

Lexus ES 350
All Weather Floor Mat

September 13, 2007

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 to EA 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 EA so NHTSA could:
 - Further investigate this issue
 - Assess actions taken by Toyota

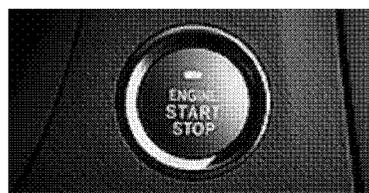
Overview

Toyota Response

- Lexus All Weather Floor Mat ONP
 - All ES 350 owners included
 - Mailing conducted April 24 – May 11, 2007
 - 96,277 registered owners in the United States and territories
 - 21,500 Lexus AWFM sold (PIO, DIO) as of March 2007 (needs to be updated)
 - Notice sent to Lexus Dealerships at time of owner mailing
- Enlargement of warning on floor mat
- Revised retail packaging
 - Hanging tag with Installation Caution, to be removed only by consumer
 - Installation Caution on header card

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)

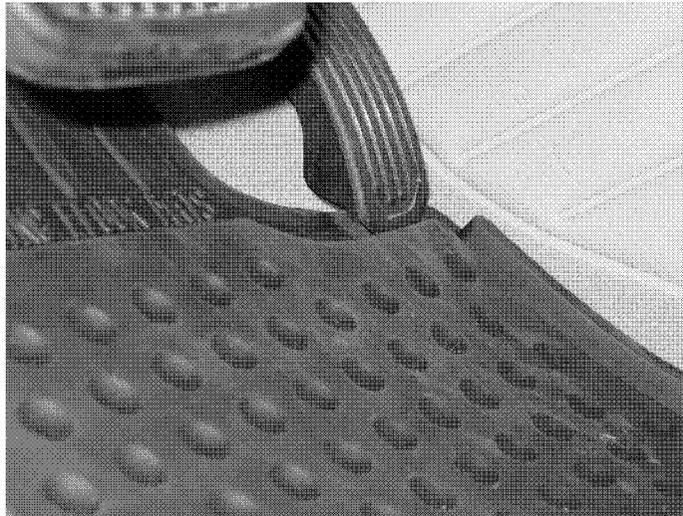


Points of Interest

- Prevalent Failure Mode
- Any floor mat can interfere with the accelerator pedal in any vehicle
 - Transport Canada Advisory
 - Lexus GFMs have clip holes for retention, are 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)

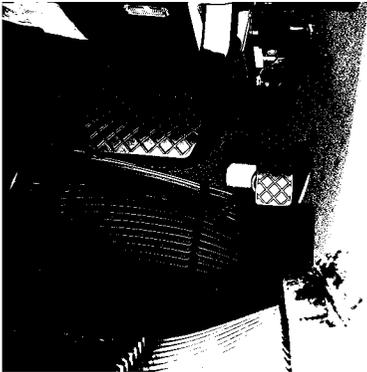
- What is the prevalent failure mode?
 - Double stacked AWM
 - AWM: Pedal trapped in ridge



Note: AWM cannot interfere with accelerator pedal if properly secured with the retention clips

Points of Interest (con't)

- Any floor mat can interfere with the accelerator pedal in any vehicle
 - Transport Canada issued a **general** advisory in March 2007 ([click here](#))
 - If you have installed aftermarket floor mats in your vehicle, make certain they cannot move while driving.
 - If you are going to install rubber mats in the winter months, when doing so, be sure that you remove the originally equipped factory floor mats.
 - Use only one set of mats and make certain that the mats do not interfere with the gas or brake pedal before driving the vehicle.
 - If the vehicle is equipped with a floor mat retaining pin or clip, make certain that the mat is installed as per the vehicle manufacturer's instructions.



Decreasing Trend

- Since the owner notification, we believe that the number of floor mat related unintended acceleration incidents has decreased
- Toyota expects this decreasing trend to continue because:
 - The current owner base has been notified via mail
 - Dealers have been notified
 - New owners will be informed by the caution statements on the All Weather Floor Mat, the header card, and the hang tag (only to be removed by consumer)

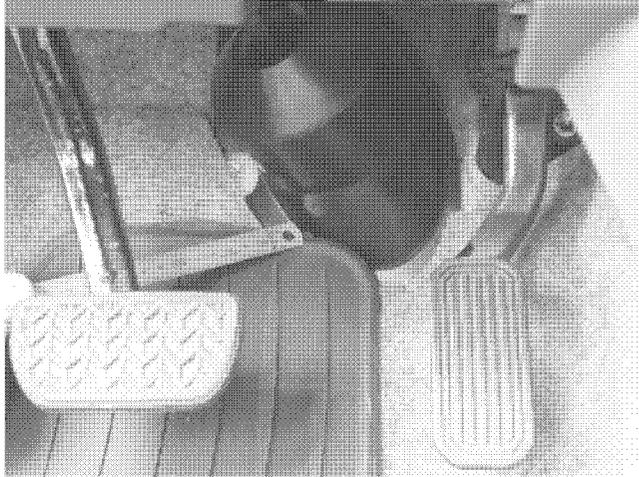
Effectiveness of Owner Notification

- Mailing conducted April 24 – May 11
- No reports in 17 VOQ's that owners did not receive notification
- At the time of the August 2007 upgrade, of the 17 VOQ's, none reported incident dates later than May 2007
- This week, NHTSA informed Toyota of 4 additional VOQ's
 - 3 reported incident dates after July 3, 2007
 - 1 reported an incident date in December 2006

Effectiveness of Owner Notification (con't)

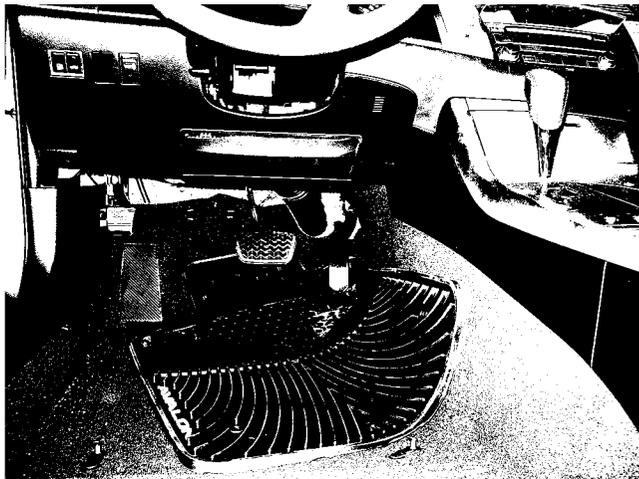
- ODI # 10199857 – Clearly states that it was not the floor mat.
- ODI # 10200125 – Purchased after mailing commenced, with revised mat packaging.
- ODI # 10200366 – Clearly mentions an aftermarket floor mat being double stacked. Would not have received a letter, vehicle purchased in May 2007

Other Vehicles – Prius, Avalon



Prius

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



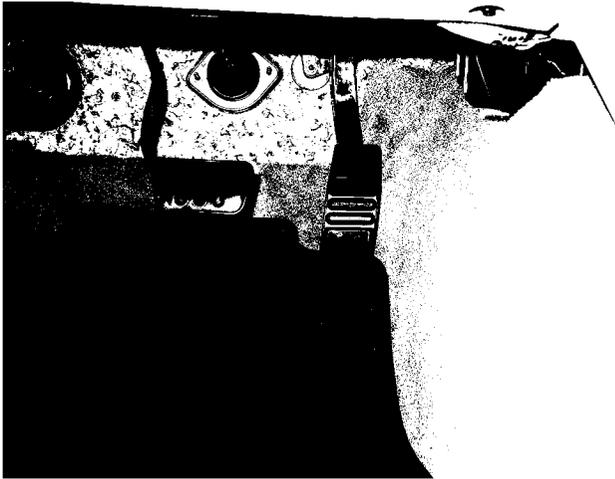
Avalon

- No ridge on AWM
- Footwell may impede forward movement of AWM
- Tunnel design reduces the possibility of occurrence
- 1 in scope VOQ

Other Manufacturer Vehicles



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



Toyota Action Plan

- Immediate Field Action (September 21)
 - Toyota Press Release (Camry, ES350)
 - Do not double stack, secure properly
 - Press the brake firmly, do not pump the brakes
 - If possible, pull back 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 Re-Notification (ES 350 and Camry with Push Button)
 - Equipment Recall? Announce AWFEM exchange (Camry, ES 350) 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