TOYOTA

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

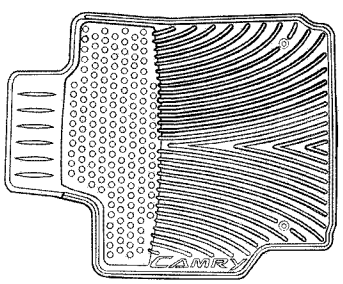
SUBJECT: **UPDATE** - SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES)

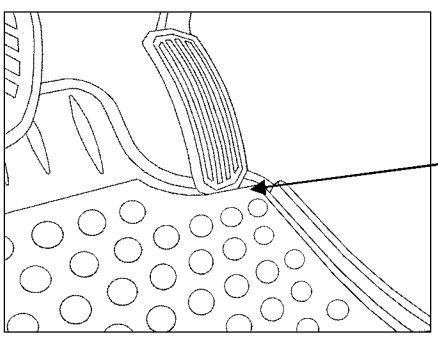
In late September, 2007, Toyota mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Toyota was designing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

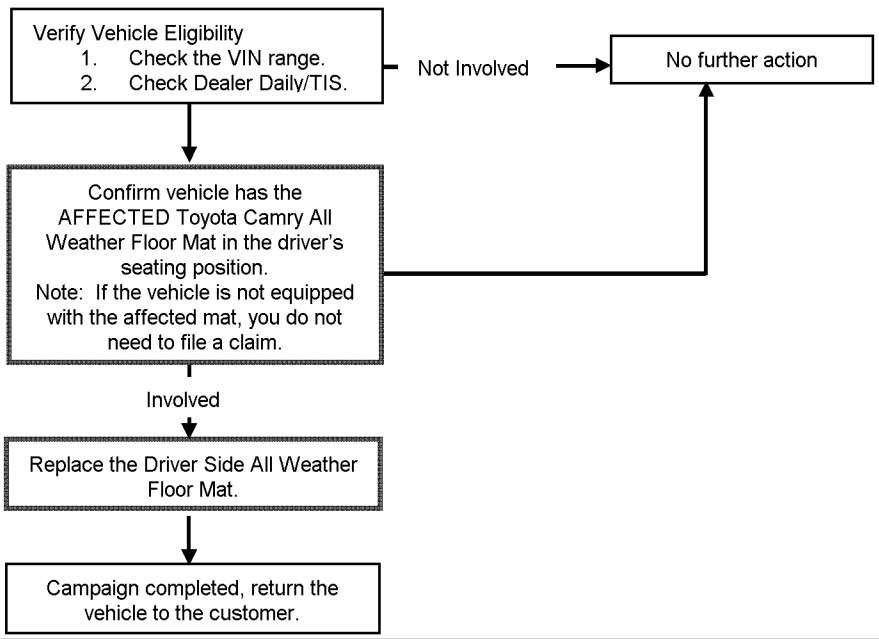
- If you are replacing the driver's seating position 2007 and early 2008 Toyota Camry All Weather Floor Mat with the newly designed one, do not use this operation code. Please see the REPLACEMENT operation code in the next section.
- Dealers will be reimbursed up to $115.00 per All Weather Floor Mat 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.

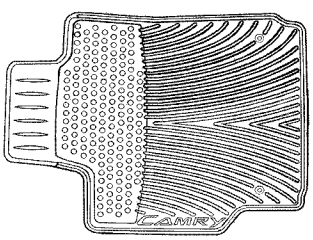
B. In the event the customer has the All Weather Floor Mat (**REPLACEMENT**)

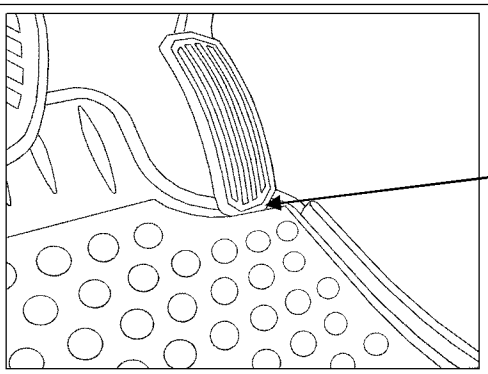
Please note the following for this campaign:

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.

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

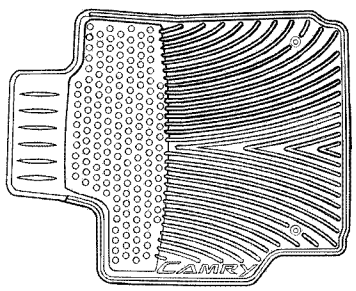
Dear Toyota Owner:

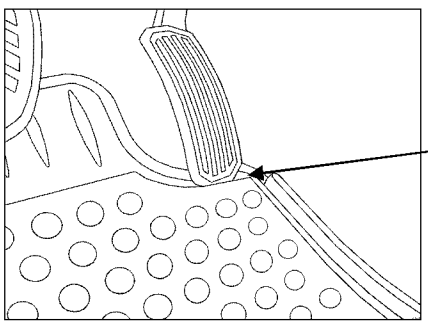
This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Toyota Camry All Weather Floor Mat (floor mat constructed from heavy duty rubber)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

What is the condition?

The optional Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for Camry vehicles. This 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 this condition occurs, in the worst case, it may increase the possibility of a crash.

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

What will Toyota do?

Any Toyota 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. Toyota 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 Toyota 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 Toyota Camry 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 Toyota Camry 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-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.***

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 Toyota 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.
- In a vehicle 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.
- In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering assist. **Do not remove the key from the ignition**. If you remove the key from the ignition, the steering wheel will lock.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 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 Toyota 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 Toyota.

Sincerely,

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

Special Service Campaign (SSC) – 70F (Safety Recall) Q&A
Toyota Camry All Weather Floor Mat for 2007 and Early 2008 Model Year Vehicles

Q1: What is the condition?

A1: The optional Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for 2007 and early 2008 model year Camry vehicles. The driver's seating position 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.***

Q2: What is the cause of this condition?

A2: 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.***

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

A3: 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 Toyota Camry 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* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles are involved. There are approximately 24,500 Toyota Camry All Weather Floor Mats involved in this campaign.

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

A6: Yes, this condition also involves the Lexus ES 350 All Weather Floor Mat. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q7: How many vehicles are involved?

A7: Approximately 24,500 Toyota Camry and 30,500 Lexus ES 350 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 Toyota Camry and Lexus ES 350 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: During NHTSA's investigation on the ES 350 All Weather Floor Mat, Toyota was informed by NHTSA that there had been 5 consumer allegations that may relate to this condition in the 2007 Toyota Camry vehicles.

Q11: Have there been any accidents reported?

A11: According to NHTSA, there have been allegations of one accident case among the 5 complaints received by the agency.

Q12: What is Toyota going to do?

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

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

A13: If the vehicle does not have the Toyota Camry or Lexus ES 350 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-Toyota/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.

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 Toyota 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.
- In the Toyota Camry 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.
- In a traditional key ignition Toyota Camry, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

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 Toyota Genuine accessories?

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

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

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

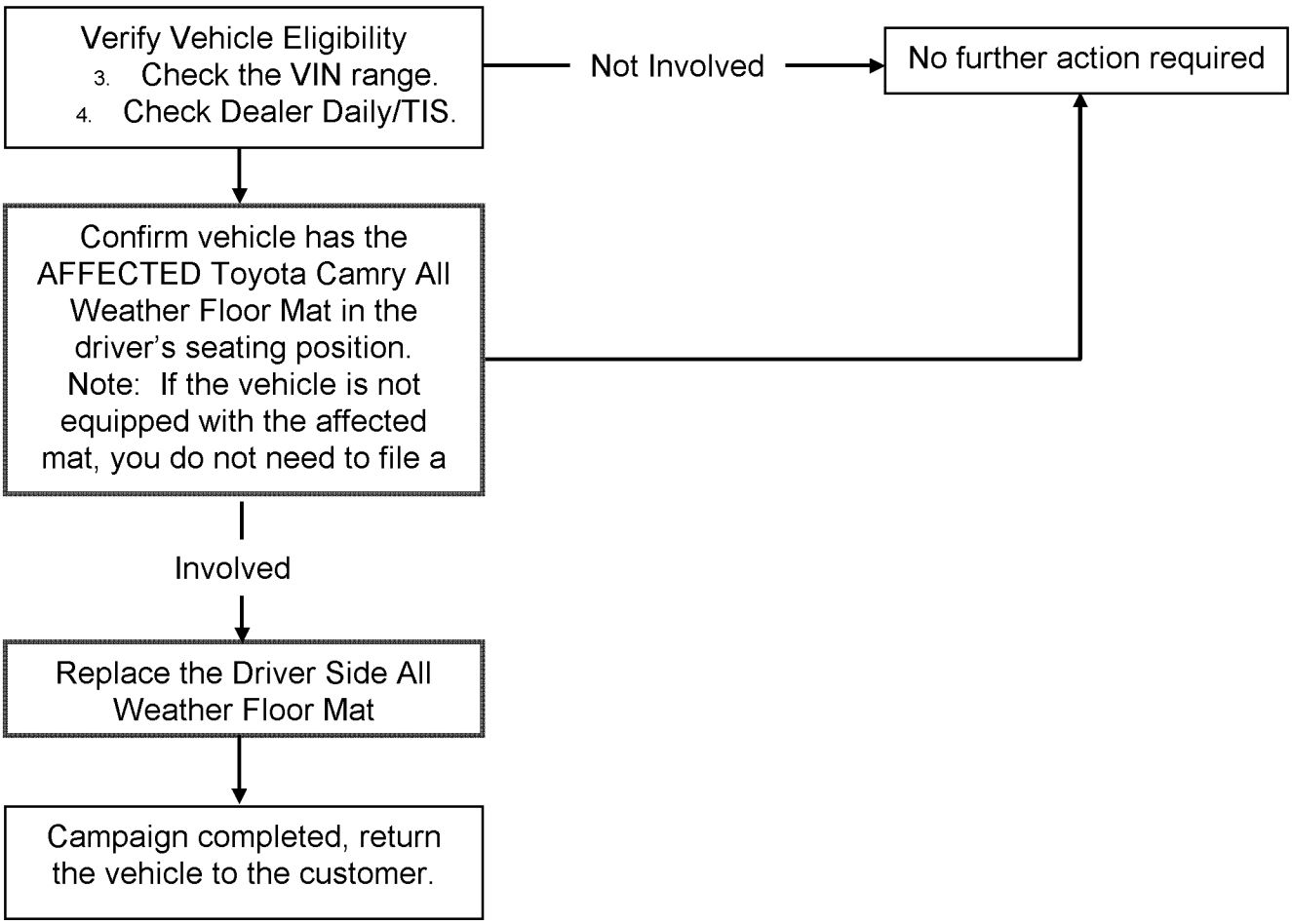
TECHNICAL INSTRUCTIONS

FOR

SPECIAL SERVICE CAMPAIGN 70F (SAFETY RECALL)

2007 AND EARLY 2008 MODEL YEAR
TOYOTA CAMRY ALL WEATHER FLOOR MAT

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VINS

- Check Dealer Daily/TIS to confirm the VIN is involved in this SSC. This will verify the vehicle is affected and has not already been completed prior to dealer shipment or by another dealer.
- TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

A. PARTS

Part Number	Part Description	Quantity
PT908-0307F-02	**Camry AWFM Black (Driver's Side)**	1
PT908-0307F-14	**Camry AWFM Brown (Driver's Side)**	1

B. TOOLS

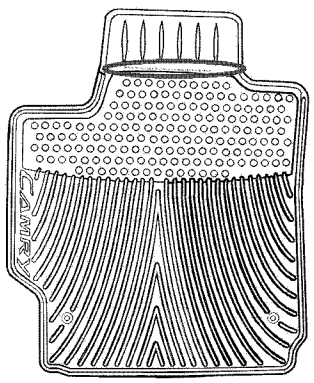
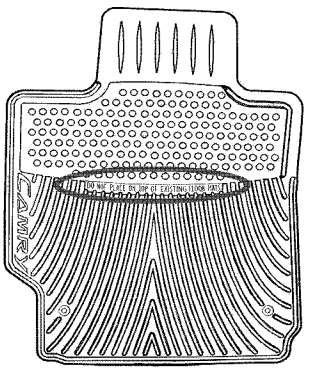
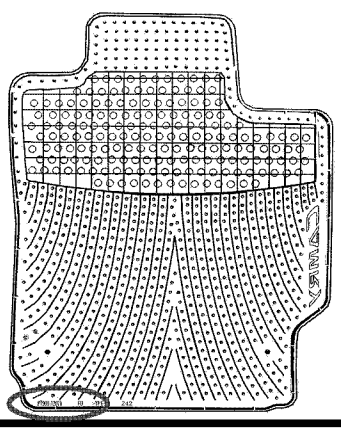
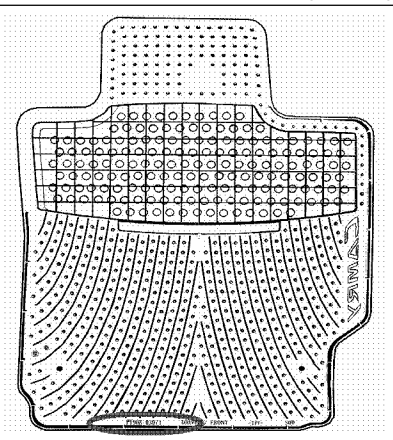
- No tools are required for this repair

IV. WORK PROCEDURE

A. CONFIRM THE VEHICLE HAS THE AFFECTED ALL WEATHER FLOOR MAT

Confirm if the ***original*** driver side All Weather Floor Mat (see the diagram below for key areas to aid in identification of the original vs. the newly designed mat) is present in the vehicle.

- If the original mat is NOT present, no action is necessary. You do not need to file any claims.
- If the original mat IS present, proceed to step B.

NG **Need to Replace**	OK **Do NOT Replace**
ORIGINAL FRONT - Small or large warning located at TOP of mat	NEWLY DESIGNED FRONT - Larger, CENTRALLY located warning
	
ORIGINAL BACK - PN: PT908-03070-02 (Black) -PN: PT908-03070-14 (Brown)	NEWLY DESIGNED BACK - PN: PT908-0307F-02 (Black) -PN: PT908-0307F-14 (Brown)
	

B. REPLACE THE AFFECTED DRIVER SIDE ALL WEATHER FLOOR MAT WITH THE NEWLY DESIGNED ONE

- **MAKE SURE THE RETAINING HOOKS (CLIPS) ARE PROPERLY INSTALLED TO THE VEHICLE'S CARPET AND SECURE THE ALL WEATHER FLOOR MAT.**
- **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.**

V. RECALLED PARTS RECOVERY

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.