From: Chris Santucci/=WDC/Toyota_NY. Sent:9/26/2007 7:01 AM.

To: [-] ctinto@tma.toyota.com;Michiteru Kato/=HINPO/TMC0@TMC0@TMCE@TOYOTA.

Cc: [-] Kevin Ro/=WDC/Toyota_NY@Toyota_NY; Akira_Kanatani@tma.toyota.com; hkato@tma.toyota.com; George Morino/=TMS/Toyota@Toyota; Kirk Forsht/=TMS/Toyota@Toyota; Jyunji Ogata/=HINPO/TMC0@TMC0; Shinichiro Ogata/=HINPO/TMC0@TMC0; Takezo Oba/=HINPO/TMC0@TMC0; martha_voss@tma.toyota.com; Mike_Michels@toyota.com.

Bcc: [-] .

Subject: Toyota/Lexus All Weather Floor Mat Campaign Filed with NHTSA.

At 10:00 am EST, TMA filed the attached Defect Information Report (DIR) with NHTSA regarding a voluntary safety campaign of certain Toyota and Lexus optional equipment all weather floor mats. The mats subject to the campaign were optional equipment for the 2007 - 2008 MY Lexus ES350 and Toyota Camry. To address NHTSA's concerns raised in the defect investigation (EA07-010), Toyota is recalling the driver position all weather floor mat. NHTSA has received 17 complaints regarding unintended acceleration on the 2007 Lexus ES350, and noted that an unsecured all weather floor mat can trap the accelerator pedal, resulting in significant unwanted acceleration.

TMA negotiated with NHTSA and reached this agreement with the agency in order to address the issue. While the all weather floor mat cannot interfere with the accelerator pedal if properly secured with the retention clips, Toyota is aware that in some cases, the mat was unsecured due to being placed on top of the carpeted floor mat. In this particular case, Toyota did not determine the existence of a safety related defect with the mat or the vehicles, but is complying with the regulations for safety related defects. This campaign is being filed as an equipment recall of the mats themselves, not the vehicles in which these mats were available as optional equipment. Only the 2007 - 2008 MY Lexus ES350 and Toyota Camry driver side all weather floor mats are included in this campaign at this time.

All known owners of 2007 - 2008 MY Lexus ES350 and Toyota Camry vehicles will be sent a campaign letter, and if they have purchased the all weather floor mats, they will be eligible for a no-charge replacement of the driver side mat when it becomes available. Mailings will begin in early October. If you have any questions about this campaign, please let me know.

Regards,

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