Via Overnight Mail
September 26, 2007

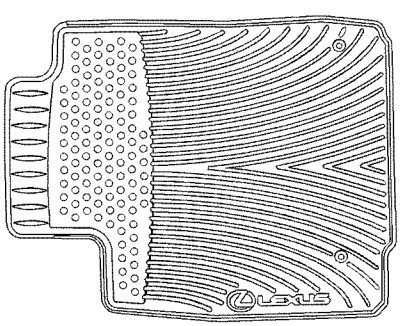
Subject: Special Service Campaign (SSC) 7LB (Safety Recall)
Lexus ES 350 All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Vehicles

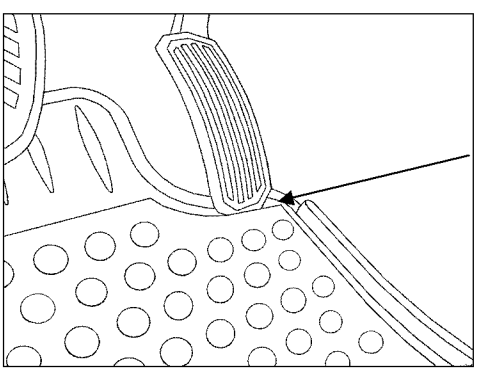
Dear Dealer Principal:

Lexus will initiate a Safety Recall (Special Service Campaign) on certain Lexus optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 30,500 optional Lexus ES 350 All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles. 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 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.

Lexus is currently developing a design modification to the driver's seating position Lexus ES 350 All Weather Floor Mat. We anticipate the replacement mat will be available in mid-to-late November, 2007. 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 timing when the replacement All Weather Floor Mat for the driver's seating position will become available. A second notice to Lexus dealerships and vehicle owners will be conducted when the replacement mat becomes available.

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

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.

Owner Notification Date

In early October, 2007, approximately one week after the dealer notification, Lexus will begin sending a ***preliminary*** Safety Recall notification. Owners of the involved vehicles will be informed of the recall and the timing of when the replacement All Weather Floor Mat for the driver's seating position will become available. This preliminary Safety Recall notification contains instructions and warnings for the owner should they experience accelerator pedal interference. 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 Lexus ES 350 All Weather Floor Mat are involved. However, to assure that over-the-counter accessory sales customers are also notified, all owners of 2007 and early 2008 model year Lexus ES 350 vehicles will be sent notifications. This represents approximately 133,000 owners. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Lexus All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.

If the vehicle does not have the Lexus ES 350 All Weather Floor Mat designed for the 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC.

Dealer/Owner Lists

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

Number of Involved Lexus ES 350 All Weather Floor Mats

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 is involved in this SSC. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Parts Availability and Ordering

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 mid-to-late November, 2007.

In the Event a Customer Would Like to Return Their Affected Lexus ES 350 All Weather Floor Mats

In the event a customer would like to immediately return their Lexus ES 350 All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file an SSC

[APG]

claim using the operation code provided. ***You will be required to provide the customer's Vehicle Identification Number for the claim.***

SSC	Operation Code	Description	Labor Time
7LB	7519J2	Dealer Administrative Time for Customer Reimbursement of the All Weather Floor Mat	0.1* hour/vehicle

***NOTE: The above flat rate time is for the campaign administrative cost per unit to the dealership.**

- Reimbursement is limited to only the Lexus ES 350 All Weather Floor Mat specific to the 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 a replacement part on the claim.)
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to Lexus. Floor mats that are not returned will result in the claim being debited.

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-Lexus 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 its contents so they may properly implement this campaign as well as address any owner concerns that may arise regarding this Special Service Campaign.

Thank you for your understanding. Your on-going care for these Lexus owners during this campaign protects our customers and their image of Lexus.

Sincerely,

[APG]

Robin LeFevre
National Customer Services Field Operations Manager

Attachments

CC: Customer Satisfaction Manager
General Manager
Parts Manager
Sales Manager
Service Manager

[APG]

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

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 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 returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

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 30,500 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 24,500 Toyota Camry All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q6: How many vehicles are involved?

[APG]

A6: Approximately 30,500 Lexus ES 350 and 24,500 Toyota Camry vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles. To assure that over-the-counter accessory sales customers are also notified, approximately 133,000 Lexus ES 350 and 706,500 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 December, 2005 (Camry) and February, 2006 (ES 350) to mid-September, 2007.

Q8: Is this campaign related to the recent NHTSA investigation on the ES 350 All Weather Floor Mat?

A8: Yes, this campaign is a direct result of the National Highway Traffic Safety Administration (NHTSA) and Toyota investigation into the ES 350 All Weather Floor Mats. During the investigation, it was 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. Based upon the same design pattern to the driver's seating position Lexus ES 350 All Weather Floor Mats, the 2007 and early 2008 Toyota Camry vehicles were included in this campaign.

Q9: How many incidents of this condition have been reported?

A9: According to information received from NHTSA, there had been 17 consumer allegations of this condition in the 2007 Lexus ES 350.

Q10: Have there been any accidents reported?

A10: There have been allegations of 5 accident cases among the 17 complaints received by NHTSA.

Q11: What is Lexus going to do?

A11: 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. We anticipate the second notification will begin mailing in mid-to-late November, 2007. The original driver's seating position All Weather Floor Mat will be exchanged for the new one at that time.

Q12: When will the replacement All Weather Floor Mat become available?

A12: 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 mid-to-late November, 2007. 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

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION

that time.

Q13: What should an owner do until the replacement Lexus ES 350 All Weather Floor Mat is available?

A13: 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.

Q14: What if the customer does not have the Lexus ES 350 All Weather Floor Mat?

A14: 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.

Q15: What if you experience accelerator pedal interference prior to your appointment?

A15: 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 which is 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.

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.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION TOY-TQ001-00029298

[APG]

SAMPLE

SSC 7LB – LEXUS ES 350 ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES

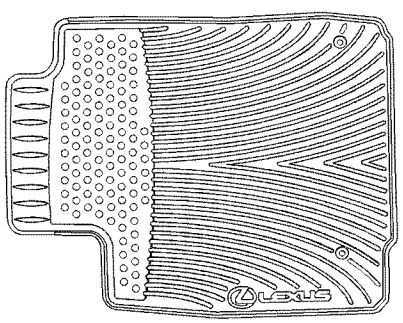
Dear Lexus Owner:

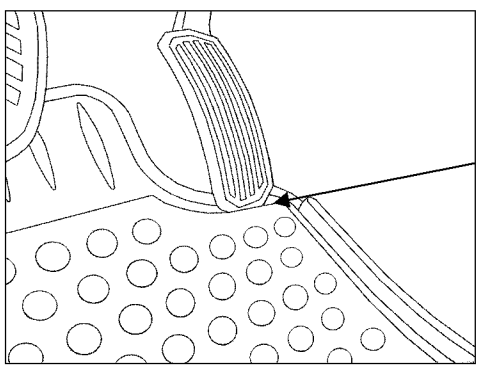
This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) 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?

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 returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash**.**

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. We anticipate the second notification will begin mailing in mid-to-late November, 2007. 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

[APG]

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?

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?

[APG]

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
A Division of Toyota Motor Sales, U.S.A., INC.

[APG]