From: Christopher Tinto/=WDC/Toyota_NY. Sent:9/25/2007 2:20 PM.
To: [-] George Morino/=TMS/Toyota@Toyota.
Cc: [-] .
Bcc: [-] .
Subject: Re: NHTSA press release for tomorrow's field action on ES and Camry.

I thought u would be mad at me about the prius and avalon...

Thx bud

Chris Tinto
Vice President, Toyota Motor North America Inc
Sent from Wireless hand held

From: George Morino
Sent: 09/25/2007 05:18 PM
To: Christopher Tinto
Subject: Re: NHTSA press release for tomorrow's field action on ES and Camry

Thank you!!!!

You are truely our hero!

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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Christopher Tinto/WDC/Toyota_NY@TOYOTA_NY
09/25/2007 02:12 PM
To Michiteru Kato/HINPO/TMC0@TMC0@TMCE@TOYOTA, yokoyama@fuminori.tec.toyota.co.jp
cc George Morino, John Hanson/TMS/Toyota@Toyota, Ming-Jou Chen/TMS/Toyota@TOYOTA, chris santucci, hkato@tma.toyota.com, martha voss, Kevin Ro/WDC/Toyota_NY@TOYOTA_NY, Jyunji Ogata/HINPO/TMC0@TMC0, Shinichiro Ogata/HINPO/TMC0@TMC0, Takezo Oba/HINPO/TMC0@TMC0, Kirk Forsht
Subject NHTSA press release for tomorrow's field action on ES and Camry

I spoke to Dan Smith today, and he explained NHTSA's press release plans as follows:

NHTSA's PR guy, Rae Tyson, will call TMS in Torrance to insure that NHTSA does not send out its press release before Toyota's. I explained that the current plan was to issue our release around 11 am, but I appreciated the coordination to insure we don't overlap. So, Rae will call John Hanson/Ming-Jou Chen sometime today to coordinate.

NHTSA told me that their release will be a 'general consumer advisory', noting the Toyota recall of the ES/Camry, but also noting that the issue of floor mat interference with the pedal can potentially occur on other makes and models. Regarding our recall, they will note that until mats are available, customers should insure they are not double stacking, and they should insure proper installation (using the hooks).

Although they claim that this is a 'general' advisory, one thing that concerned me was that NHTSA said they may make mention of complaints in other specific Toyota models, especially the Prius and Avalon. I objected to calling out these two model lines, but NHTSA claims that they have in-scope complaints, so they are merely reporting the facts.

Finally, I was also told that they will have a graphic/picture of an unsecured mat in their press release, likely one in an ES350, as a visual.

Again - the plan is to submit the 573 to NHTSA at 10 am, and NHTSA will hold release of their press statement until after TMS has released its Toyota release. Finally, NHTSA said all public inquiries about this issue will be forwarded to TMS directly.

Best Regards,
Chris

Chris Tinto
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