

From: George Morino/=TMS/Toyota

Sent:9/25/2007 3:01 PM.

To: [-] Bill Kwong/=Mobile/Toyota@Toyota

Cc: [-]

Bcc: [-]

Subject: Re: Fw: NHTSA press release for tomorrow's field action on ES and Camry.

We don't have a better mat... Yet...

Call me later.

Thanks!

From: Bill Kwong

Sent: 09/25/2007 02:58 PM PDT

To: George Morino

Subject: Re: Fw: NHTSA press release for tomorrow's field action on ES and Camry

Thanks George.

btw, what's changed on the new all weather mats to make them better? Thanks.

Bill Kwong

Product Communications

Toyota Motor Sales, U.S.A., Inc.

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George Morino/TMS/Toyota

09/25/2007 02:19 PM

To bill\_kwong@toyota.com, Allison Takahashi/TMS/Toyota@Toyota

cc

Subject Fw: NHTSA press release for tomorrow's field action on ES and Camry

FYI...

George Morino

National Manager

Quality Compliance Department

Product Quality and Service Support

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----- Forwarded by George Morino/TMS/Toyota on 09/25/2007 02:18 PM -----

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  
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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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