Via Overnight Mail
November 16, 2007

To: **Lexus Area General Managers**

From: **Robin LeFevre – National Customer Services Field Operations Manager**

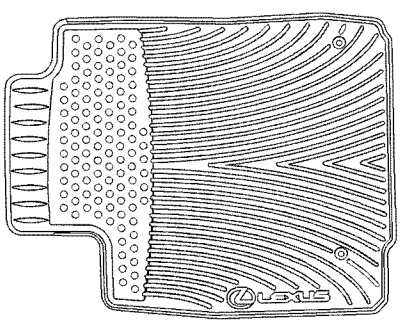
Subject: **<u>UPDATE</u> - Special Service Campaign (SSC) 7LB (Safety Recall)**
Lexus ES 350 All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Vehicles

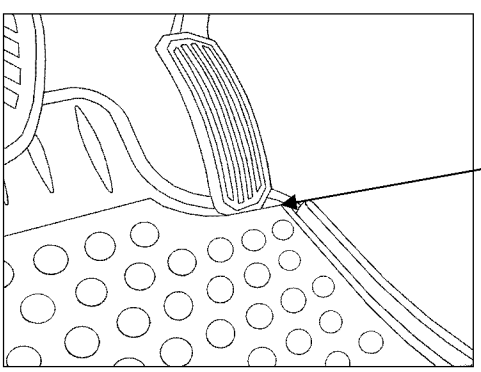
In late September, 2007, Lexus mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Lexus was designing a replacement Lexus ES 350 All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Lexus will begin sending a Safety Recall notification to inform owners that <u>the newly designed replacement All Weather Floor Mat for the driver's seating position is now available</u>. 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.

The optional Lexus ES 350 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. Lexus has received reports that if the optional Lexus ES 350 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.***

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.

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The following vital information is provided to inform you and your staff of the 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 Monday, November 19, 2007 via Next Day UPS delivery service.

Owner Notification Date

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

Only vehicles equipped with the Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles are involved. However, to assure that over-the-counter accessory sales customers are also notified, owners of 2007 and early 2008 model year Lexus ES 350 vehicles that did not provide a return postcard (provided in the earlier mailing), indicating their vehicle is not equipped with the optional Lexus All Weather Floor Mats, will receive a notification letter.

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 Lists

Reports combining known Lexus PPO vehicle counts and Dealer part sales (to be used for reference in ordering parts) for SSC 7LB have been distributed to each dealership's service and parts managers. These reports are based upon the total parts sales to your dealership.

- Area Summary Report that provides an overview of the entire Area for this SSC.
- A District Summary Report that indicates the number of 2007 and early 2008 model year ES 350 All Weather Floor Mats sold by each dealership in each district for this campaign.

Lexus will monitor each dealer's order activity for the campaign floor mats and ask for your intervention with your dealers for any dealer who orders more that 100% of his sales volume.

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

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campaign protects our customers and their image of Lexus.

Enclosures

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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
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
M. Templin
K. Yamamoto
D. Zellers

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