TOYOTA CUSTOMER SERVICES

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

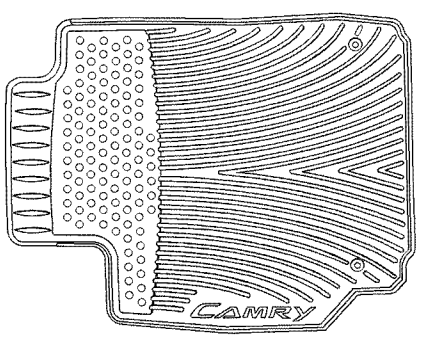
FROM: DAVE ZELLERS,
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

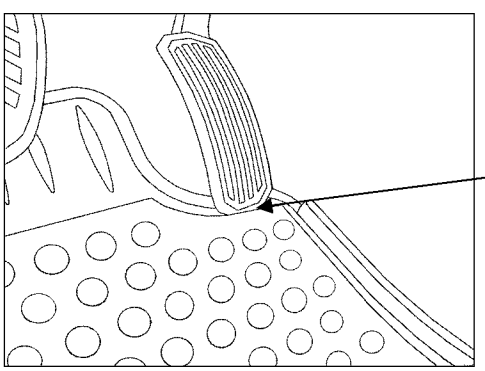
SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY 2008 TOYOTA CAMRY)

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 is currently developing a design modification to the driver's seating position Toyota Camry All Weather Floor Mat. We anticipate the replacement mat will be available in mid-to-late November, 2007. 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. A second notice to Region/PD associates, Dealerships and vehicle owners will be conducted when the replacement mats become available.

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 late 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 vehicles will be sent notifications. This represents approximately 706,500 vehicle owners. 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. This will provide owners a way to opt out of receiving further notifications.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this recall.

3. 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

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. Beseda
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
W. DeManincor
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: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY 2008 TOYOTA CAMRY)

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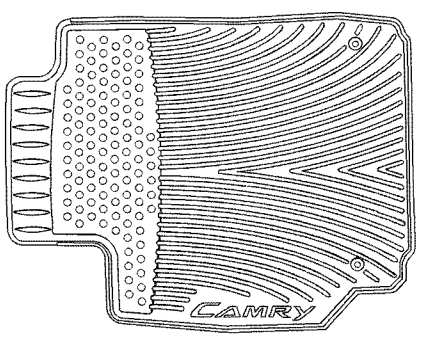
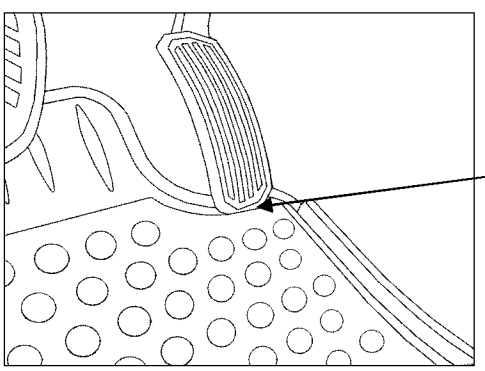
Toyota is currently developing a design modification to the driver's seating position Toyota Camry All Weather Floor Mat. We anticipate the replacement mat will be available in mid-to-late November, 2007. In early October, 2007, Toyota will begin sending a ***preliminary*** Safety Recall notification 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. A second notice to Toyota Dealerships and vehicle owners will be conducted when the replacement mats become available.

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. <u>Owner Notification Letter Mailing Date</u>

   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.

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 early 2008 model year Toyota Camry vehicle owners will be sent notifications. This represents approximately 706,500 vehicle owners. 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. This will provide owners a way to opt out of receiving further notifications.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this recall.

2. Dealer/Owner Lists

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

3. Number of Involved Toyota Camry All Weather Floor Mats

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

Due to over-the-counter sales, the involved floor mats may be installed in the following vehicles:

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

4. 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 mid-to-late November, 2007.

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

In the event a customer 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 an SSC claim using the operation code provided. ***You will require the customer's Vehicle Identification Number for the claim.***

SSC #	Op. Code	Description	Flat Rate Hour
70F	7519J2	Customer Reimbursement of the All Weather Floor Mat	0.1 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 only the Toyota Camry All Weather Floor Mat specific to 2007 and early 2008 model year vehicles.
- Dealers will be reimbursed up to $115.00 per All Weather Floor Mat set returned. These costs are to be claimed as sublet type 'UP' on the warranty claim. (NOTE: The All Weather Floor Mats may not be listed as replacement parts if claimed as a sublet.)
- 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.

6. 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.