From: Kathy Wachs/=Lexus/Toyota. Sent:9/25/2007 5:17 PM.
To: [-] Mark Kubota/=TMS/Toyota@Toyota.
Cc: [-] George Morino/=TMS/Toyota@Toyota.
Bcc: [-] .
Subject: Area Notification.

This message was approved by Nancy Fein, Vice-President, Lexus Customer Services.

Lexus will initiate a Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber) for 2007 and early 2008 model year vehicles.

Background
On September 26, 2007, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the optional Lexus ES 350 All Weather Floor Mat specifically engineered and manufactured for 2007 and early 2008 model year ES 350 vehicles.
In recent months, Toyota 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 returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.
There are approximately 30,500 Lexus ES 350 vehicles equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.
In early October, 2007, Lexus will notify owners of the involved vehicles with a preliminary Safety Recall notification, advising customers of when a replacement mat will be available and steps they can take until that time. Lexus is currently developing a design modification to the driver's seating position Lexus ES 350 All Weather Floor Mat. Once the replacement mat is available, a second notification informing Area associates, Dealerships and vehicle owners will be conducted. We anticipate the second notice to be mailed in mid-to-late November, 2007.
To assure over-the-counter accessory sales customers are also notified, approximately 133,000 vehicle owners will be sent notifications. However, only the 30,500 vehicles equipped with the Lexus ES 350 All Weather Floor Mat accessory are affected by this campaign.
Please note that this is a Safety Recall.

Region Notification Timing
The following Area and Dealer Letters will be sent by Overnight Mail on September 26, 2007, to the attention of the CSOM.

Rick LoFaso/TMS/Toyota, Dan Swartz/Mobile/Toyota, Kevin Cour/TMS/Toyota, D'Anne Duclos/Mobile/Toyota, Steve Hearne/Lexus/Toyota, Dave Harbuck/Mobile/Toyota, Scott Wracher/Mobile/Toyota, Don Fordiani/TMS/Toyota, Sal Berardesco/TMS/Toyota, Stephen Waddell/Mobile/Toyota, Tim Medeiros/Mobile/Toyota, Kevin Cunningham/Vendors/Toyota, Paul L Clark/Mobile/Toyota, Peter Donnellan/Lexus/Toyota, Oscar Vasquez/Mobile/Toyota, Dave Thomas/Lexus/Toyota, Terry Jackson/Mobile/Toyota, Kenneth Jackson/TMS/Toyota, Chris Downing/Lexus/Toyota, Allen Woodrum/Mobile/Toyota, Kevin Pratt/TMS/Toyota, Lori Domeracki/TMS/Toyota, Ron Duval/Lexus/Toyota, Buzz Rittenberg/Lexus/Toyota, Charlie Jorgensen/Mobile/Toyota, Michael Zarnecki/Mobile/Toyota, Lyle Scalzo/TMS/Toyota, Kevin Foy/TMS/Toyota, Stan Skutecki/TMS/Toyota,Mike Colon/TMS/Toyota, Matt Hennessey/Lexus/Toyota, Nancy Fein/TMS/Toyota, James Farley/Lexus/Toyota, Jim Colon/Lexus/Toyota, David Nordstrom/Lexus/Toyota, Denise Jacobson/Lexus/Toyota, Robin LeFevre/TMS/Toyota, Jerry Marcotti/Lexus/Toyota, Donica Zaid/Lexus/Toyota, Julie Alfonso/TMS/Toyota,

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