Via Overnight Mail
September 26, 2007

To: Lexus Area General Managers

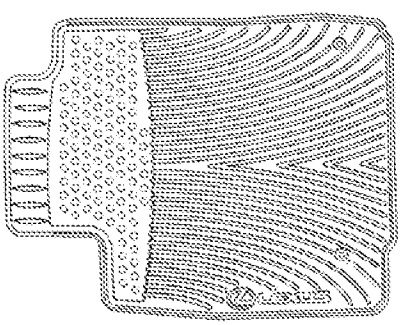
From: Robin LeFevre – National Customer Services Field Operations Manager

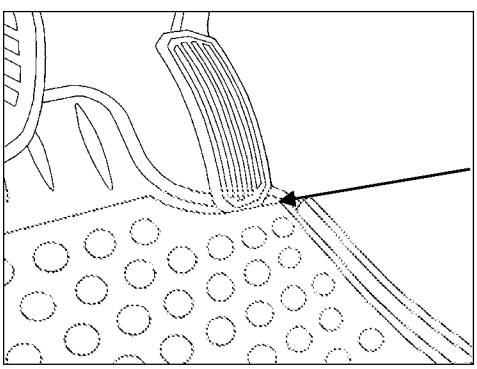
Subject: Special Service Campaign (SSC) 7LB (Safety Recall)
Lexus ES 350 All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Vehicles

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 pedal.

The following vital information is provided to inform you and your staff of the *preliminary* dealer and owner notification phase of the campaign and your degree of involvement.

Dealer Notification Date

The enclosed dealer letter will be sent to all Lexus dealers (to the attention of the service manager) on Wednesday, September 26, 2007 via Next Day UPS delivery service.

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 ES 350 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.

Area/Dealer/Owner Lists

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

Please refer to the enclosed dealer letter for additional information.

Please review this entire package with your staff to familiarize them with its contents so they may properly support your dealers 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.

ENTIRE PAGE CONFIDENTIAL BUSINESS INFORMATION TOY-TQ001-00029474

Cc: Assistant Area General Manager
Customer Satisfaction Manager
Customer Services Field Manager
Customer Services Operations Manager
District Service and Parts Operations Manager
District Technical Manager
Field Product Engineer

J. Alfonso
E. Bastien
J. Beseda
R. Broughman
J. Colon
G. Bryan
W. Burns
A. Cabito
D. Camden
J. Chernus
R. Daly
A. DeCarr
R. Dufresne
D. Esmond
J. Farley
N. Fein
F. Fontanella
Y. Funo
J. Hanson
J. Hollis
D. Illingworth
M. Kaminski
M. Kubota
J. Lang
J. Lentz
J. Marcotti
E. Matsuda
I. Miller
T. Minyon
G. Morino
T. Nagashino
D. Ogilvie
K. Ohara
D. Pettitt
R. Pflughaupt
K. Rigberg
G. Rush
G. Soga
D. Stovall
E. Taira
K. Yamamoto
D. Zellers

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