CONFIDENTIAL DRAFT

TOYOTA CAUTIONS OF POTENTIAL ACCELERATOR PEDAL INTERFERENCE BY FLOOR MATS ON VEHICLES

TORRANCE, Calif., September ___, 2007 - Toyota Motor Sales (TMS), U.S.A., Inc., is providing vehicle drivers with information regarding interference between any type of floor mat and the accelerator pedal. If a mat of any kind is not properly secured by the retaining clips in the driver's seating position and the mats move forward, they may wedge the accelerator pedal on the floor mat.

Toyota and Lexus are providing this important information as we work with the National Highway Traffic Safety Administration ("NHTSA") to further examine several consumer complaints which have resulted in a NHTSA investigation called an Engineering Analysis on the 2007 model year ES 350 vehicles alleging unintended acceleration. During the analysis, Lexus found that any type of floor mat may wedge the accelerator pedal on the floor mat if it is not properly secured. This was also found to be the case on several competitor vehicles as well, especially with a rubberized floor mat. Both OEM, as well as several aftermarket brand floor mats, were utilized in the analysis.

Each circumstance may vary, and drivers must use their best judgment, but Toyota and Lexus are providing the following cautions if the accelerator should become wedged by the floor mat:

- Firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the brake power assist.
- If possible, pull back the floor mat as it may dislodge the accelerator pedal if it is stuck.
- If you can safely stop the vehicle, firmly hold down the START button for at least three seconds to turn off the engine. However, by turning off the engine, you will lose both brake and steering power assist.

Lexus is continuing to investigate the issue and fully cooperating with NHTSA in the Engineering Analysis. Once the investigation is completed, Toyota and Lexus will take the appropriate action to assure complete customer satisfaction.

For further information about floor mat and accelerator pedal interference in general, visit Transport Canada's website at:
http://www.tc.gc.ca/roadsafety/tp/tp14665/v200701/menu.htm

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

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Toyota and Lexus Floor Mat Q&A

Q1: What is the condition?

A1: Toyota and Lexus are providing vehicle drivers with information regarding interference between any type of floor mat and the accelerator pedal. If a mat of any kind is not properly secured by the retaining clips in the driver's seating position and the mats move forward, they may wedge the accelerator pedal on the floor mat.

Q2: Can this happen with a Carpeted Floor Mat?

A2: Yes, however, our studies indicated that rubberized floor mats with ridges on the top surface were more susceptible. All floor mats for the driver's seating position must be secured to the vehicle by the retaining hooks which hold the mat in place through special grommet holes in the mat. Also, floor mats should never be stacked on top of each other.

Q3: What is the cause of this condition?

A3: If the mat is not properly secured by the retaining clips in the driver's seating position and if they move forward, the mats may wedge the accelerator pedal on the floor mat.

Q4: Can customers confirm themselves if this condition exists?

A4: Yes. They may inspect their vehicle to confirm only one floor mat is installed in the vehicle and is properly placed on the vehicle's carpet. The floor mat (either carpet or All Weather Floor Mat) must be secured using the retaining hooks (clips) provided on the floor. If the floor mat moves forward, it may wedge the accelerator pedal on the floor mat.

If the customer prefers, their local Toyota or Lexus dealer will be more than happy to assist them in verifying the proper placement of their driver's seating position floor mat.

Q5: Which and how many vehicles are involved in this announcement?

A5: Our study determined that this can occur in all vehicles that were studied, but due to variances in each vehicle, some were more susceptible to this condition than others:

Q6: Recently, the National Highway Traffic Safety Administration (NHTSA) upgraded an investigation to an Engineering Analysis, on certain 2007 model year Lexus ES 350 vehicles. Is this announcement related to the investigation?

A6: Lexus is currently cooperating fully with the agency in its efforts to investigate the allegations. In terms of the relation to this Engineering Analysis, the ES 350 driver's seating position is designed to accommodate only one floor mat at a time. However according to the NHTSA, in many of these cases, it was found that the Lexus All Weather Floor Mat was placed on top of the Carpeted Floor Mat, and therefore the All Weather Floor Mat was not properly secured to the floor by the two plastic retention hooks protruding from the vehicle floor. In other cases, a single Lexus floor mat was found not to be secured utilizing the retaining hooks. Cases mentioning aftermarket floor mats were found as well. We at Lexus care greatly about our customers and are taking proactive steps to inform them of these findings as well as proactive precautions we can all make.

Q7: If the investigation is not completed, why is Toyota and Lexus notifying owners?

A7: During our investigation, it was discovered that if any floor mat in the driver's seating position is not secured by the retaining clips and if they move forward, the mats may wedge the accelerator pedal on the floor mat.

Q8: Why doesn't Toyota and Lexus simply recall the genuine All Weather Floor Mats?

A8: The Lexus investigation is not complete. We want to be absolutely sure of the primary cause prior to conducting any action. We are also concerned that if we request customers to return the All Weather Floor Mats alone, consumers may purchase aftermarket rubber floor mats. During our investigation we found several aftermarket floor mats which were not be designed specifically for the vehicle or include the proper retaining hook holes.

Q9: What should a driver do if the accelerator pedal becomes wedged by the floor mat?

A9: Each circumstance may vary, and drivers must use their best judgment, but Toyota and Lexus are providing the following cautions if the accelerator should become wedged by the floor mat:

- Firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the brake power assist.
- If possible, pull back the floor mat as it may dislodge the accelerator pedal if it is stuck.
- If you can safely stop the vehicle, firmly hold down the START button for at least three seconds to turn off the engine. However, by turning off the engine, you will lose both brake and steering power assist.

Q10: How many incidents of this condition have been reported?

A10: According to NHTSA, there have been __ cases of this condition reported in the U.S. market on the ES 350 vehicle.

Q11: How many incidents is Lexus aware of?

A11: Lexus is currently cooperating fully with the agency to study each of these complaints. Our investigation will tell us if there are more vehicles involved.

Q12: Have there been any accidents reported?

A12: There have been __ accidents reported by NHTSA which are possibly related to this condition in the U.S. market on ES 350 vehicles.

Q13: Have there been any reports of deaths or injuries?

A13: There have been __ injuries and no deaths reported by NHTSA which are possibly related to this condition in the U.S. market on ES 350 vehicles.

Q14: What is Lexus going to do?

A14: Toyota and Lexus will mail a notification in mid-September to notify all Toyota and Lexus dealers of the concerns and to assist customers in assuring their floor mats are properly secured.

Q15: What if customers have questions or safety concerns regarding this issue, should they go to their dealer?

A15: We remain confident in the safety of our vehicles, but if customers have any concerns at all they should feel free to contact our Lexus Customer Experience Center at 1-800-255-3987 or the Toyota Customer Experience Center at 1-800-331-4331.