Special Service Campaign – 70?
2007 Toyota Camry Driver's Seating Position All Weather Floor Mat Replacement

Dear Toyota Customer:

Thank you very much for your patronage of Toyota. We are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Special Service Campaign Program

To help protect the interior of your Camry, your vehicle is factory-equipped with genuine Toyota Carpeted Floor Mats. ***As an option***, you may have also purchased genuine Toyota All Weather Floor Mats (floor mats constructed from heavy duty rubber).

What is the conditon?

In recent months, Toyota has received reports regarding the optional Toyota All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. As our customer, your safety and satisfaction are very important to us and we apologize for any inconvenience this may have caused you.

Toyota has investigated the reports and determined that the design of the Toyota All Weather Floor Mat, for the driver's seating position, requires modification. The newly designed Toyota All Weather Floor Mat will reduce the likelihood of accelerator pedal interference in the event the Toyota All Weather Floor Mat is not secured by the retaining hooks (clips) and the mat moves forward.

What will Toyota do?

Any Toyota dealer will replace the driver's side position Toyota All Weather Floor Mat with an improved one at **NO CHARGE** to you.

What should you do?

Please contact your authorized Toyota dealer to schedule an appointment to replace the driver's seating position Toyota All Weather Floor Mat with an improved one. The replacement may take up to 15 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

In the meantime, we request your assistance to regularly verify the floor mats are properly secured using the retaining hooks (clips) provided. Good times to check are after filling your vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should never be used in the driver's seating position, as the vehicle is designed to accommodate only one floor mat at a time.

Please present this notice to the dealer when you bring the vehicle in for your service appointment.

If your vehicle does not have the Toyota All Weather Floor Mat, it is **NOT** involved in this SSC. Please keep this letter with your Owner's Manual for future reference.

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions and warnings if the accelerator pedal should become wedged by the optional Toyota All Weather 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 power brake assist.
- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal if it is stuck.
- In a Camry or ES 350 vehicle equipped with an Engine Start Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start Stop button. However, by turning off the engine, you will lose both power brake assist and power steering.
- In a traditional key ignition Camry vehicle, if you can safely stop the vehicle, turn the ignition key to the off position. Again, by turning off the engine, you will lose both power brake assist and power steering.

What if you have other questions?

Please contact any Toyota dealer or call the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.