Via Overnight Mail
November 19, 2007

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

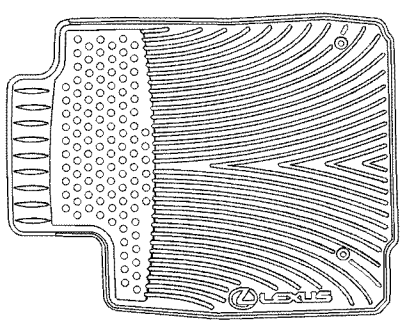
Dear Dealer Principal:

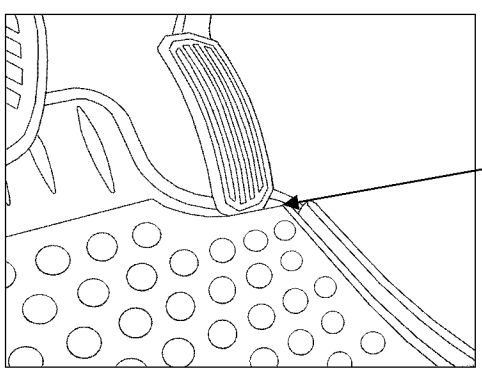
In late September, 2007, Lexus mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Lexus was designing a 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 <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.

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.

Owner Notification Date

Lexus will begin sending the second 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.

Dealer/Owner 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.

Number of Involved Lexus ES 350 All Weather Floor Mats

The *optional* Lexus ES 350 All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Lexus ES 350 vehicles is involved in this SSC. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Parts Availability and Ordering

The necessary parts can be ordered through your dealership's facing PDC. Lexus will monitor dealer orders for corrective action with any dealer who orders more than 100% of their sales of affected mats.

Part Description	Part Number	Quantity per Vehicle
ES 350 AWFM Black (Driver's Seating Position)	PT908-3307F-02	1
ES 350 AWFM Gray (Driver's Seating Position)	PT908-3307F-11	1

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ES 350 AWFM Brown (Driver's Seating Position)	PT908-3307F-14	1

Warranty Claim Processing Instructions

In the Event a Customer Would Like to Return Their Affected Lexus ES 350 All Weather Floor Mats for a REFUND

In the event a customer would like to immediately return their Lexus ES 350 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	Operation Code	Description	Labor Time
7LB	7519J2	Dealer Administrative Time for Customer Reimbursement of the All Weather Floor Mat	0.1* hour/vehicle

***NOTE: The above flat rate time is for the campaign administrative cost per unit to the dealership.**

- **If you are replacing the driver's seating position 2007 and early 2008 Lexus ES 350 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.**
- Reimbursement is limited to only the Lexus ES 350 All Weather Floor Mat specific to the 2007 and early 2008 model year vehicles.
- 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 a replacement part on the claim.)
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to Lexus. Floor mats that are not returned will result in the claim being debited.

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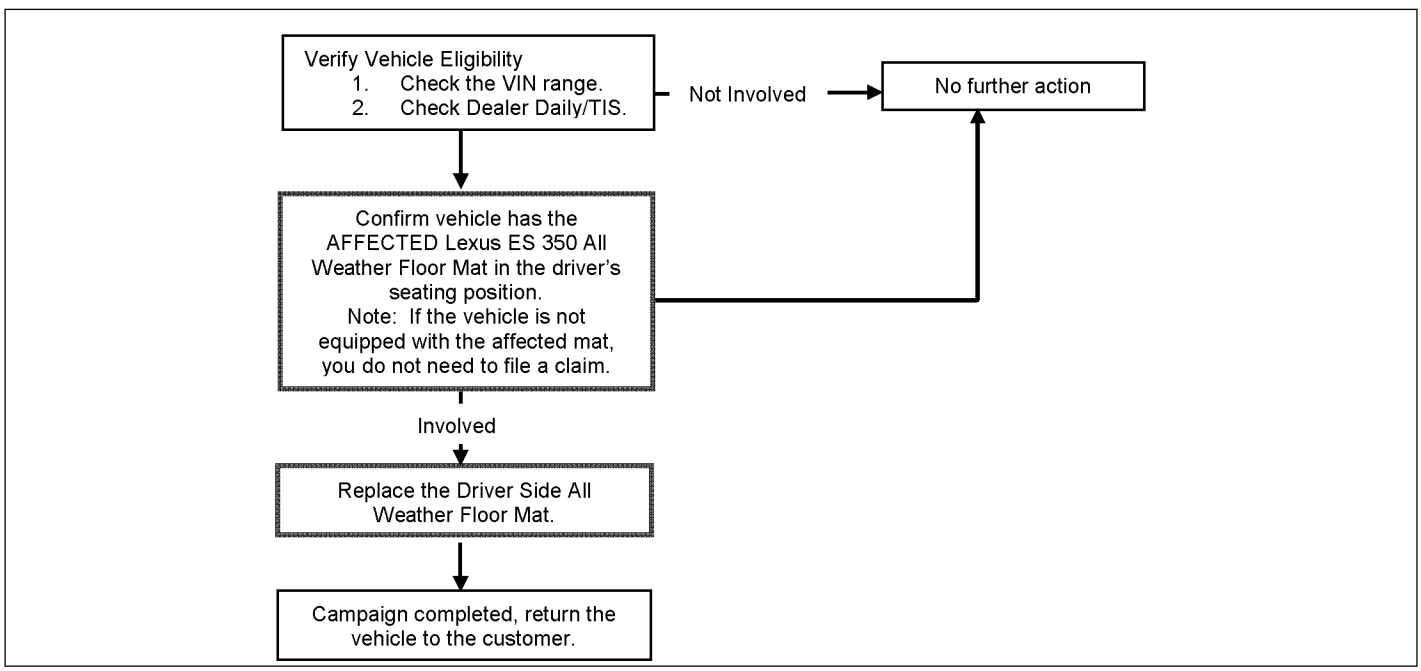
In the Event a Customer Has the Affected Lexus ES 350 All Weather Floor Mat (REPLACEMENT)

Please note the following for this campaign:

If the vehicle does not have the affected Lexus ES 350 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 Lexus ES 350 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 Lexus All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.



The operation code to be used for this campaign is:

SSC	Opcode	Description	Flat Rate Time
7LB	7519J1	Replace the affected original driver's side All Weather Floor Mat with the newly designed All Weather Floor Mat	0.2

***NOTE:** Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership.

- **The replaced floor mat will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mat to Lexus. 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 its contents so they may properly implement this campaign as well as address any owner concerns that may arise regarding this Special Service Campaign.

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Thank you for your understanding. Your on-going care for these Lexus owners during this campaign protects our customers and their image of Lexus.

Sincerely,

Robin LeFevre
National Customer Services Field Operations Manager

Attachments

CC: Customer Satisfaction Manager
General Manager
Parts Manager
Sales Manager
Service Manager

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DRAFT

Special Service Campaign (SSC) – 7LB (Safety Recall) Q&A

Lexus ES 350 All Weather Floor Mat for 2007 and Early 2008 Lexus ES 350

Q1: What is the condition?

A1: The optional Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for 2007 and early 2008 model year ES 350 vehicles. On the driver's seating position Lexus ES 350 All Weather Floor Mat, there are two grommet holes in the All Weather Floor Mat and retaining hooks (clips) attached to the carpet of the vehicle to secure the mat. 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.***

Q2: What is the cause of this condition?

A2: 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.***

Q3: Why is Lexus sending owner notifications beginning in late November, 2007?

A3: 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 will 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 the newly designed replacement Lexus ES 350 All Weather Floor Mat for the driver's seating position is now available.

Q4: Are there any warnings that this condition exists?

A4: Yes, customers may verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q5: Which and how many floor mats are involved?

A5: The *optional* Lexus ES 350 All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Lexus ES 350 vehicles are involved. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Q6: Are there any other Lexus or Toyota All Weather Floor Mats involved?

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A6: Yes, this condition also involves the Toyota Camry All Weather Floor Mat. There are approximately 24,500 Toyota Camry All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q7: How many vehicles are involved?

A7: Approximately 30,500 Lexus ES 350 and 24,500 Toyota Camry vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.

Q8: What is the production period of the affected All Weather Floor Mats?

A8: The affected Lexus ES 350 and Toyota Camry All Weather Floor Mats were produced from December, 2005 (Camry) and February, 2006 (ES 350) to mid-September, 2007.

Q9: Is this campaign related to the recent NHTSA investigation on the ES 350 All Weather Floor Mat?

A9: Yes, this campaign is a direct result of the National Highway Traffic Safety Administration (NHTSA) and Toyota investigation into the ES 350 All Weather Floor Mats. During the investigation, it was determined 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.*** Based upon the same design pattern to the driver's seating position Lexus ES 350 All Weather Floor Mats, the 2007 and early 2008 Toyota Camry vehicles were included in this campaign.

Q10: How many incidents of this condition have been reported?

A10: According to information received from NHTSA, there had been 17 consumer allegations of this condition in the 2007 Lexus ES 350.

Q11: Have there been any accidents reported?

A11: There have been allegations of 5 accident cases among the 17 complaints received by NHTSA.

Q12: What is Lexus going to do?

A12: Any authorized Lexus dealer will exchange the **Driver's** seating position Lexus All Weather Floor Mat with a newly designed mat at **no charge** to the owner.

Q13: What if the customer does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat?

A13: If the vehicle does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in ***any vehicle with any combination of floor mats***. Therefore, if you utilize non-Lexus/non-Toyota floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q14: What if you experience accelerator pedal interference prior to your appointment?

A14: Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.

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- In the Lexus ES 350 which is equipped with the Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

Above all, until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal.

Q15: Are the mats Lexus Genuine accessories?

A15: Yes. The mat can be placed in the vehicle at the port or dealership, and purchased over-the-counter at Lexus dealerships.

Q16: What if the customer doesn't have the involved Lexus ES 350 All Weather Floor Mat, but receives the notification?

A16: Please have the customer fill out the request form included in their notification.

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

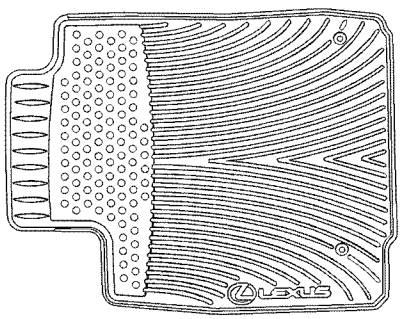
Dear Lexus Owner:

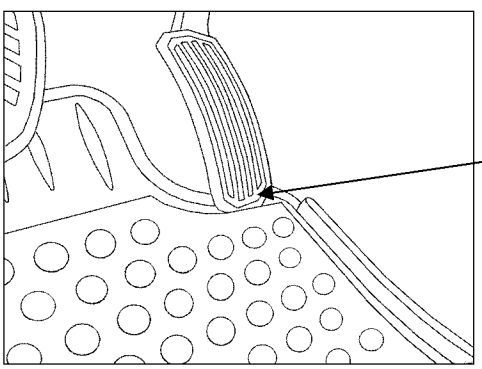
This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year ES 350 vehicles. ***We are sending you this notice in the event you purchased this accessory.***

What is the condition?

The *optional* Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for ES 350 vehicles. There are two grommet holes in the All Weather Floor Mat and retaining hooks (clips) attached to the carpet of the vehicle to secure the mat. 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 this condition occurs, in the worst case, it may increase the possibility of a crash.

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.

What will Lexus do?

Any Lexus dealer will replace the original driver's seating position All Weather Floor Mat with a newly designed one at **NO CHARGE** to you.

What should you do?

This is an Important Safety Recall

As we indicated to you previously, we required time to prepare the necessary parts. Lexus is pleased to inform you that the replacement driver's seating position All Weather Floor Mat for your vehicle is now ready. Please contact your authorized Lexus dealer to make an appointment to replace the original driver's seating position All Weather Floor Mat as soon as possible. The replacement will take approximately 10 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. Until the replacement All Weather Floor Mat for the driver's seating position is replaced, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. More than one floor mat should never be used in the driver's seating position, as

the retaining hooks (clips) are designed to accommodate only one floor mat at a time.

If your vehicle does not have the Lexus ES 350 All Weather Floor Mats (please see the diagram for the specific mat involved), it is ***NOT*** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Lexus ES 350 All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Lexus floor mats, ***please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.***

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- If you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to http://www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

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

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