From: George Morino/=TMS/Toyota. Sent:9/18/2007 10:33 AM.

To: [-] Michiteru Kato/=HINPO/TMC0@TMC0@TMCE.

Cc: [-] Jyunji Ogata/=HINPO/TMC0@TMC0;Shinichiro Ogata/=HINPO/TMC0@TMC0;Takezo Oba/=HINPO/TMC0@TMC0;Mark_kubota@toyota.com;Richard_Jung@toyota.com.

Bcc: [-] .

Subject: Re: CONFIDENTIAL - DRAFT Documents for Potential ES Project.

Hi Mitch:

We greatly appreciate your cooperation.

If you can please clarifty the following statement from your e-mail.

"As for the owner letter, it looks good to me. However, I'm wondering if we should say something about caution to the customers regarding the proper use of the mat and how to turn off the engine in the emergency condition(Start/Stop button). "

We already include items in the owner letter to cover both of your points. We thought about including additional pictures about how to install the floor mat on the clips, but the owner letter is already too long. Do you want us to refer the owner to the Owner's Manual? Something like "Please refer to the floor mat section of your Owner's Manual for further information regarding the retaining hooks (clips)."

As we discussed, we will work on the floor mat retaining clips in the Press Release.

Thank you in advance for your clarification.

[Owner Letter]

[Camry Owner's Manual]

[ES 350 Owner's Manual]

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
09/18/2007 07:48 AM
To George Morino/TMS/Toyota@TOYOTA@TMCE
cc Shinichiro Ogata/HINPO/TMC0@TMC0, Jyunji Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0
Subject Re: CONFIDENTIAL - DRAFT Documents for Potential ES Project

George,

I reviewed the draft of the owner letter and press release.
As for the owner letter, it looks good to me. However, I'm wondering if we should say something about caution to the customers regarding the proper use of the mat and how to turn off the engine in the emergency condition(Start/Stop button). NHTSA may want us to include them in the press release, I guess.

Regardless of NHTSA's concern, I think that we should add in the press release the caution about proper use of the mat, such as secure the mat with clips, use only one mat and aftermarket mat, like mentioned in the owner letter. I'm not sure which is better, the caution for only ES and Camry or for all models(general one).

Please request TMA-DC to review those documents as well.

Thank you for your cooperation and support.

Regards,

Mitch

宛先: Michiteru Kato/HINPO/TMC0@TMC0, hiroyuki_ueda@mail.toyota.co.jp
cc: Sanshiro Ishii/KAISA/TMC0@TMC0@TMCE, Teruhisa Kamada@mta.mx.toyota.co.jp, Hiroshi Yoshihashi/E/TMC0@TMC0, Mark_kubota@toyota.com, Richard_Jung@toyota.com, David_Stovall@toyota.com, Wayne_Hutchinson@toyota.com, kaoru_yamamoto@toyota.com
件名: CONFIDENTIAL - DRAFT Documents for Potential ES Project

Hello Kato-san and Ueda-san:

We sent the attached DRAFT documents to OS-FOD last week, but Yoshihashi-san is now visiting the U.S. and reviewed and okayed the draft from an OS-FOD perspective. Can we ask you guys to review this from the CQE side? We will have an internal meeting with TCS management on Monday afternoon (4:00 to 5:00 local time) to discuss these first drafts. Therefore, please review and provide preliminary approval by Monday (09/17 U.S. Time) As Soon As Possible.

DRAFT Owner Letter and Press Release

Once these documents are approved, we will use them as the basis for the Camry documents, Region/Area Notice, Q&A, etc.

Just FYI...
Our Request to OS-FOD for Operation Codes
The current plan is to launch two campaigns. However, this plan may change after additional meetings next week.
The first potential campaign will be to warn owners of the issue and provide precautions.
The second potential campaign will be launched when the improved All Weather Floor Mat is ready for distribution.
TMC-CADD requested TMS-CAD to prepare replacement driver's position floor mats by November, 2007. TMC-CADD should be the conduit for this type of information from TMS-CAD.

Currently, we believe we will only require the following labor operation codes for the first potential campaign:
Refund for Customer Floor Mat (Dealer). Dealer Labor Time 0.1 (administrative charge) and Floor Mat Set Cost (if the customer wants a refund, we will have to buy back the entire set) in the sublet column of the SSC claim.

Refund for Customer Floor Mat (Customer Relations use).
May be Lexus touch for ES 350. It depends upon further discussions next week.
Usual SSC postage, mail information, etc.

We will need to work with TMC at a later time for the operation codes necessary for the second campaign.

We hope this information will be helpful.

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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----- Forwarded by George Morino/TMS/Toyota on 09/17/2007 09:25 AM -----

George Morino/TMS/Toyota
09/14/2007 05:18 PM
To Sanshiro Ishii/KAISA/TMC0@TMC0@TMCE, Teruhisa Kamada/E/TMC0
cc Hiroshi Yoshihashi/E/TMC0@TMC0, Mark_kubota@toyota.com, Richard_Jung@toyota.com, David_Stovall@toyota.com, Wayne_Hutchinson@toyota.com, kaoru_yamamoto@toyota.com
Subject Fw: CONFIDENTIAL - DRAFT Documents for ES

Ishii-san and Kamada-san:

Here is the revised documents which include early 2008 model year.

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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George Morino/TMS/Toyota
09/14/2007 05:13 PM
To Sanshiro Ishii/KAISA/TMC0@TMC0@TMCE, Teruhisa Kamada@mta.mx.toyota.co.jp

cc Hiroshi Yoshihashi/E/TMC0@TMC0, Mark_kubota@toyota.com, Richard_Jung@toyota.com, David_Stovall@toyota.com, Wayne_Hutchinson@toyota.com, kaoru_yamamoto@toyota.com
Subject CONFIDENTIAL - DRAFT Documents for ES

Ishii-san and Kamada-san:

We just realized they launched 2008 Camry (08/09/2007-domestic, 07/18/2007-import) and ES 350 (09/02/2007) already. We think they need to be added to the activity, but can you confirm with JCQE?

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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----- Forwarded by George Morino/TMS/Toyota on 09/14/2007 05:12 PM -----

George Morino/TMS/Toyota
09/14/2007 04:36 PM
To Sanshiro Ishii/KAISA/TMC0@TMC0@TMCE, Teruhisa Kamada@mta.mx.toyota.co.jp
cc Hiroshi Yoshihashi/E/TMC0@TMC0, Mark_kubota@toyota.com, Richard_Jung@toyota.com, David_Stovall@toyota.com, Wayne_Hutchinson@toyota.com, kaoru_yamamoto@toyota.com
Subject CONFIDENTIAL - DRAFT Documents for ES

Ishii-san and Kamada-san:

Per my discussion with Ishii-san last night, please find attached the DRAFT documents for the ES 350 (and Camry) All Weather Floor Mat issue. We will have an internal meeting with TCS management on Monday to discuss these first drafts. Therefore, please review and provide preliminary approval by Monday morning, September 17th, U.S. time

DRAFT Owner Letter and Press Release

Once these documents are approved, we will use them as the basis for the Camry documents, Region/Area Notice, Q&A, etc.

Request for Operation Codes
The current plan is to launch two campaigns. However, this plan may change after additional meetings next week.
The first campaign will be to warn owners of the issue and provide precautions.
The second campaign will be launched when the improved All Weather Floor Mat is ready for distribution. TMC-CADD requested TMS-CAD to prepare replacement driver's position floor mats by November, 2007.

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the customer wants a refund, we will have to buy back the entire set) in the sublet column of the SSC claim.
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