button operation</li> <li>• Sunvisor label or Owner's Manual laminated card with emergency Smart Key engine shut down procedure (when applicable)</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>
<p><b>Benefits</b></p>	<ul style="list-style-type: none"> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> </ul>	<ul style="list-style-type: none"> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> </ul>	<ul style="list-style-type: none"> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> <li>• Provide Toyota's information to the media to counter some of the agency allegations</li> </ul>	<ul style="list-style-type: none"> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> <li>• Provide Toyota's information to the media to counter some of the agency allegations</li> </ul>

**NHTSA**

<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• Identify a Defect and file a DIR (Safety Recall)</li> <li>• AWFM installation instructions</li> <li>• AWFM warning label</li> <li>• Supplemental information on START button operation</li> <li>• Sunvisor label or Owner's Manual laminated card with emergency Smart Key engine shut down procedure (when applicable)</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• Identify a Defect and file a DIR (Safety Recall)</li> <li>• AWFM installation instructions</li> <li>• Buy-back AWFM</li> <li>• Supplemental information on START button operation</li> <li>• Sunvisor label or Owner's Manual laminated card with emergency Smart Key engine shut down procedure (when applicable)</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• Identify a Defect and file a DIR (Safety Recall)</li> <li>• AWFM installation instructions</li> <li>• Replace the AWFM with an improved one</li> <li>• Supplemental information on START button operation</li> <li>• Sunvisor label or Owner's Manual laminated card with emergency Smart Key engine shut down procedure (when applicable)</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>	<p>Mail Owner Notification to ES, IS, Camry, Avalon, and Prius owners which contain:</p> <ul style="list-style-type: none"> <li>• Identify a Defect and file a DIR (Safety Recall)</li> <li>• AWFM installation instructions</li> <li>• Replace the accelerator pedal with a different design</li> <li>• Supplemental information on START button operation</li> <li>• Sunvisor label or Owner's Manual laminated card with emergency Smart Key engine shut down procedure (when applicable)</li> </ul> <p>Conduct Press Release in anticipation of NHTSA Public Service Announcement</p>
<ul style="list-style-type: none"> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> <li>• Provide Toyota's information to the media to counter some of the agency allegations</li> </ul>	<ul style="list-style-type: none"> <li>• Remove the mats from public use</li> <li>• Quickly notify Owners</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> <li>• Provide Toyota's information to the media to counter some of the agency allegations</li> </ul>	<ul style="list-style-type: none"> <li>• Remove the mats from public use</li> <li>• Bring attention to the vehicle's operation</li> <li>• Reduce possibility of stacked/unsecured mats</li> <li>• Provide Toyota's information to the media to counter some of the agency allegations</li> </ul>	<ul style="list-style-type: none"> <li>• NHTSA should Close EA</li> </ul>

<p><b>Challenges</b></p>	<p>Based upon NHTSA comments, the agency may indicate that the original ES 350 Owner Notification had minimal effect. However, Toyota needs to research and confirm or disprove the agencies, argument.</p>	<p>Based upon NHTSA comments, the agency may indicate that the original ES 350 Owner Notification had minimal effect. However, Toyota needs to research and confirm or disprove the agencies, argument.</p>	<p>Based upon NHTSA comments, the agency may indicate that the original ES 350 Owner Notification had minimal effect. However, Toyota needs to research and confirm or disprove the agencies, argument.</p>	<p>Based upon NHTSA comments, the agency may indicate that the original ES 350 Owner Notification had minimal effect. However, Toyota needs to research and confirm or disprove the agencies, argument. Longer lead time (sunvisor label)</p>
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<p>Although NHTSA would most likely prefer a DIR, based upon NHTSA comments, the agency may indicate that the original ES 350 Owner Notification had minimal effect. However, Toyota needs to research and confirm or disprove the agencies, argument. Longer lead time (sunvisor label).</p>	<p>Will NHTSA accept a "fix" to the floor mat only. What will happen with Aftermarket AWFM. If the AWFM is removed from the marketplace, will demand increase on aftermarket mats which may not have the correct installation clips.</p>	<p>Increased lead time (sunvisor label, AWFM, and Accel Pedal). Customer inconvenience. What will happen with incidents involving Aftermarket AWFM.</p>	<ul style="list-style-type: none"> <li>• Increased lead time (sunvisor label, AWFM, Accel Pedal, and Floor Pan)</li> <li>• Customer Inconvenience</li> <li>• Low Completion Rate</li> </ul>
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