



Michael Chevedden
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>

11/13/2007 05:33 PM

To David_Stovall@toyota.com

cc "Joan J. Marino" <Joan_Marino@imagespm.com>, "Mark T. Kubota" <Mark_Kubota@toyota.com>, Richard Jung <Richard_Jung@toyota.com>, Wayne Hutchinson

bcc

Subject Re: 70F/7LB #2 planning

Thanks.

this is good stuff.

Mike

On Nov 13, 2007, at 4:30 PM, David_Stovall@toyota.com wrote:

Mike, please see answers below in blue

Multiple mail drops or single like the initial mailing?

3 separate mailings will take place

- Initial ES 350 letters (approx. 15,000) will mail over 5 days beginning on 11/26/07

- All Camry Letters will mail (approx 720,000) will mail over 10 days beginning on 11/26/07

- Remaining ES 350 Letters (approx. 115,000) will mail on 12/03/07 in one drop

2 page letter with the 2nd page being generic?

The second page is model specific, but since there is only one model per make I guess we are OK.

Can I get the banner text for envelopes now?

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

SSC 70F - TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL
NOTICE FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES --UPDATED INFORMATION
ENCLOSED--

The last run showed about 84% forms for Toyota, 16% for Lexus. At an estimated 800M, that equates to roughly, 672M for Toyota and 128M for Lexus.

Are these good rough numbers?

These numbers are a pretty good estimate. It might be higher or lower depending on the outcome of Quintek's work.

It would be great to obtain this information today.

David Stovall
Quality Compliance
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-5933
Fax 310-468-3399

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Mike Chevedden <chevedden@imagespm.com>

11/12/2007 10:29 AM

To: David Stovall <david_stovall@toyota.com>
cc: "Mark T. Kubota" <Mark_Kubota@toyota.com>, Richard Jung <Richard_Jung@toyota.com>, Wayne Hutchinson <wayne_hutchinson@toyota.com>, "Joan J. Marino" <Joan_Marino@imagespm.com>
Subj: 70F/7LB #2 planning
ect

Dave,

I have a few questions pertaining to the next 70F/7LB mailing. The answers will help us get a jump on meeting the dates TMS QC needs.

Multiple mail drops or single like the initial mailing?
2 page letter with the 2nd page being generic?
Can I get the banner text for envelopes now?

The last run showed about 84% forms for Toyota, 16% for Lexus. At an estimated 800M, that equates to roughly, 672M for Toyota and 128M for Lexus. Are these good rough numbers?

It would be great to obtain this information today.

Thank you.

Mike

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