TOYOTA CUSTOMER SERVICES

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TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/ VICE PRESIDENTS

FROM: DAVE ZELLERS,
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

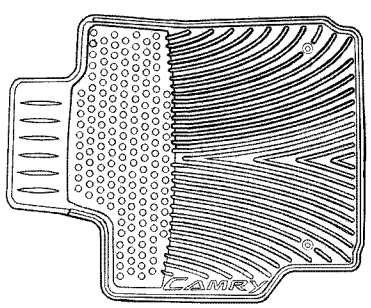
SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES)

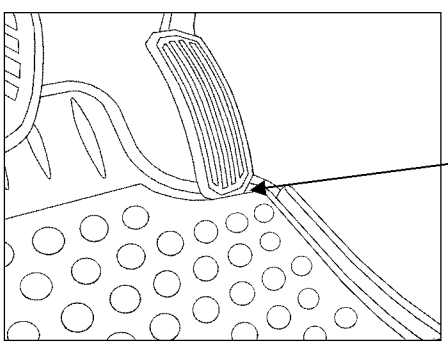
In late September, 2007, Toyota mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Toyota was designing a replacement Toyota Camry All Weather Floor Mat and that another notice will be mailed to them once the new mat was available.

In late November, 2007, Toyota will begin sending a Safety Recall notification to inform owners the newly designed replacement All Weather Floor Mat for the driver's seating position is now available. The recall campaign involves approximately 24,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles.

The optional Toyota Camry All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Toyota has received reports 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), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***

Toyota Camry All Weather Floor Mat Involved in this recall





If the Toyota Camry 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 owner notification phase of the campaign and your degree of involvement.

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be sent to all Toyota dealers in mid-November, 2007.

2. **Owner Notification Mailing Date**

Toyota will begin sending the Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. However, to assure that over-the-counter accessory sales customers are notified, owners of 2007 and early 2008 model year Toyota Camry vehicles that did not provide a return postcard (provided in the earlier mailing), indicating their vehicle is not equipped with the optional Toyota All Weather Floor Mats, will receive a notification letter.

3. **Region/District Summary Reports**

We have enclosed the following SSC 70F Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package. As the 2007 and early 2008 MY Camry All Weather Floor Mats are an over-the-counter accessory, these reports will be based upon dealership sales of this item.

- Region/PD Summary Report that provides an overview of the entire Region/PD for this SSC.
- A District Summary Report that indicates the number of 2007 and early 2008 MY Camry All Weather Floor Mats sold by each dealership in each district for this campaign.

Please refer to the attached Dealer letter for additional information.

Please review this entire SSC with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A, INC.

Enclosures

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

T. Anazawa
K. Aoki
J. Beseda
G. Borst
R. Broughman
G. Bryan
W. Burns
A. Cabito
D. Camden
B. Carter
J. Chernus
G. Christoff
B. Cooper
R. Daly
D. Danzer
F. Davidson
A. DeCarr
W. DeManincor
T. Doi
B. Ertmann
D. Esmond
W. Fay
N. Fein
F. Fontanella
Y. Funo
S. Haag
J. Hanson
D. Illingworth
R. Ito
M. King
J. Lang
R. LeFevre
J. Lentz
E. Matsuda
T. Matsuno
D. Mercer
M. Michels
I. Miller
T. Minyon
M. Morrison
T. Morrison
E. Nagano
T. Nagashino
T. Nagata
K. Ohara
D. Pettitt
R. Pflughaupt
M. Reding
C. Reynolds
M. Rocco
B. Smith
R. Specht
J. Stempkowski
H. Sunakawa
E. Taira
T. Takada
J. Tetherow
A. Vaish
R. Walker
R. Waltz
K. Yamamoto

TOYOTA

Toyota Motor Sales, U.S.A., Inc.
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Torrance, CA 90501
(310) 468-4000

TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES)

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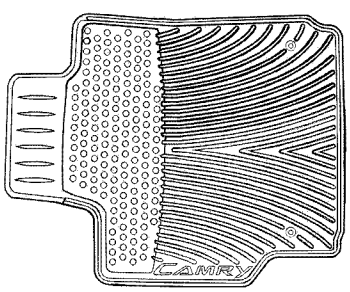
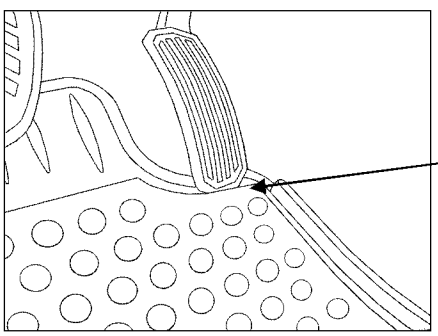
Toyota Camry All Weather Floor Mat Involved in this recall





If the Toyota Camry 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 owner notification phase of the campaign and your degree of involvement.

1. **Owner Notification Letter Mailing Date**
Toyota will begin sending the second Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. However, to assure that over-the-counter accessory sales customers are notified, owners of 2007 and early 2008 model year Toyota Camry vehicles that did not provide a return postcard (provided in earlier mailing), indicating their vehicle is not equipped with the optional Toyota All Weather Floor Mats, will receive a notification letter.

2. **Dealer/Owner Lists**
Dealer part sales lists (to be used for reference in ordering parts) for SSC 70F have been distributed to each dealership's Service and Parts Managers. These lists are based upon total parts sales to your dealership. Based upon our records, a dealership which did not sell any Toyota All Weather Floor Mats will receive a report indicating so.

3. **Number of Involved Toyota Camry All Weather Floor Mats**
The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles is involved in this SSC. There are approximately 24,500 Toyota Camry All Weather Floor Mats involved in this campaign.

4. **Parts availability and ordering**
The necessary parts can be ordered through your dealership's facing PDC.

Part Description	Part Number	QTY
Camry AWFM Black (Driver's Seating Position)	PT908-0307F-02	1
Camry AWFM Brown (Driver's Seating Position)	PT908-0307F-14	1

5. **Warranty Processor Instructions**

A. In the event a customer would like to return their affected Toyota Camry All Weather Floor Mats for a Refund
In the event a customer would like to immediately return their Toyota Camry All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file an SSC claim using the operation code provided. ***You will be required to provide the customer's Vehicle Identification Number for the claim.***

SSC #	Op. Code	Description	Flat Rate Hour
70F	7519J2	Remove and ***Refund*** the All Weather Floor Mat Set	0.1 Hr/Veh

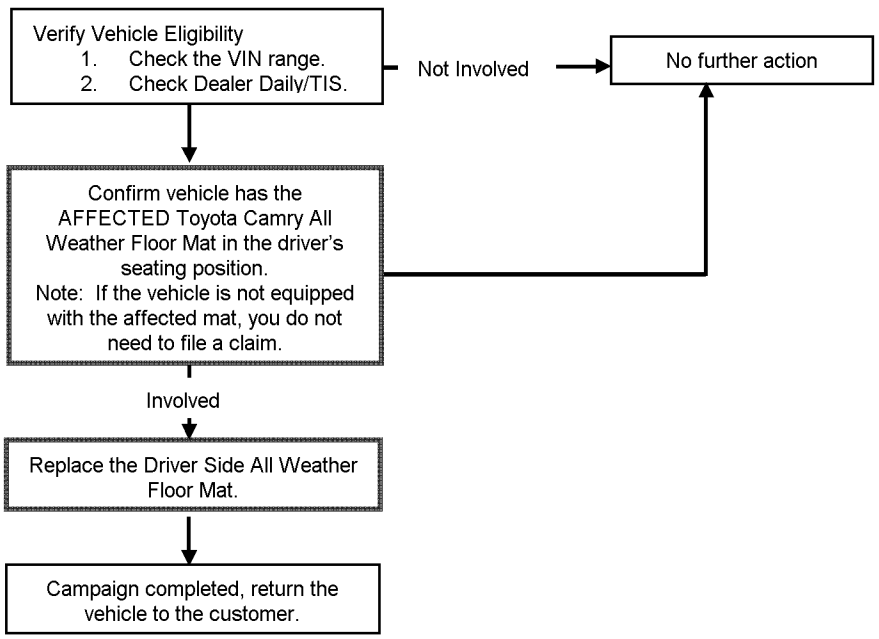
- If you are replacing the driver's seating position 2007 and early 2008 Toyota Camry All Weather Floor Mat with the newly designed one, do not use this operation code. Please see the replacement operation code in the next section.
- Dealers will be reimbursed up to $115.00 per All Weather Floor Mat set returned. These costs are to be claimed as sublet type 'UP' on the warranty claim. (NOTE: The All Weather Floor Mats may not be listed as replacement parts if claimed as a sublet.)
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

- Reimbursement is limited to only the Toyota Camry All Weather Floor Mat specific to 2007 and early 2008 model year vehicles.

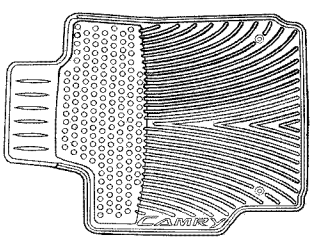
B. <u>In the event the customer has the All Weather Floor Mat</u>

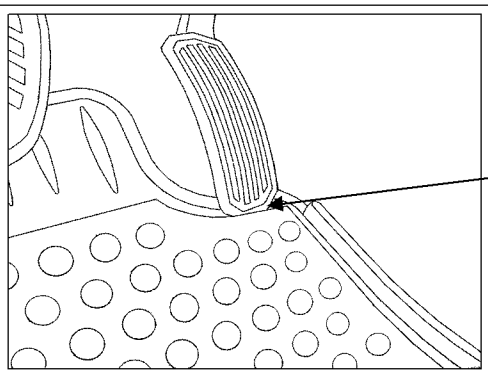
Please note the following for this campaign:

If the vehicle does not have the affected Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. Do not file a claim if the vehicle is not equipped with the affected Toyota Camry All Weather Floor Mat. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.



Toyota Camry All Weather Floor Mat Involved in this recall
(Refer to the Technical Instructions to determine if a mat is affected or not)





If the Toyota Camry 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 operation code to be used for this campaign is:

SSC #	Op. Code	Description	Flat Rate Hour
70F	7519J1	Replace the Affected Original Driver's Side All Weather Floor Mat with the Newly Designed Floor Mat	0.2 Hr/Veh

NOTE:

- Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership.
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.