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09/26/2007 07:02 AM

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bcc

Subject SSC (Safety Recall) 70F - Toyota Camry All Weather Floor Mat for 2007 and early 2008 model year vehicles

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

Background/Condition

- On September 26, 2007, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the optional Toyota Camry All Weather Floor Mat specifically engineered and manufactured for 2007 and early 2008 model year Camry vehicles.
- In recent months, Toyota has received reports regarding the Toyota Camry All Weather Floor Mat accessory slipping forward and interfering with the movement of the accelerator pedal. Toyota has investigated these reports and determined that if the optional Toyota Camry 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.***
- In early October, 2007, Toyota 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. Toyota is currently developing a design modification to the driver's seating position Toyota Camry All Weather Floor Mat. Once the replacement mat is available, a second notification informing Region/PD associates, Dealerships and vehicle owners will be conducted. We anticipate the ***second notice*** to be mailed ***in mid-to-late November, 2007.***
- There are approximately 24,500 Toyota Camry vehicles 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 706,500 Toyota Camry vehicle owners will be sent notifications. However, only the 24,500 vehicles equipped with the Toyota Camry All Weather Floor Mat accessory are affected by this campaign.
- Please note that this is a **Safety Recall**.

Region Notification Timing

- The following Region Letter will be sent by Overnight Mail on September 26, 2007, to the attention of the CSOM.

70F Region Dealer Letter.pdf

70F Q&A.pdf

Dealer and Owner Notification Timing

- The following Dealer Daily message will be posted on Wednesday, September 26, 2007, at approximately 8:00 am Pacific Time, to inform the dealerships of the campaign and launch timing. The Dealer Daily message also contains a Q&A.

70F Dealer Daily Notice.pdf

- A dealer package notifying dealerships of the Preliminary Notice to owners will be sent by Overnight Delivery on September 26, 2007.
- Toyota will inform owners of the involved vehicles with a Safety Recall notification letter sent via first class mail in early October, 2007.
- A second notice to Region/PD, Dealerships and vehicle owners will be conducted when replacement driver's seating position Toyota Camry All Weather Floor Mats become available. We anticipate the second notice to be mailed in mid-to-late November, 2007.

Media Announcement

- ***Corporate Communications is planning to inform select media of this issue on the morning of September 26th.***

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