From: Christopher Tinto/=WDC/Toyota_NY. Sent:9/18/2007 11:53 AM.
To: [-] George Morino/=TMS/Toyota@TOYOTA.
Cc: [-] csantucci@tma.toyota.com;Kirk Forsht/=TMS/Toyota@Toyota;Michiteru Kato/=HINPO/TMC0@TMC0.
Bcc: [-] .
Subject: Re: CONFIDENTIAL - DRAFT Documents.

George - looks good to me - I spoke to Chris S. who will TRY to review it while in the airport (he is at an NCAP test today).

One comment on the press release:

In late September, 2007, Toyota will send a preliminary Safety Recall notification to owners of the involved vehicles (GEORGE – should this say "…Toyota will BEGIN sending …notifications to …"?) to inform them of the recall and the timing when the replacement All Weather Floor Mat for the driver's seating position will become available. Once the replacement mat is available, it will be exchanged at no charge to owners.

Best Regards,
Chris

Chris Tinto
****
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George Morino/TMS/Toyota@TOYOTA
09/18/2007 02:27 PM
To Christopher Tinto/WDC/Toyota_NY@TOYOTA_NY, csantucci@tma.toyota.com
cc Kirk Forsht/TMS/Toyota, Michiteru Kato/HINPO/TMC0@TMC0
Subject CONFIDENTIAL - DRAFT Documents

Hi Chris and Chris:

We greatly appreciate your hard work in dealing with these issues. Mitch requested that I have you review the DRAFT Owner Letter and Press Release prior to us taking it further within TMS. Please don't share these documents with any other party yet.

[DRAFT Owner Letter (Lexus version)]

The Camry letter would basically be the same with the exception of the vehicle brand/name (picture of the mat will also say Camry) and the following additional bullet point in the "What if you experience accelerator pedal interference prior to your appointment?" section:
In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC

position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

[DRAFT Press Release]

I thought about including the following paragraph in the Press Release, but then it starts to sound like something is wrong with the vehicle and we are trying to hide it. It begs the question, "why don't you fix something in all the vehicles so it can't happen with any mat?" therefore I didn't include it. What do you think?

If the 2007 through early 2008 model year Camry or ES 350 vehicle does not have the Toyota or Lexus All Weather Floor Mat, it is NOT involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if non-Lexus floor mats are utilized, please owners are requested to make sure they are also properly secured using the appropriate retention device and not place them on top of another floor mat.

We also didn't include the START/STOP button procedures in the Press Release. A person hearing what to do on news radio, a spouse communicating to spouse that they saw something on the news, running to the get a paper and pencil to write down the information just lends itself to mass confusion. Instead, we are preparing to quickly begin mailing the owner letter (within one week) of x-day. We felt an owner letter is something the customer can refer to and keep.

A slightly earlier version of both DRAFT Owner Letter and was already reviewed with TMS Legal. We need to run the Press Release by Corporate Communications after you have an opportunity to comment and as we get closer to x-day.

We greatly appreciate your assistance.

George Morino
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