TOYOTA CAUTIONS OF POTENTIAL ACCELERATOR PEDAL INTERFERENCE BY FLOOR MATS ON VEHICLES

CONFIDENTIAL DRAFT

TORRANCE, Calif., September __, 2007 - Toyota Motor Sales (TMS), U.S.A., Inc., is providing vehicle drivers with information regarding interference between any type of floor mat and the accelerator pedal. If a mat, of any kind, is not properly secured by the retaining hooks (clips) in the driver's seating position and the mat moves forward, they may wedge the accelerator pedal on the floor mat.

Toyota and Lexus are providing this important information as we work to further examine several consumer complaints which have resulted in a National Highway Traffic Safety Administration ("NHTSA") investigation on 2007 model year ES 350 vehicles alleging unintended acceleration. During the analysis, Lexus found that any type of floor mat may wedge the accelerator pedal on to the floor mat if it is not properly secured by the retaining hooks (clips) provided in each vehicle. This was also found to be the case on several other manufacturer's vehicles as well, especially with a rubberized floor mat. Both OEM, as well as several aftermarket floor mats, were utilized in the analysis.

Each circumstance may vary, and drivers must use their best judgment, but Toyota and Lexus are providing the following cautions if the accelerator pedal should become wedged by any floor mat:

- Firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal if it is stuck.
- In a Toyota or Lexus vehicle equipped with an Engine Start Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start Stop button. However, by turning off the engine, you will lose both power brake assist and power steering.
- In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the off position. Again, by turning off the engine, you will lose both power brake assist and power steering.

Lexus is continuing to analyze the issue and is fully cooperating with NHTSA in the investigation. Once the investigation is completed, Toyota and Lexus will take the appropriate action to assure complete customer satisfaction.

In the meantime, we request everyone regularly verify their floor mats are properly secured using the retaining hooks (clips) provided. Good times to check are after filling your vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. If you do not have retaining hooks (clips), please visit your local dealership and an associate would be happy to help you.

For further information about floor mat and accelerator pedal interference in general, visit Transport Canada's website at:
http://www.tc.gc.ca/roadsafety/tp/tp14665/v200701/menu.htm

Customers with questions or concerns should contact the Toyota Customer Experience Center at 1-800-331-4331.

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