From: George Morino/=TMS/Toyota. Sent:10/10/2007 3:14 PM.
To: [-] Allison Takahashi/=TMS/Toyota@Toyota.
Cc: [-] Kirk Forsht/=TMS/Toyota.
Bcc: [-] Gary Heine.
Subject: CONFIDENTIAL - 2007MY Tacoma statement and Q & A - News Clip.

Hi Allison:

Per my voice mail message, if you can let Mike Michels know that you guys have a Q&A already on this, we would greatly appreciate it.

We've been monitoring the other channels and so far, it's been quiet (knock on wood).

Thanks!

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

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----- Forwarded by George Morino/TMS/Toyota on 10/10/2007 03:12 PM -----

Allison Takahashi/TMS/Toyota
10/09/2007 05:08 PM
To George Morino/TMS/Toyota@Toyota, Kirk Forsht/TMS/Toyota@Toyota
cc
Subject Fw: CONFIDENTIAL - 2007MY Tacoma statement and Q & A - News Clip

George and Kirk-

Here's the clip you wanted to see.

thanks,
Allison
----- Forwarded by Allison Takahashi/TMS/Toyota on 10/09/2007 05:07 PM -----

Jennifer Brigham/TMS/Toyota
10/09/2007 05:06 PM
To Taro Takada/TMS/Toyota@Toyota
cc "denise_morrissey" <denise_morrissey@toyoa.com>, John Hanson/TMS/Toyota@Toyota, Mike Michels/TMS/Toyota@Toyota, Ming-Jou Chen/TMS/Toyota@Toyota, Xavier Dominicis/TMS/Toyota@Toyota, Minako Inoue/TMS/Toyota@Toyota, Allison Takahashi/TMS/Toyota@Toyota, Bill Kwong/Mobile/Toyota@Toyota
Subject Re: Fw: CONFIDENTIAL - 2007MY Tacoma statement and Q & A - News Clip

Hello All,

Please find the link to the WSMV-TV clip on the Tacoma below:

The e broadcast news segment(s) or commercial(s) that you have requested is now available for viewing and/or downloading. Please click on the link below to access your order. All digital segments will be available at the link below for only seven days from the date of this email.
For information on extending the availability of your segments on our site, contact your Account Services Representative prior to the expiration date.

click here to access your order.

I have saved it on the drive:
H:\Media Relations 2006-7\Media Clips\2007\Broadcast

Thanks,

Jenn

Jennifer Brigham
Media Relations Administrator
Corporate Communications Division
Toyota Motor Sales, U.S.A., Inc.

Phone: 310.468.1672
Fax: 310.381.7724
jennifer_brigham@toyota.com

Taro Takada/TMS/Toyota
10/05/2007 11:20 AM
To Jennifer Brigham/TMS/Toyota@Toyota
cc "denise_morrissey" <denise_morrissey@toyoa.com>, John Hanson/TMS/Toyota@Toyota, Mike Michels/TMS/Toyota@Toyota, Ming-Jou Chen/TMS/Toyota@Toyota, Xavier Dominicis/TMS/Toyota@Toyota
Subject Re: Fw: CONFIDENTIAL - 2007MY Tacoma statement and Q & A

Pls pass it to Minako Inoue my secretary.

----- Original Message -----

From: Jennifer Brigham
Sent: 10/05/2007 10:29 AM PDT
To: Taro Takada
Cc: denise_morrissey@toyoa.com; John Hanson; Mike Michels; Ming-Jou Chen; Xavier Dominicis
Subject: Re: Fw: CONFIDENTIAL - 2007MY Tacoma statement and Q & A

Hello Taro,

I will ask our vendor to provide us the clip.

I will forward it to you directly.

Thanks all,

Jenn

Jennifer Brigham
Media Relations Administrator
Corporate Communications Division
Toyota Motor Sales, U.S.A., Inc.

Phone: 310.468.1672
Fax: 310.381.7724
jennifer_brigham@toyota.com

Taro Takada/TMS/Toyota
10/05/2007 10:26 AM
To Mike Michels/TMS/Toyota, "Jennifer Brigham" <jennifer_brigham@toyota.com>, Xavier Dominicis/TMS/Toyota, denise_morrissey@toyoa.com, "Ming-Jou cell" <ming-jou_chen@toyota.com>, John Hanson/TMS/Toyota
cc
Subject Fw: CONFIDENTIAL - 2007MY Tacoma statement and Q & A

Anybody can tell me how to get a copy of WSMV neswS?
Pls advise.

----- Original Message -----

From: Taro Takada
Sent: 10/05/2007 05:24 AM PDT
To: Bill Kwong
Cc: Mike Michels; Sona Iliffe-Moon
Subject: Re: CONFIDENTIAL - 2007MY Tacoma statement and Q & A

Bill, or Sona,

Can you check the TV on-air record of WSMV-TV?
Is it possible to get a copy of such TV-news?
-what kind of news contents/tone&manner?
-what their point?
-hoe many seconds on-air? etc

Thank you.
Taro Takada
Senior Executive Coordinator
Corporate Communications Department
310-468-4725 office
310-941-6946 cell
310-468-7809 fax
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, HQ40
Torrance, CA 90501

Bill Kwong/Mobile/Toyota
10/04/2007 08:57 AM
To wade_hoyt@Toyota_NY, antoinette_arianna@Toyota_NY, John McCandless/TMS/Toyota@Toyota, Mona

Richard/TMS/Toyota@Toyota, Renee Socia/TMS/Toyota@Toyota, Dick Kelley/TMS/Toyota@Toyota, Bonnie Jeyam/TMS/Toyota@Toyota, Martha Voss/WDC/Toyota_NY@Toyota_NY, clyde@hopkinspr.com, marilyn@hopkinspr.com, MSmith@fkmagency.com, mdobrin@mdpr.com, cdobrin@mdpr.com, cyoung@mdpr.com, proane@fkmagency.com, mike@walkeragency.com, pete@walkeragency.com, barbara_steed@Toyota_NY, dengelman@fkmagency.com, Daniel Sieger/T00/TMMNA@TMMNA, Victor Vanov/T00/TMMNA@TMMNA, Steven Curtis/EA/Avalon/Toyota_NY@Toyota_NY, Michael Goss/T00/TMMNA@TMMNA, dengelman@fkmagency.com, bdebruhl@fkmagency.com, Christopher Tinto/WDC/Toyota_NY@Toyota_NY
cc Ming-Jou Chen/TMS/Toyota@Toyota, Allison Takahashi/TMS/Toyota@Toyota, Connie Huante/TMS/Toyota@Toyota, James Brewster/Vendors/Toyota@Toyota, Joe Tetherow/TMS/Toyota@Toyota, John Hanson/TMS/Toyota@Toyota, Julie Alfonso/TMS/Toyota@Toyota, Sam Butto/Lexus/Toyota@Toyota, Cindy Knight/TMS/Toyota@Toyota, Mike Michels/TMS/Toyota@Toyota, Irv Miller/Exec/TMS/Toyota@Toyota, Michael Rouse/TMS/Toyota@Toyota, Ron Kirkpatrick/TMS/Toyota@Toyota, Charley Roberts/TMS/Toyota@Toyota, Xavier Dominicis/TMS/Toyota@Toyota, Taro Takada/TMS/Toyota@Toyota, Sona Iliffe-Moon/TMS/Toyota@Toyota, Jennifer Brigham/TMS/Toyota@Toyota, Denise Morrissey/TMS/Toyota@Toyota, David Weigand/Scion/Toyota@Toyota
Subject CONFIDENTIAL - 2007MY Tacoma statement and Q & A

Hi all,.

FYI - here is our statement and Q & A in regards to 2007MY Tacoma accelerator control system allege "surge". NHTSA has not opened a formal investigation to look into these allegations. Please reference the TMC and TMS Legal approved statement and Q&A attached below. Please forward inquires to product news and let me know if you have any questions. Thanks.

[attachment "2007 Tacoma Throttle Control System Q&A 10-03-07 v3.doc" deleted by Taro Takada/TMS/Toyota]

Bill Kwong
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19001 S. Western Ave. A404
Torrance, CA 90501
Tel: (310) 468-3764 Fax: (310) 381-6398