

Agenda

- Overview
- NHTSA Concerns
- Points of Interest
- Toyota Action Plan
 - Immediate Action
 - Near Term Action
 - Long Term Evaluation

Overview

NHTSA Investigation

- PE opened March 29, upgraded August 8
- ODI has received 17 complaints
 - Unsecured floor mats observed in majority of complaints
- ODI received reports of 5 vehicle crashes
 - 2 Injury Incidents, 1 reported as significant
- Upgraded from PE to:
 - Further investigate the issue
 - Assess actions taken by Toyota

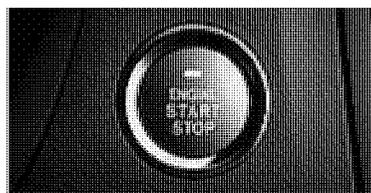
Overview

Toyota Response

- Lexus All Weather Floor Mat ONP
 - All ES350 owners included
 - Mailing conducted April – May 2007
 - 96,277 registered owners in the United States and territories
 - 21,500 Lexus AWM sold (PIO, DIO) as of March 2007 (needs to be updated)
- Enlargement of warning on floor mat
- Revised retail packaging
 - Removable hangtag

NHTSA Concerns

- Warning on Floor Mat is too small (PE)
- All Weather Floor Mat may be unsecured (PE)
 - On top of carpeted floor mat
 - By itself
 - May trap accelerator pedal
- Power Assisted Brake System (EA)
- Push Button Ignition (EA)
- Pedal or Floorpan Design (EA)
- Other Toyota Models (EA)

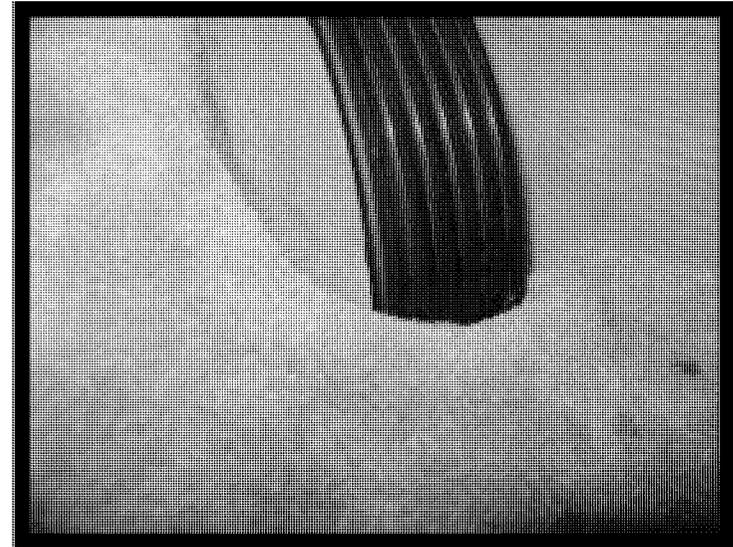
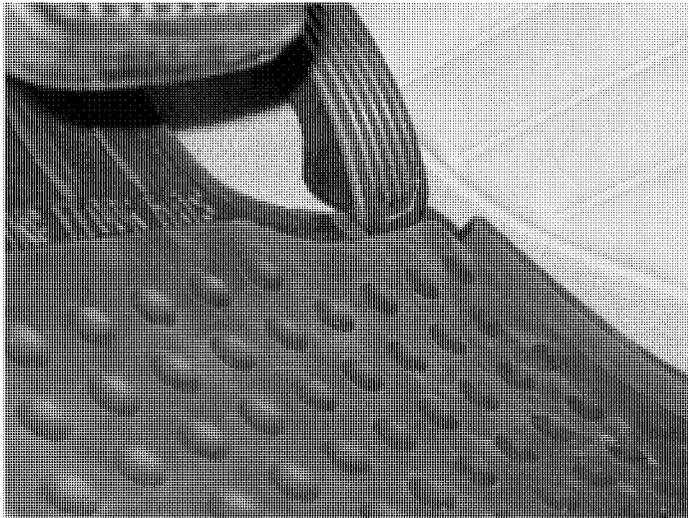


Points of Interest

- Any floor mat can interfere in any vehicle
 - Transport Canada Advisory
 - Lexus GFM has clip holes for retention, is safer than aftermarket mats when used properly
- Power Assisted Braking System Performance
 - Vehicle stops with power assist
 - Is loss of power assist a likely failure?
 - Brake assist advantages
- Lexus uses Push Button Ignition, OM is unclear
- Effectiveness of April-May 2007 ONP
- Other Vehicles

Points of Interest (con't)

- What is the prevalent failure mode?
 - Double stacked AWM
 - AWM: Pedal trapped in ridge
 - CFM: Pedal trapped under mat edge



Effectiveness of Owner Notification

- Mailing conducted April 24 – May 11
- No reports in 17 VOQ's that owners did not receive notification
- Latest 4 of the 17 VOQ's reported incident dates in May 2007, none reported later
- Toyota does not have VRTC survey data
- 3 reports that VRTC survey recipient did not receive a letter, 1 reported no sticker

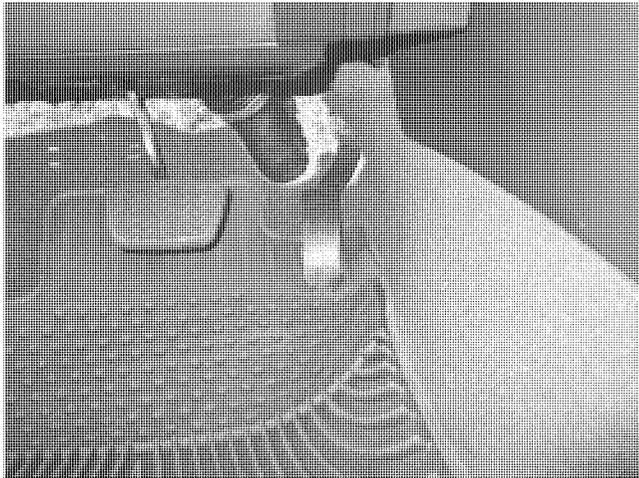
VIN	NAME	ADDRESS	CITY	STATE	Mail Date
JTHBJ46G172			CINCINNATI	OH	4/30/2007
JTHBJ46G472			RAVENNA	OH	5/2/2007
JTHBJ46G672			PARMA	OH	5/9/2007
JTHBJ46G872			DUBLIN	OH	5/11/2007

Other Vehicles – Prius, Avalon



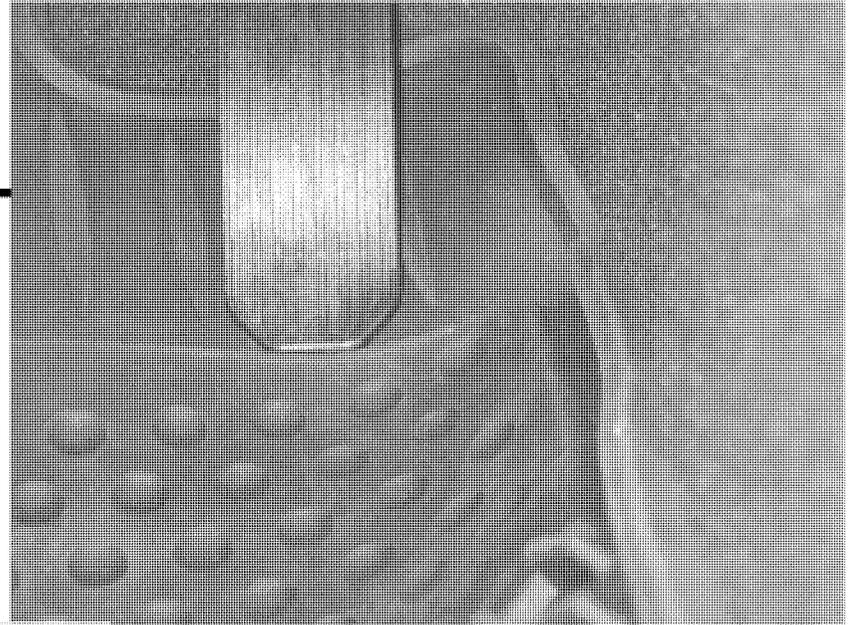
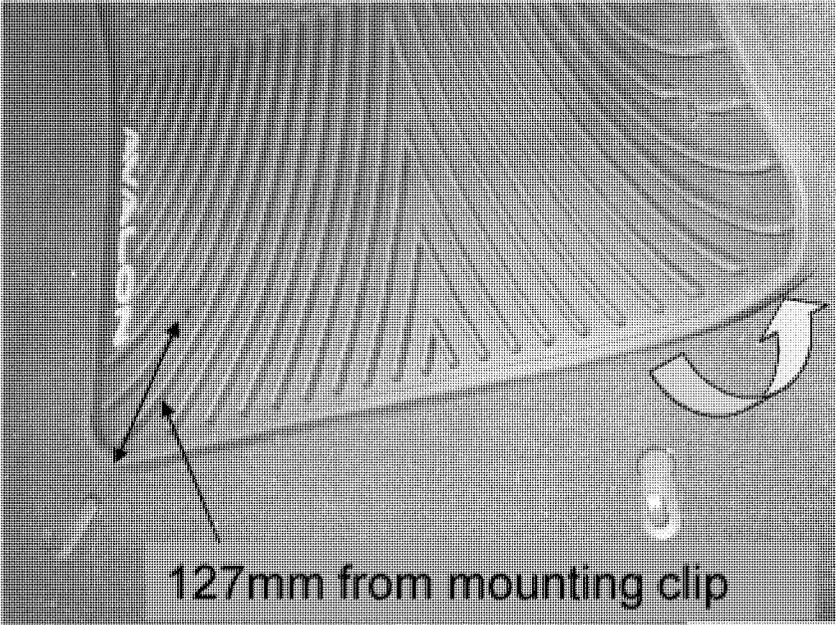
Prius

- Leading edge of mat interferes with steering column
- Cannot experience same condition as ES350
- 1 in scope VOQ

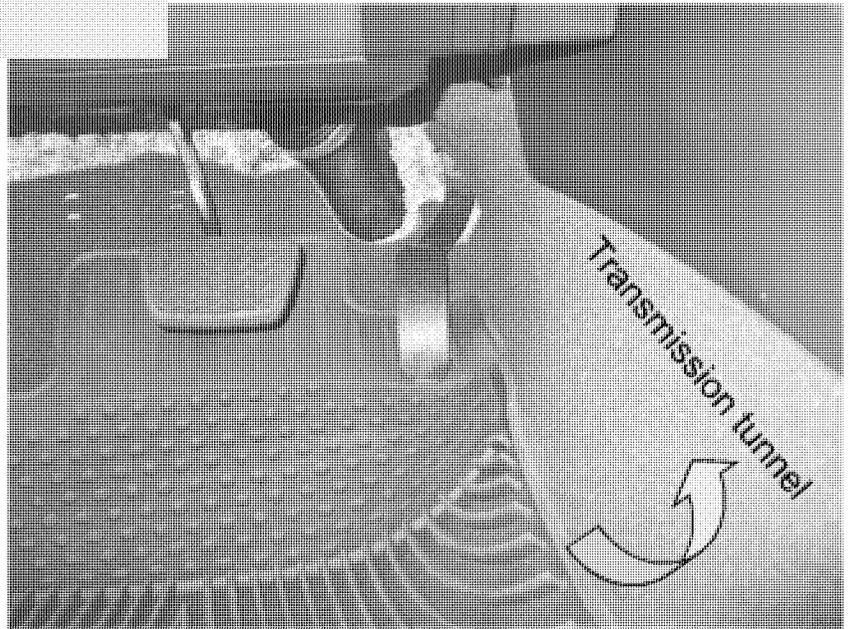
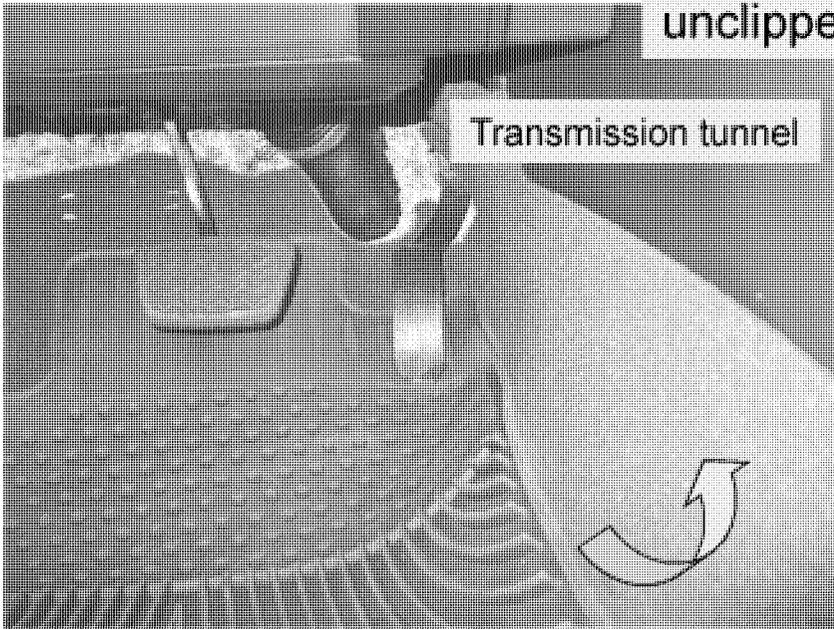


Avalon

- No ridge on AWM
- Footwell may impede forward movement of AWM
- Tunnel interference
- 1 in scope VOQ



Avalon with unclipped mat



Other Vehicles - Competitors



- Same AWM supplier
- OE Accessory
- Related VOQ's in NHTSA Database



Toyota Action Plan

- Immediate Field Action (September 21)
 - Toyota Press Release
 - Do not double stack, secure properly
 - Press the brake firmly, do not pump the brakes
 - If possible, pull on the floor mat to release the pedal
 - Push button ignition, hold for 3 seconds
 - Expand Dealer Notification
 - Enhance Delivery Instructions
- Near term Field Action (October 5)
 - Owner Notification (Camry, ES350 with Push Button)
 - Equipment Recall? Announce AWM exchange (Camry, ES350) 5 day rule?
 - Complete analysis on other models
 - Report to NHTSA October 5

Toyota Action Plan (con't)

- Long Term Action
 - Human Factors Concerns
 - Push Button Ignition Emergency Shutdown
 - Double Pedal Application