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TOYOTA ANNOUNCES SPECIAL SERVICE CAMPAIGN ON SELECTED ALL WEATHER FLOOR MAT

TORRANCE, Calif., January 18, 2007 - Toyota Motor Sales (TMS), U.S.A., Inc., will launch a Safety Recall (Special Service Campaign) with the National Highway Traffic Safety Administration (NHTSA). The safety recall involves approximately 38,500 Lexus and 30,500 Toyota optional All Weather Floor Mats (floor mat constructed from heavy duty rubber) designed specifically for the driver's seating position in certain 2007 and early 2008 model year Lexus ES 350 and Toyota Camry vehicles. If the optional Lexus ES 350 or Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.

In early October, 2007, Toyota will begin sending a preliminary Safety Recall notification to owners of the involved vehicles 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. We anticipate the second notification will begin mailing in mid-to-late November, 2007.

Until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling your vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should ***never*** be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time.

If the vehicle does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, 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 you utilize non-Lexus/non-Toyota floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Customers with questions or concerns should contact the Toyota Customer Experience Center at 1-888-270-9371 or 1-800-331-4331.

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