

From: Michiteru Kato/=HINPO/TMC0

Sent:6/14/2007 7:31 PM.

To: [-] George Morino/=TMS/Toyota@TOYOTA@TMCE

Cc: [-] David Stovall/=TMS/Toyota@toyota@TMCE;Jyunji Ogata/=HINPO/TMC0@TMC0;Kaoru Yamamoto/=TMS/Toyota@toyota@TMCE;Kirk Forsht/=TMS/Toyota@toyota@TMCE;Shinichiro Ogata/=HINPO/TMC0@TMC0;Takezo Oba/=HINPO/TMC0@TMC0.

Bcc: [-]

Subject: Re: ES 350 Q&A Update

George,

I just used this word "educational" because we have used it in the past in our response to PE IR concerning the Sienna tire pressure monitoring system(TPWS). At that time, Toyota sent a letter and brochure to owners explaining the run-flat tire and TPWS to give owners better understanding of them. The letter for the mat seems to me like same as that letter.

Anyway, I understand what you say, so let delete the first sentence in A5.

Best regards,

Mitch

宛先: Michiteru Kato/HINPO/TMC0@TMC0@TMCE

cc: David Stovall/TMS/Toyota@toyota, Jyunji Ogata/HINPO/TMC0@TMC0, Kaoru Yamamoto/TMS/Toyota@toyota, Kirk Forsht/TMS/Toyota@toyota, Shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0

件名: Re: ES 350 Q&A Update

Hi Mitch:

On A5, I didn't want to mention it as an "educational" program for two reasons. First, it implied our customers were "uneducated" and therefore it was somehow their fault. Second, it also gave the nuance that the material we provided with the AWFm was insufficient for the customer, which may be viewed as Toyota's fault. That's when I arrived at the conclusion that no matter what we call it, the media and customer will view it as a "recall" in the "realworld" sense of the definition.

Please let me know if you have a better idea.

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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Michiteru Kato/HINPO/TMC0@TMC0

06/14/2007 03:45 AM

To George Morino/TMS/Toyota@TOYOTA@TMCE

cc Takezo Oba/HINPO/TMC0@TMC0, David Stovall/TMS/Toyota@toyota@TMCE, Kaoru Yamamoto/TMS/Toyota@toyota@TMCE, Kirk Forsht/TMS/Toyota@toyota@TMCE, Shinichiro Ogata/HINPO/TMC0@TMC0, Jyunji Ogata/HINPO/TMC0@TMC0

Subject Re: ES 350 Q&A Update

George,

I changed A7 as we discussed.

And as for your question, probably the reporter can not understand the difference between the letter and a recall. But a recall is a remedy to the product defect but our activity is a kind of the educational program to the owner to explain the proper use of the product, isn't it?

Anyway, either is fine to me.

Best regards,

Mitch

[attachment "ES 350 All Weather Floor Mat Q&A v14.doc" deleted by George Morino/TMS/Toyota]

宛先: Takezo Oba/HINPO/TMC0@TMC0@TMCE

cc: David Stovall/TMS/Toyota@toyota, Kaoru Yamamoto/TMS/Toyota@toyota, Kirk Forsht/TMS/Toyota@toyota, Michiteru Kato/HINPO/TMC0@TMC0, Shinichiro Ogata/HINPO/TMC0@TMC0

件名: ES 350 Q&A Update

Hi Oba-san:

We greatly appreciate your change, but we are concerned that the media reporter will say, "if you sent an owner letter, isn't that a recall?" I think trying to explain the difference between the letter and a recall will be lost on the media. What do you think?

Also, we made some changes based upon TMS Legal input (in green).

Please assist us by reviewing it one more time.

George Morino
National Manager
Quality Compliance Department

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Takezo Oba/HINPO/TMC0@TMC0
06/13/2007 03:59 AM
To Kirk Forsht/TMS/Toyota@TOYOTA@TMCE
cc Michiteru Kato/HINPO/TMC0@TMC0, Shinichiro Ogata/HINPO/TMC0@TMC0, George Morino/TMS/Toyota@Toyota, David Stovall/TMS/Toyota@Toyota, Kaoru Yamamoto/TMS/Toyota@Toyota
Subject Re: ES 350 Q&A Update

Kirk-san

Thank you for making the "ES 350 All Weather Floor Mat Q&A v13". I and Kato-san reviewed it and we add a few sentences to A5. Other Answers are fine.

A5 : No. Lexsu did not conduct a recall. However, in late April, 2007, Lexus mailed a letter to.....

Thank you very much for your support and cooperation.

Best regards,

T.Oba
CQE, TMC

宛先: Michiteru Kato/HINPO/TMC0@TMC0@TMCE
cc: George Morino/TMS/Toyota@Toyota, Jyunji Ogata/HINPO/TMC0@TMC0, Kaoru Yamamoto/TMS/Toyota@Toyota, Raul Guzman/TMS/Toyota@Toyota, Shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0
件名: Re: ES 350 Q&A Update

Kato-san,

I agree with you changes and George added the mailing statement. Please review and approve the attached Q&A. Thanks for your support.

Kirk

Kirk Forsht
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Michiteru Kato/HINPO/TMC0@TMC0
06/12/2007 04:24 AM
To Kirk Forsht/TMS/Toyota@TOYOTA@TMCE
cc Shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0, George Morino/TMS/Toyota@Toyota@TMCE, Kaoru Yamamoto/TMS/Toyota@TOYOTA@TMCE, Raul Guzman/TMS/Toyota@TOYOTA@TMCE, Jyunji Ogata/HINPO/TMC0@TMC0
Subject Re: ES 350 Q&A Update

Kirk,

I reviewed the updated Q&A and have some concerns.

A4 "However, during the investigation, Lexus discovered 38 additional consumer allegations."

This question is asking the number of complaints which relates to this problem. "This problem" means the interference between the mat and accelerator pedal, doesn't it?

As you know, the "alleged defect" is defined as not only "the interference with the accelerator pedal" but also "excessive engine speed or power output without the driver pressing on the accelerator pedal" or "excessive engine speed or power failing to decrease when the pedal was no longer being depressed".

So in 38 complaints, some complaints alleged the interference with the pedal and some alleged only the unintended acceleration. Since these complaints did not mention about the mat, we do not know the actual cause of the acceleration.

Current A4 seems that all 38 complaints are related to the mat issue, so we should say something to explain that not all 34 complaints relate to the mat.

In addition, 4 out of 38 customer complaints are duplicated with the NHTSA's VOQs. I'm not sure which is better, "38 additional consumer allegations" or "34 additional allegations".

A7 "In addition, there were three consumer complaints where a crash was alleged and an injury may have occurred." Let me explain the number of complaints alleging a crash and an injury that Toyota has received.

There are 9 complaints alleging a crash. 3 of 9 complaints are duplicated with NHTSA VOQs which reported a crash and an injury. In remaining 6 complaints, there is one complaints alleging a crash and an injury may occurred and 5 complaints alleged only the crash.

In addition to the above, Toyota received 2 additional legal related claims alleging that a crash and an injury occurred.

Therefore, if these legal related claims are considered the consumer complaint, a total of complaints where a crash was alleged and an injury may have occurred become 3 (1 customer complaint and 2 legal related claims) and the current A7 is appropriate, I think. But if we do not include the legal related claims in this answer, we should modify it, like "In addition, there are one consumer complaints where a crash was alleged and an injury may have occurred."

Owner mailing

Don't we include our owner mailing program somewhere in the Q&A? What do you think?

Thank you for your support.

Best regards,

Mitch

宛先: Michiteru Kato/HINPO/TMC0@TMC0@TMCE

cc: Michiteru Kato/HINPO/TMC0@TMC0, shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0, shinichiro Ogata/HINPO/TMC0@TMC0, George Morino/TMS/Toyota@Toyota, Kaoru Yamamoto/TMS/Toyota, Raul Guzman/TMS/Toyota

件名: ES 350 Q&A Update

Kato-san,

Please review and approve the updated Q&A attached below. Please note the changes are minor and in red.

Thanks for your support.

Kirk

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