

From: Kirk Forsht/=TMS/Toyota.

Sent:8/31/2007 2:05 PM.

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

Cc: [-] Kaoru Yamamoto/=TMS/Toyota@Toyota;Katsumi Aoki/=TMS/Toyota@Toyota;Noriko Norwood/=Vendors/Toyota@Toyota;Toru Nagata/=TMS/Toyota@Toyota.

Bcc: [-] .

Subject: Re: ES 350 Mat issue.

George,

I looked at the Q&A last night and I think we are OK. My only area of concern was the news report kept referencing the "NHTSA Report" which is supposedly posted on the WATE web site but isn't (all I could find was a link to the NHTSA web site). I think the news report is referring to the EA Opening Resume that is posted in the NHTSA web site. Our Q&A was updated based on the information in the EA Opening Resume, so for now I don't think we need to make any changes to the Q&A.

Best regards,

Kirk

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Kirk Forsht  
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George Morino/TMS/Toyota  
08/31/2007 01:17 PM  
To Kaoru Yamamoto/TMS/Toyota@Toyota, Kirk Forsht/TMS/Toyota  
cc Toru Nagata/TMS/Toyota@Toyota, Katsumi Aoki/TMS/Toyota@Toyota, Noriko  
Norwood/Vendors/Toyota@Toyota  
Subject Re: ES350 Mat issue

Kirk:

Can you take a look at our existing QandA to see if we need to polish it up in response to the video?

Thanks!

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

From: Kaoru Yamamoto  
Sent: 08/30/2007 10:22 PM PDT  
To: George Morino  
Cc: Toru Nagata; Katsumi Aoki; Noriko Norwood  
Subject: ES350 Mat issue

George-san,

I watched ES350 mat's news. It looks very serious content.  
If I were ES customer, I become nervous.  
I think that we need Q&A.  
Please give me your advice.

Thank you!

Kao Yamamoto

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Safety 1st!  
I commit to do safety working as a top priority!!

Kaoru Yamamoto ( 山本 馨 )

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----- Forwarded by Kaoru Yamamoto/TMS/Toyota on 2007/08/30 22:15 -----

Noriko Norwood/Vendors/Toyota  
2007/08/30 16:42  
To Kaoru Yamamoto/TMS/Toyota@Toyota  
cc Toru Nagata/TMS/Toyota@Toyota, Katsumi Aoki/TMS/Toyota@Toyota  
Subject LEXUS マット・ニュースの件

下記ニュース番組の件、本日 F Y I の一部にて連絡済みですが、事故の状況を詳しく再現する形で、体験者 ( 女性 ) がいかに恐ろしかったかを感情的になって語るため、情報は詳しく正確ながら、怖くなる番組です。

Category: Lexus all-weather floormat and unintended acceleration  
Date: 8/29/07  
WATE (TV News in Knoxville, Tennessee)  
Dramatic reenactment of the accident  
Thorough and detailed coverage  
[http://www.wate.com/Global/story.asp?S=7000548&nav=menu7\\_1\\_3](http://www.wate.com/Global/story.asp?S=7000548&nav=menu7_1_3)