

From: George Morino/=TMS/Toyota Sent:11/2/2007 4:18 PM.  
To: [-] Mark Kubota/=TMS/Toyota@Toyota.  
Cc: [-] David\_Stovall@toyota.com;Kirk  
Forsht/=TMS/Toyota@toyota;Richard\_Jung@toyota.com;Wayne\_Hutchinson@toyota.com.  
Bcc: [-] .  
Subject: Re: Need update for weekend report...

Are we going to use for 70F/7LB part 2?

George Morino  
National Manager  
Quality Compliance Department  
Product Quality and Service Support  
Toyota Motor Sales, U.S.A., Inc.  
Tel. 310-468-3392  
Fax 310-468-3399

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Mark Kubota/TMS/Toyota  
11/02/2007 04:12 PM  
To George Morino/TMS/Toyota@Toyota  
cc David\_Stovall@toyota.com, Kirk Forsht/TMS/Toyota@Toyota, Richard\_Jung@toyota.com,  
Wayne\_Hutchinson@toyota.com  
Subject Re: Need update for weekend report...

I believe we were going to apply this to the next campaign that we are using the pink booklet for.  
We have been using the envelope for all the current campaigns.

We did not do it for the remails because owner's have already received the smaller size letter, it would create confusion among the owners.

We'll have to revisit this when we use a booklet again.  
It may be awhile before we go back to the pink booklet style.

=====  
Mark T. Kubota  
窪田 隆 (マーク)  
Quality Compliance  
Product Quality and Service Support  
Toyota Customer Services  
Toyota Motor Sales, U.S.A., Inc.  
Phone: 310/468-5316 Fax: 310/468-3399  
=====

George Morino/TMS/Toyota

11/02/2007 04:03 PM

To Mark\_kubota@toyota.com, Richard\_Jung@toyota.com

cc David\_Stovall@toyota.com, Wayne\_Hutchinson@toyota.com, Kirk Forsht/TMS/Toyota

Subject Need update for weekend report...

Hi guys:

Do you know what's going on with this?

#### Owner Letter Security

To prevent copying of our owner letter format by outside marketing companies, we are changing the letter sizes for the Owner Letters (6" x 10"). In addition to security (difficult for 3rd parties to duplicate) the larger size will relieve some of the problems with the longer Owner Letters.

George Morino

National Manager

Quality Compliance Department

Product Quality and Service Support

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