From: Christopher Tinto/=WDC/Toyota_NY. Sent:9/18/2007 12:35 PM.
To: [-] Michiteru Kato/=HINPO/TMC0@TMC0@TMCE@TOYOTA.
Cc: [-] Chris Santucci/=WDC/Toyota_NY@Toyota_NY;Jyunji Ogata/=HINPO/TMC0@TMC0;Kevin Ro/=WDC/Toyota_NY@Toyota_NY;Shinichiro Ogata/=HINPO/TMC0@TMC0;Takezo Oba/=HINPO/TMC0@TMC0.
Bcc: [-] Chris_Tinto@tma.toyota.com.
Subject: Re: ES350 Project.

Mitch - I spoke to George today and he agreed to file on Sept 26th. I strongly believe that NHTSA will object to the Oct 4th date (FYI counsel agrees as well.)

Please confirm to me tomorrow morning EST that this is OK for TMC, so I can inform Dan Smith. I will also ask for his confirmation that this will in fact resolve all of NHTSA's concerns, and close this investigation.

Best Regards,
Chris

Chris Tinto
****
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Michiteru Kato/HINPO/TMC0@TMC0
09/18/2007 07:01 AM
To Christopher Tinto/WDC/Toyota_NY@TOYOTA_NY, Chris Santucci/WDC/Toyota_NY@TOYOTA_NY
cc Kevin Ro/WDC/Toyota_NY@TOYOTA_NY, Jyunji Ogata/HINPO/TMC0@TMC0, Shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0
Subject ES350 Project

Tinto-san and Santucci-san,

[Date for filing notification with NHTSA]
As for the date of filing the notification(DIR like) to NHTSA, we temporarily decided to file it on September 28(Fri) when CQE had a meeting with related departments based on a result of the meeting with NHTSA. So we have been working hard on the preparation, such as an owner letter, press release, internal document for the campaign, etc. with TMS and related departments in TMC in order to file it with NHTSA on that day.
However, I received a call from George about the filing date. He said that some top managements of TMS do not like that date(Sept. 28) because Toyota Dealer Congress will be held between Sept. 27 and Oct. 1 and Lexus Dealer Congress will be held between Oct. 1 and Oct. 3. They think that it's bad time to release the campaign. Therefore, they have asked us to move the filing date after or before these Dealer Congress.
Of course if we move it, we as well as TMS prefer filing it after the Lexus Dealer Congress, it means October 4 (Thur).
However, it depends on NHTSA. If NHTSA can wait until Oct. 4, it would be great. If not, we will have to complete our process by Sept. 26.
What do you guys think? Do you think that filing the notification with NHTSA on Oct. 4 is acceptable to NHTSA? Or

too late?
If you think that it may be OK, could you please get final confirmation with George whether it's OK to TMS to file it on Oct. 4? Then if he says OK, could you please negotiate with NHTSA?

[Preparation of improved mat]
As you know, we had a meeting with related departments, including TMC Corporate Accessary Division(CAD), to discuss the schedule for the preparation of the improved mat as well as how to improve the mat. TMC CAD brought the temporary schedule for the preparation of the improved mat, which is a result of the negotiation between TMS CAD and the supplier. They said that it may take about 2 months to modify the die of the mat and then half a month to produce certain number of the mats necessary to launch the campaign. It means we will be ready to launch the campaign in early December.
However, other members, including CQE, who attended the meeting did not accept such schedule and requested TMC CAD negotiate hard again with the supplier to reduce the time it takes to prepare the mats. (one month is the best, half a month is acceptable)
Therefore, TMC CAD will talk with TMS CAD again and may get the good(??) response from the supplier in a couple of days. Please wait for a while.

[Campaign plan]
Based on the above, we will not be able to initiate the mat exchange campaign until early or mid November (in the worst case, early December). Therefore we are thinking of sending owner letters to all owners of 2007-early 2008 ES350 and Camry as soon as filing the notification to NHTSA, informing that
Description of the problem
What Toyota will do :
Develop an improved driver's side mat and send another letter to the owners when it become available, and exchange the mat
What owners should do :
-Make sure that the mat is secured using the retaining clips until an improved mat is ready
-Use only one mat
-If the owner does not have an AWFM, return the enclosed postcard to notify the Toyota etc.
How to do if you experience pedal interference with the mat
-If possible, pull back the mat
-Firmly step on the brake pedal with both feet. Do not pump the brake pedal
-When the vehicle stop, hold down the Start/Stop switch for at least three seconds to turn off the engine
And then, when the improved mats will be ready, we will send another letter to owners who do not send back a postcard.

If you have any question, let me know.

Thank you again for your cooperation.

Regards,

Mitch