From: Chris Santucci/=WDC/Toyota_NY. Sent:9/18/2007 1:36 PM.
To: [ - ] Christopher Tinto/=WDC/Toyota_NY@Toyota_NY.
Cc: [ - ] George Morino/=TMS/Toyota@TOYOTA;Kirk Forsht/=TMS/Toyota@Toyota;Michiteru Kato/=HINPO/TMC0@TMC0.
Bcc: [ - ] .
Subject: Re: CONFIDENTIAL - DRAFT Documents.

George, I think both are fine and we can review them with Erika if you concur. One thing to consider is including a statement that the mats cannot interfere with the pedal if they are properly secured. We say the mat can interfere if unsecured, if double stacked, and we say to secure them, but maybe we need to say specifically that it can't move forward if clipped. I don't know where you would include this, and NHTSA might consider it a "disclaimer," but it is a fact and important to note. I don't have a problem with trying it. Let me know what you think.

As for your question about fixing the vehicle, you could have an answer that includes the retention clips.

Regards,

Chris Santucci - Assistant Manager
Technical and Regulatory Affairs
Toyota Motor North America, Inc.
Ofc (202) 463-6856 Cell (202) 651-1581 Fax (202) 463-8513
email: Chris_Santucci@tma.toyota.com

Note: We cannot receive attachment extensions listed below.
.exe, .com, .pif, .scr, .cmd, .bat, .vbs, .lnk, .htm, .html, .shs, or .zip

Christopher Tinto/WDC/Toyota_NY
09/18/2007 02:53 PM
To George Morino/TMS/Toyota@TOYOTA
cc csantucci@tma.toyota.com, Kirk Forsht/TMS/Toyota@Toyota, Michiteru Kato/HINPO/TMC0@TMC0
Subject Re: CONFIDENTIAL - DRAFT Documents

George - looks good to me - I spoke to Chris S. who will TRY to review it while in the airport (he is at an NCAP test today).

One comment on the press release:

In late September, 2007, Toyota will send a preliminary Safety Recall notification to owners of the involved vehicles (GEORGE – should this say "…Toyota will BEGIN sending …notifications to …"?) to inform them of the recall and the timing when the replacement All Weather Floor Mat for the driver's seating position will become available. Once the replacement mat is available, it will be exchanged at no charge to owners.

Best Regards,
Chris

Chris Tinto
**********

Vice President, Technical and Regulatory Affairs, Safety
Toyota Motor North America, Inc.
601 13th St. NW
Suite 910 South
Washington, DC 20005
Phone (202) 463-6824
NEW CELL NUMBER - (202) 412-7822
email: Chris_Tinto@tma.toyota.com

George Morino/TMS/Toyota@TOYOTA
09/18/2007 02:27 PM

To Christopher Tinto/WDC/Toyota_NY@TOYOTA_NY, csantucci@tma.toyota.com
cc Kirk Forsht/TMS/Toyota, Michiteru Kato/HINPO/TMC0@TMC0
Subject CONFIDENTIAL - DRAFT Documents

Hi Chris and Chris:

We greatly appreciate your hard work in dealing with these issues. Mitch requested that I have you review the DRAFT Owner Letter and Press Release prior to us taking it further within TMS. Please don't share these documents with any other party yet.

[DRAFT Owner Letter (Lexus version)]

The Camry letter would basically be the same with the exception of the vehicle brand/name (picture of the mat will also say Camry) and the following additional bullet point in the "What if you experience accelerator pedal interference prior to your appointment?" section:
In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

[DRAFT Press Release]

I thought about including the following paragraph in the Press Release, but then it starts to sound like something is wrong with the vehicle and we are trying to hide it. It begs the question, "why don't you fix something in all the vehicles so it can't happen with any mat?" therefore I didn't include it. What do you think?

If the 2007 through early 2008 model year Camry or ES 350 vehicle does not have the Toyota or Lexus All Weather Floor Mat, it is NOT involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if non-Lexus floor mats are utilized, please owners are requested to make sure they are also properly secured using the appropriate retention device and not place them on top of another floor mat.

We also didn't include the START/STOP button procedures in the Press Release. A person hearing what to do on news radio, a spouse communicating to spouse that they saw something on the news, running to the get a paper and pencil to write down the information just lends itself to mass confusion. Instead, we are preparing to quickly begin mailing the owner letter (within one week) of x-day. We felt an owner letter is

something the customer can refer to and keep.

A slightly earlier version of both DRAFT Owner Letter and was already reviewed with TMS Legal. We need to run the Press Release by Corporate Communications after you have an opportunity to comment and as we get closer to x-day.

We greatly appreciate your assistance.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you. [attachment "ES 350 SR Floor Mat Owner Letter v7.doc" deleted by Chris Santucci/WDC/Toyota_NY] [attachment "ES 350 Floor Mat Press Release v4.doc" deleted by Chris Santucci/WDC/Toyota_NY]