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Lexus ES 350
All Weather Floor Mat

September 13, 2007

TOY-TQ001-00009683

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Agenda

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

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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

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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**

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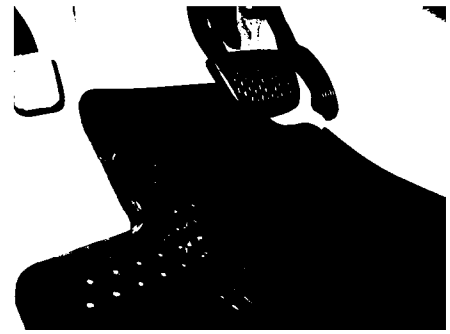
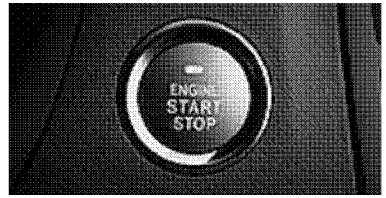
NHTSA Concerns

- 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)



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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

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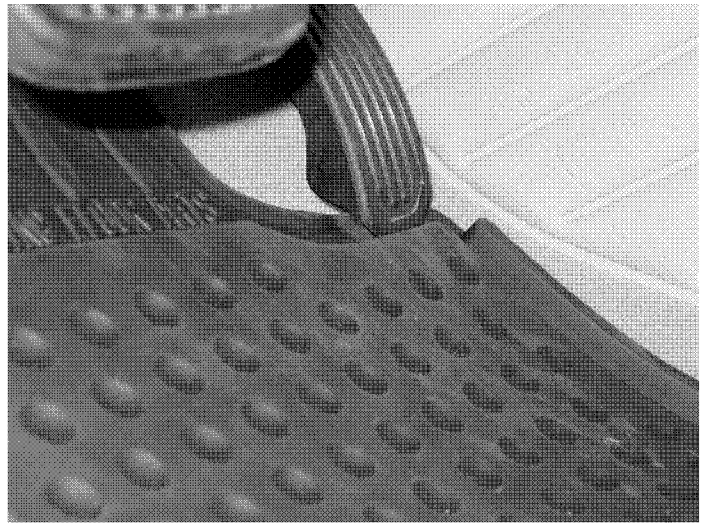
Points of Interest (con't)

- 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

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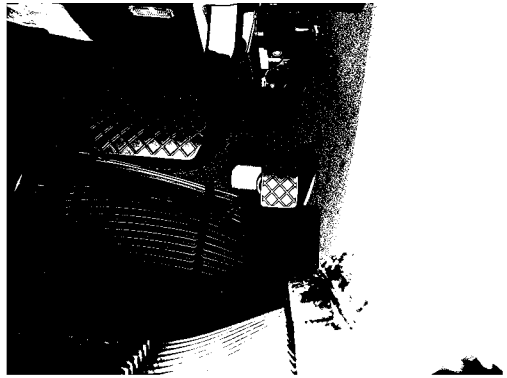
Points of Interest (con't)

- 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.



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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)

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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

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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

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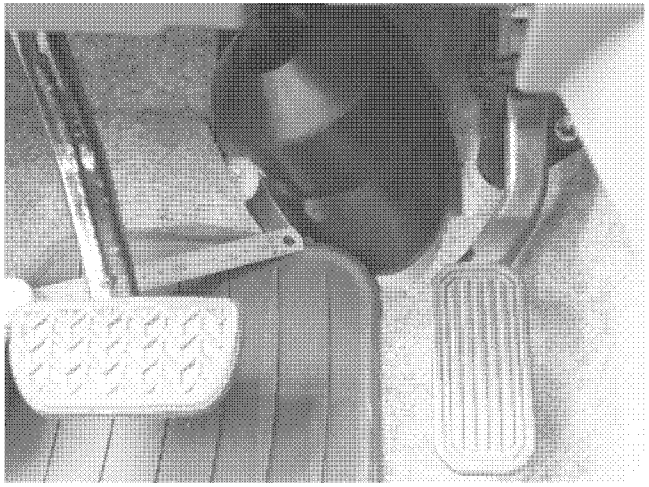
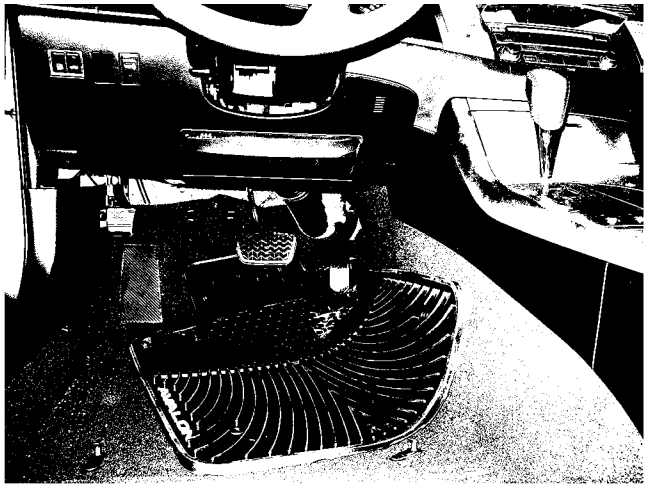
Other Vehicles – Prius, Avalon



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

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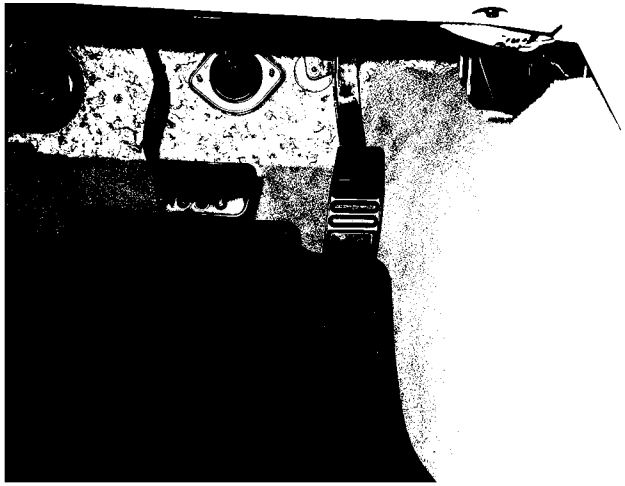
Other Manufacturer Vehicles

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



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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 AWFM exchange (Camry, ES 350) 5 day rule?
  - Complete analysis on other models
  - Report to NHTSA October 5

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Toyota Action Plan (con't)

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

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