

From: Noriko Norwood/=Vendors/Toyota

Sent:9/4/2007 10:27 AM.

To: [-] Kirk Forsht/=TMS/Toyota@Toyota

Cc: [-] George Morino/=TMS/Toyota@Toyota;Kaoru Yamamoto/=TMS/Toyota@Toyota

Bcc: [-]

Subject: Re: ES 350 Mat issue.

Could the WATE be talking about the NHTSA investigation leading up to the EA rather than the EA Opening Resume?

Could you enlighten ?

Thank you.

Noriko Norwood
on assignment @TMS

Kirk Forsht/TMS/Toyota

08/31/2007 02:04 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

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

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

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