TOYOTA CUSTOMER SERVICES

Volume: XIV
Number: TQ07-007
Date: 09/26/2007
X Action
X Retain
___ Information

TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/ VICE PRESIDENTS

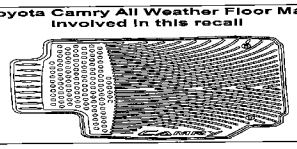
FROM: DAVE ZELLERS, VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

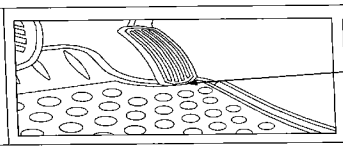
SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F (2007 AND EARLY 2008 MODEL YEAR CAMRY, DRIVER'S SEATING POSITION TOYOTA OPTIONAL ALL WEATHER FLOOR MAT)

~~Recall~~ THIS SHOULD BE IN DEALER LETTER

Toyota will initiate a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 30,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles. If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

Toyota Camry All Weather Floor Mat involved in this recall





If the Toyota Camry All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

The following vital information is provided to inform you and your staff of the ***preliminary*** owner notification phase of the campaign and your degree of involvement.

1. **Dealer Letter Mailing Date**

   The attached Dealer Letter will be sent to all Toyota dealers in mid-September, 2007.

2. **Owner Notification Mailing Date**

In early October, 2007, approximately one week after the dealer notification, Toyota will begin sending a preliminary Safety Recall notification to owners of the involved vehicles 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. A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Only vehicles equipped with the Toyota All Weather Floor Mat are involved. However, to assure over-the-counter accessory sales customers are also notified, all owners of 2007 and early 2008 model year Toyota Camry vehicle~~owners~~ will be sent notifications. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats~~, so that vehicle owner's are provided~~ a way to opt out of receiving further notifications. This will provide vehicle owners for this issue.

If the vehicle does not have the Toyota Camry ~~or Lexus ES 350~~ All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, 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 you utilize non-Toyota~~/non Lexus floor mats~~ floor mats, please make sure they are also properly secured using the appropriate retention device and ~~do not place them~~ are not placed on top of another floor mat.

3. **Parts Availability**

Toyota is currently developing a design modification to the driver's seating position All Weather Floor Mat. We anticipate the new mat will be ready in two to three months. Toyota will send another notification to Region/PD Offices, dealerships, and vehicle owners when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

4. **Region/District Summary Reports**

During this preliminary owner notification stage, summary reports will not be provided for this SSC.

Please refer to the attached Dealer letter for additional information.

Please review this entire SSC with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

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

Enclosures

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cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

T. Anazawa
K. Aoki
J. Bessda
G. Borst
R. Broughman
G. Bryan
W. Burns
A. Cabito
D. Camden
B. Carter
J. Chernus
G. Christoff
B. Cooper
R. Daly
D. Danzer
F. Davidson
A. DeCarr
T. Doi
B. Ertmann
D. Esmond
W. Fay
J. Farley
N. Fein
F. Fontanella
Y. Funo
S. Haag
J. Hanson
D. Illingworth
R. Ito
M. King
J. Lang
R. LeFevre
J. Lentz
E. Matsuda
T. Matsuno
D. Mercer
M. Michels
I. Miller
T. Minyon
M. Morrison
T. Morrison
E. Nagano
T. Nagashino
T. Nagata
D. Ogilvie
K. Ohara
D. Pettitt
R. Pflughaupt
M. Reding
M. Rocco
B. Smith
R. Specht
J. Stempkowski
H. Sunakawa
E. Taira
T. Takada
J. Tetherow
A. Vaish
R. Walker
R. Waltz
K. Yamamoto

TOYOTA

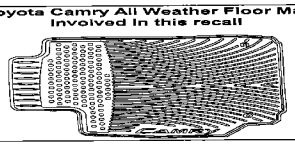
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

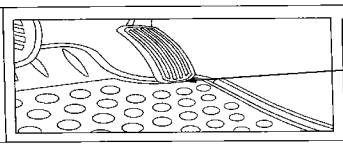
TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SPECIAL SERVICE CAMPAIGN ~~(NON-COMPLIANCE RECALL)~~ 70F
~~(2007 THROUGH EARLY 2008 MODEL YEAR~~ TOYOTA CAMRY DRIVER SIDE
GENUINE ALL WEATHER FLOOR MAT)

Toyota will initiate a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 30,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles. If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

Toyota Camry All Weather Floor Mat involved in this recall





If the Toyota Camry All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Owner Notification Letter Mailing Date**

In early October, 2007, approximately one week after the dealer notification, Toyota will begin sending a preliminary Safety Recall notification to owners of the involved vehicles 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. A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

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2. Owner Notification Letter Mailing Date (cont')

Only vehicles equipped with the Toyota All Weather Floor Mat are involved. However, to assure over-the-counter accessory sales customers are also notified, all owners of 2007 ~~and carry~~ 2008 model year Toyota Camry vehicle owners will be sent notifications. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats, ~~so that vehicle owner's are provided~~ a way to opt out of receiving further notifications. For this issue.

If the vehicle does not have the Toyota Camry ~~or Lexus ES 350~~ All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, 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 you utilize non-Toyota/~~non-Lexus~~ floor mats, please make sure they are also properly secured using the appropriate retention device and ~~do not~~ are not placed ~~place them~~ on top of another floor mat.

3. Dealer/Owner Lists

During this preliminary owner notification stage, reports will not be provided for this SSC.

4. Number of Involved Toyota Camry All Weather Floor Mats

Italic?

The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles ~~are~~ is involved. There are approximately 30,500 Toyota Camry All Weather Floor Mats involved in this campaign.

The involved floor mats may be installed in the following vehicles:

Model	WMI	Year	VIN Range	
			VDS	Range
Camry	????	2007		
		2008		

OK

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Page

5. **Parts availability and ordering**

Toyota is currently developing a design modification to the driver's seating position All Weather Floor Mat. We anticipate the new mat will be ready in two to three months. Toyota will send another notification to Region/PD Offices, dealerships and vehicle owners when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Dealerships will not be able to order Toyota All Weather Floor Mats at this time. A notice will be sent to your dealership ~~the~~ when the new Toyota All Weather Floor Mats ~~are~~ become available.

6. **In the event a customer would like to return their affected All Weather Floor Mat**

In the event a customer ~~you~~ would like to immediately return their Toyota Camry All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file a claim using the operation code provided. The dealership will require the customer's Vehicle Identification Number for the claim. The floor mats must also be returned to Toyota Motor Sales utilizing the instructions provided _____ [Mark to find out from CAD]

SSC #	Op. Code	Description	Flat Rate Hour
70F	??????	Customer Reimbursement of the All Weather Floor Mat	?.? Hr/Veh

Note:
Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership.

- Reimbursement is limited to the cost of the Toyota All Weather Floor Mat.
- Each dealer must reimburse the cost of the Toyota All Weather Floor Mat. These costs are to be claimed as sublet type '??' on the warranty claim. The returned floor mats will be placed on Warranty Parts Recovery and dealers may be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

7. **Request for Dealer Support**

Until the replacement All Weather Floor Mat for the driver's seating position is ready, we request your assistance in helping customers to verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. More than one floor mat should ***never*** be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time.

During our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if your dealership sells a non-Toyota floor mat, please make sure they are also properly secured using the appropriate retention device and not placed on top of another floor mat.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.

Thank you for your cooperation.

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

DM
WH

CONFIDENTIAL DRAFT

Special Service Campaign (SSC) – 7LB (Safety Recall) Q&A
Lexus ES 350 All Weather Floor Mat for 2007 and Early 2008 Lexus ES 350

Q1: What is the condition?
A1: The optional Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for ES 350 vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Lexus has received reports regarding the Lexus ES 350 All Weather Floor Mat accessory slipping forward and interfering with the movement of the accelerator pedal. Lexus has investigated these reports and determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

Q2: What is the cause of this condition?
A2: If the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.

Q3: Are there any warnings that this condition exists?
A3: Yes, customers may verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q4: Which and how many floor mats are involved?
A4: The *optional* Lexus ES 350 All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Lexus ES 350 vehicles are involved. There are approximately 38,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Q5: Are there any other Toyota or Lexus All Weather Floor Mats involved?
A5: Yes, this condition also involves the Toyota Camry All Weather Floor Mat. There are approximately 30,500 Toyota Camry All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q6: How many vehicles are involved?
A6: Approximately 38,500 Lexus ES 350 and 30,500 Toyota Camry vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles. To assure over-the-counter accessory sales customers are also notified, approximately 110,000 Lexus ES 350 and 600,000 Toyota Camry vehicle owners will be sent notifications.

Q7: What is the production period of the affected All Weather Floor Mats?
A7: The affected Lexus ES 350 and Toyota Camry All Weather Floor Mats were produced from February, 2006 to mid-September, 2007.

Q8: How many incidents of this condition have been reported?
A8: There have been XXX cases of this condition reported in the affected vehicles.

Q9: Have there been any accidents reported?
A9: There have been XXX accident cases reported in the affected vehicles which may relate to this condition.

Q10: What is Lexus going to do?
A10: In early October, 2007, Lexus will begin sending a preliminary Safety Recall notification to owners of the involved vehicles 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. A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Q11: ***When will the replacement All Weather Floor Mat become available?***
A11: Lexus is currently developing a design modification to the driver's seating position All Weather Floor Mat. We anticipate the new mat will be ready in two to three months. Lexus will send another notification when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Q12: ***What should an owner do until the replacement Toyota Camry All Weather Floor Mat is available?***
A12: Until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time.

If an owner would like to immediately return the All Weather Floor Mat set for a refund, the owner will be requested to return the Lexus ES 350 All Weather Floor Mat set to their local Lexus dealership and they will make the necessary arrangements. The dealership will require the owner's Vehicle Identification Number during the return process.

Q13: ***What if the customer does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat?***
A13: If the vehicle does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, 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 you utilize non-Lexus/non-Toyota floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q14: **What if you experience accelerator pedal interference prior to your appointment?**
A14: Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, 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.
- In the Lexus ES 350 or Toyota Camry equipped with the 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 assist.
- In a traditional key ignition Toyota Camry, 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.

Above all, until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal.

DS

SSC 70F –ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE FOR 2007AND EARLY 2008 TOYOTA CAMRY

DRAFT CONFIDENTIAL

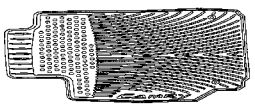
Dear Toyota Owner:

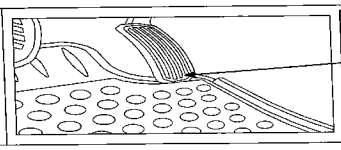
This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Toyota Camry All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year Camry vehicles. ***We are sending you this notice in the event you purchased this accessory.***

What is the condition?

The *optional* Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for Camry vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Toyota has received reports regarding the optional Toyota Camry All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. (Please see the diagram for the specific mat involved). Toyota has investigated these reports and determined that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal ~~from~~ returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.

Toyota Camry All Weather Floor Mat Involved in this recall





If the Toyota Camry All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

What will Toyota do?

Toyota is currently developing a design modification to the driver's seating position All Weather Floor Mat. We will send another notification when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for a new one at that time.

What should you do?

Until the new driver's seating position Toyota Camry All Weather Floor Mat is ready, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time. Please refer to the floor mat section of your Owner's Manual for further information regarding the retaining hooks (clips).

If you would like to immediately return the All Weather Floor Mat set for a refund, please bring your Toyota Camry All Weather Floor Mat set to your local Toyota dealership and they will make the necessary arrangements. The dealership will require your Vehicle Identification Number during the return process.

If your vehicle does not have the Toyota Camry All Weather Floor Mat (please see the diagram for the specific mat involved), it is ***NOT*** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Toyota Camry All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Toyota floor mats, ***please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.***

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 All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, 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. will this stop the vehicle or just slow it down
- In a vehicle equipped with the 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 assist. Can't hold the Accs Not Loose Power brake
- 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.
- ADD: shift vehicle into N

What if you have previously paid for the replacement of the Toyota Camry All Weather Floor Mat Accessory for this specific condition?

If you have previously paid for the replacement of the Toyota Camry All Weather Floor Mat ***for this specific condition*** prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. If you purchased your Toyota Camry All Weather Floor Mat (see diagram provided in this letter) over-the-counter, please also include your receipt for the purchase of the mat. Please allow 4 to 6 weeks to review your request.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact 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.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to http://www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

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,

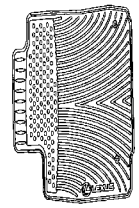
TOYOTA MOTOR SALES, U.S.A., INC.

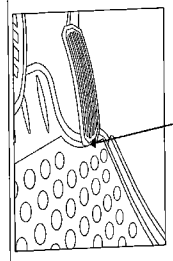
X DS
_ DM
_ WH

LEXUS

Safety Recall – Lexus All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year ES 350

Lexus ES 350 All Weather Floor Mat Involved in this recall





If the Lexus ES 350 All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

CONDITION

- In recent months, Lexus has received reports regarding the optional Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) slipping forward and interfering with the movement of the accelerator pedal. Lexus has investigated these reports and determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.

INVOLVED VEHICLES

- This Safety Recall involves approximately 38,500 Lexus and 30,500 Toyota optional All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year Lexus ES 350 and Toyota Camry vehicles.
- Owners of all 2007 and early 2008 model year Lexus ES 350 (approx. 110,000) and Toyota Camry (approx. 600,000) vehicles will be notified, however, only vehicles that have been equipped with the Lexus ES 350 or Toyota Camry All Weather Floor Mats are affected.

REMEDY

- A newly designed replacement driver's seating position All Weather Floor Mat will be available in two to three months. Until the replacement floor mat is ready, a preliminary owner notification letter will be sent to vehicle owners requesting their assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal.
- If an owner would like to immediately return the All Weather Floor Mat set for a refund, the owner will be requested to return the Lexus ES 350 All Weather Floor Mat set to their local Lexus dealership and they will make the necessary arrangements. The dealership will require the owner's Vehicle Identification Number during the return process.
- A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.
- Possible Mailing Schedule
  - Area September 26, 2007
  - Dealer September 27, 2007
  - Owner October 4, 2007
- A limited media notification (Press Release) is also planned for the afternoon of September 26, 2007.

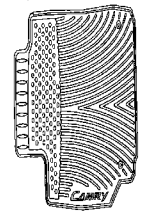
ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

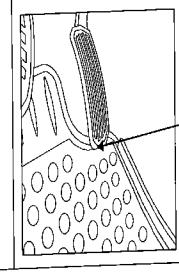
XDS
_DM
_DH

TOYOTA

Safety Recall – Toyota All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Camry

Toyota Camry All Weather Floor Mat involved in this recall





If the Toyota Camry All Weather Floor Mat is not **secured by the retaining hooks** (clips) and the mat moves forward, it may interfere with the accelerator pedal.

CONDITION

- In recent months, Toyota has received reports regarding the optional Toyota Camry All Weather Floor Mat (floor mat constructed from heavy duty rubber) slipping forward and interfering with the movement of the accelerator pedal. Toyota has investigated these reports and determined that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position.

INVOLVED VEHICLES

- This Safety Recall involves approximately 30,500 Toyota and 38,500 Lexus optional All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year Toyota Camry and Lexus ES 350 vehicles.
- Owners of all 2007 and early 2008 model year Toyota Camry (approx. 600,000) and Lexus ES 350 (approx. 110,000) vehicles will be notified, however, only vehicles that have been equipped with the Toyota Camry or Lexus ES 350 All Weather Floor Mats are affected.

REMEDY

- A newly designed replacement driver's seating position All Weather Floor Mat will be available in two to three months. Until the replacement floor mat is ready, a preliminary owner notification letter will be sent to vehicle owners requesting their assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. THE
- If an owner would like to immediately return the All Weather Floor Mat set for a refund, the owner will be requested to return Toyota Camry All Weather Floor Mat set to their local Toyota dealership and they will make the necessary arrangements. The dealership will require the owner's Vehicle Identification Number during the return process.
- A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.
- Possible Mailing Schedule
  - Area September 26, 2007
  - Dealer September 27, 2007
  - Owner October 4, 2007
- A limited media notification (Press Release) is also planned for the afternoon of September 26, 2007.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

IDS
SDM

SSC 7LB - ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE FOR 2007AND EARLY 2008 LEXUS ES 350

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DRAFT CONFIDENTIAL

Dear Lexus Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year ES 350 vehicles. ***We are sending you this notice in the event you purchased this accessory.***

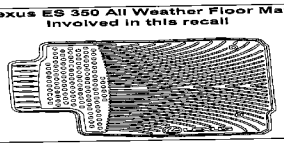
What is the condition?

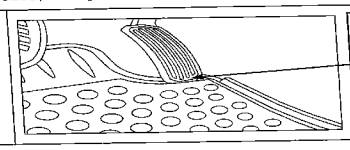
Italics? Make sure all the letters stay consistent w/each other when "optional" is written.

The *optional* Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for ES 350 vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Lexus has received reports regarding the optional Lexus ES 350 All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. (Please see the diagram for the specific mat involved). Lexus has investigated these reports and determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or ~~if it is placed~~ on top of the existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.

Gold?

Lexus ES 350 All Weather Floor Mat Involved in this recall





If the Lexus ES 350 All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

What will Lexus do?

Lexus is currently developing a design modification to the driver's seating position All Weather Floor Mat. We will send another notification when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for a new one at that time.

What should you do?

Until the new driver's seating position Lexus ES 350 All Weather Floor Mat is ready, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time. Please refer to the floor mat section of your Owner's Manual for further information regarding the retaining hooks (clips).

If you would like to immediately return the All Weather Floor Mat set for a refund, please bring your Lexus ES 350 All Weather Floor Mat set to your local Lexus dealership and they will make the necessary arrangements. The dealership will require your Vehicle Identification Number during the return process.

If your vehicle does not have the Lexus All Weather Floor Mat (please see the diagram for the specific mat involved), it is ***NOT*** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Lexus ES 350 All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Lexus floor mats, ***please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.***

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 Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, 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 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 assist.

What if you have previously paid for the replacement of the Lexus ES 350 All Weather Floor Mat Accessory for this specific condition?

If you have previously paid for the replacement of the Lexus ES 350 All Weather Floor Mats ***for this specific condition*** prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Lexus Customer Assistance, L201
19001 South Western Avenue
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. If you purchased your Lexus All Weather Floor Mat (see diagram provided in this letter) over-the-counter, please also include your receipt for the purchase of the mat. Please allow 4 to 6 weeks to review your request.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to http://www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

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 Lexus.

Sincerely,

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

XOM
XWH

TOYOTA

Special Service Campaign (SSC) – 70F (Safety Recall) Q&A
Toyota Camry All Weather Floor Mat for 2007 and Early 2008 Toyota Camry

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DRAFT

Q1: What is the condition?
A1: The optional Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for Camry vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Toyota has received reports regarding the Toyota Camry All Weather Floor Mat (accessory) slipping forward and interfering with the movement of the accelerator pedal. Toyota has investigated these reports and determined that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal ~~from~~ returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

Q2: What is the cause of this condition?
A2: If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal ~~from~~ returning to the idle position.

Q3: Are there any warnings that this condition exists?
A3: Yes, customers may verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q4: Which and how many floor mats are involved?
A4: The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles are involved. There are approximately 30,500 Toyota Camry All Weather Floor Mats involved in this campaign.

Q5: Are there any other Toyota or Lexus All Weather Floor Mats involved?
A5: Yes, this condition also involves the Lexus ES 350 All Weather Floor Mat. There are approximately 38,500 Lexus ES 350 All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q6: How many vehicles are involved?
A6: Approximately 30,500 Toyota Camry and 38,500 Lexus ES 350 vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles. To assure over-the-counter accessory sales customers are also notified, approximately 600,000 Toyota Camry and 110,000 Lexus ES 350 vehicle owners will be sent notifications.

Q7: What is the production period of the affected All Weather Floor Mats?
A7: The affected Toyota Camry and Lexus ES 350 All Weather Floor Mats were produced from February, 2006 to mid-September, 2007.

Q8: How many incidents of this condition have been reported?
A8: There have been XXX cases of this condition reported in the affected vehicles.

Q9: Have there been any accidents reported?
A9: There have been XXX accident cases reported in the affected vehicles which may relate to this condition.

Q10: What is Toyota going to do?
A10: In early October, 2007, Toyota will begin sending a preliminary Safety Recall notification to owners of the involved vehicles 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. A second owner notification will be sent when the replacement floor mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Q11: ***When will the replacement All Weather Floor Mat become available?***
A11: Toyota is currently developing a design modification to the driver's seating position All Weather Floor Mat. We anticipate the new mat will be ready in two to three months. Toyota will send another notification when the new driver's seating position All Weather Floor Mat is available. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Q12: ***What should an owner do until the replacement Toyota Camry All Weather Floor Mat is available?***
A12: Until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the 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 retaining hooks (clips) are designed to accommodate only one floor mat at a time.

If an owner would like to immediately return the All Weather Floor Mat set for a refund, the owner will be requested to return Toyota Camry All Weather Floor Mat set to their local Toyota dealership and they will make the necessary arrangements. The dealership will require the owner's Vehicle Identification Number during the return process.

Q13: ***What if the customer does not have the Toyota Camry or Lexus ES 350 All Weather Floor Mat?***
A13: If the vehicle does not have the Toyota Camry or Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, 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 you utilize non-Toyota/non-Lexus floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q14: **What if you experience accelerator pedal interference prior to your appointment?**
A14: Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, 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.
- In the Lexus ES 350 or Toyota Camry equipped with the 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 assist.
- In a traditional key ignition Toyota Camry, 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.

Above all, until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the acceleretor pedal.