From: George Morino/=TMS/Toyota. Sent:9/16/2009 4:45 PM.
To: [-] Gordon Fogg.
Cc: [-] Gary E Smith/=TMS/Toyota@Toyota;Brent_Craig@Toyota.com.
Bcc: [-] .
Subject: Fw: URGENT - Toyota All Weather Floor Mat.

Gordon:

We greatly appreciate your continued support of our issues and programs.

In regards to the attached e-mail, there was local news media coverage on several California (both Northern and Southern) stations last night. Lexus and Toyota sent the attached communication as part of our overall effort to stimulate dealers (and others) to inspect their floor mats.

Based upon these news stories, customers have also started to come into dealerships requesting inspection and in some cases needed the floor mat retaining hooks (clips). The retaining hooks (clips) part number is 00206-00801. I've noticed an uptick in sales (according to APS) in a few of the PDC's, in particularly LA PDC's inventory is 0 now. You may wish to keep an eye on this part as our communication engages Regions, Areas and dealerships to inspect their vehicles. This activity may stimulate additional retaining hook (clip) sales.

Thank you as always.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.
----- Forwarded by George Morino/TMS/Toyota on 09/16/2009 04:34 PM -----

George Morino/TMS/Toyota
09/16/2009 04:17 PM
To Christopher Cento/TMS/Toyota@Toyota, Michael Jr Rocco/Mobile/Toyota@Toyota, Clyde Dyson/Mobile/Toyota@Toyota, Alec Hagey/TMS/Toyota@Toyota, Tony Mueller/Lexus/Toyota@Toyota, Jeff Bracken/TMS/Toyota@Toyota, Kevin Cour/TMS/Toyota@Toyota, Mark Angelacos/TMS/Toyota@Toyota, Tom Devany/TMS/Toyota@Toyota, Paul Holdridge/Mobile/Toyota@Toyota, Tyler Brown/TMS/Toyota@Toyota, Chris Schultz/Mobile/Toyota@Toyota, Andrew Gilleland/Scion/Toyota@Toyota, David Goldberg/TMS/Toyota@Toyota, Ken Parkman/Scion/Toyota@Toyota, David Christ/Scion/Toyota@Toyota, Kevin Fletcher/Mobile/Toyota@Toyota, Cooper Ericksen/TMS/Toyota@Toyota, Bryan Hancock/TMS/Toyota@Toyota, George Brenner/TMS/Toyota@Toyota, Toby Hynes@FITSVCSExchange@NOTESAPPS, Tod Martin@FITSVCSExchange@NOTESAPPS, David Rosenfeld@FITSVCSExchange@NOTESAPPS, Frank Addleman@FITSVCSExchange@NOTESAPPS, Ed.Sheehy@onsight.jmfamily.com@JM Family Enterprises, Craig.Pollock@onsight.jmfamily.com@JM Family Enterprises, Steve.Ozzello@onsight.jmfamily.com@JM Family Enterprises, Kevin.Fleeger@onsight.jmfamily.com@JM Family Enterprises, Jeff.Geisler@onsight.jmfamily.com@JM Family Enterprises, Daryl Kenningham@FITSVCSExchange@NOTESAPPS
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Campana/TMS/Toyota@Toyota, Tom Kent/Mobile/Toyota@Toyota, Terry Greene/TMS/Toyota@Toyota, David Fontanella/TMS/Toyota@Toyota, Sharon Matisak/Mobile/Toyota@Toyota, Dave Bora/TMS/Toyota@Toyota, Don Mueller/Mobile/Toyota@Toyota, Michael Broman/TMS/Toyota@Toyota, Farshad Pourmousa/TMS/Toyota@Toyota, Rick Vernon/Mobile/Toyota@Toyota, Larry Sullivan/TMS/Toyota@Toyota, Diana Davis/TMS/Toyota@Toyota, John Smiros/TMS/Toyota@Toyota, Rommel Momen/Mobile/Toyota@Toyota, Vincent Favorito/Mobile/Toyota@Toyota, Ken Fritts/TMS/Toyota@Toyota, Jason Nunamaker/TMS/Toyota@Toyota, KC Dellinger/TMS/Toyota@Toyota, Jeff Noyes/TMS/Toyota@Toyota, Bill Van Beek/Mobile/Toyota@Toyota, Lance Asher/TMS/Toyota@Toyota, Rick Shinkle/TMS/Toyota@Toyota, Jason Jerome/Mobile/Toyota@Toyota, Marc Giammona/Lexus/Toyota@Toyota, Rafael_Reyes@toyota.com, Michael Kevlin@FITSVCSExchange@NOTESAPPS, Mike Spain@FITSVCSExchange@NOTESAPPS, Steve Brodie@FITSVCSExchange@NOTESAPPS, Todd Trosclair@FITSVCSExchange@NOTESAPPS, Gary 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McAndrews/TMS/Toyota@Toyota, Audrey Mito/TMS/Toyota@Toyota, Taichi Hayakawa/TMS/Toyota@Toyota
Subject URGENT - Toyota All Weather Floor Mat

This message was approved by Bob Waltz, Vice President, Product Quality and Service Support.

This is an important urgent message for all Region and Private Distributor General Managers and Vice Presidents. We seek your cooperation and assistance in sending the attached Dealer communication and attachment to your dealers. We anticipate this urgent communication to be sent to your dealers within the next two days.
This is NOT a Recall or Special Service Campaign.

Recently, we learned of a tragic accident involving a 2009 Lexus ES 350 dealership service loaner vehicle. Although the law enforcement investigation has not been completed, preliminary information indicates that the cause may have been an All Weather Floor Mat ("AWFM") from a different Lexus model which, if installed incorrectly in the ES 350, could cause it to interfere with the accelerator pedal. Toyota takes our customers' safety very seriously and is redoubling assistance to our dealers' quality control efforts regarding proper AWFM installation.

While we are confident in the processes at your Toyota dealerships, we request your support in instructing all dealers to immediately inspect their new, used, and loaner fleet vehicles, including any reserve AWFM inventories, to assure correct vehicle application and installation.

Region Assistance
Dealer Notification by Region
We request your support by sending the attached sample dealer letter which includes the instructions as well as the separate application table to the attention of the Dealer Principals, General Managers, Service and Parts Managers. We anticipate this urgent communication to be sent to your dealers within the next two days.
Using the dealer letter and instructions your TSTMs and/or CSFMs should follow-up at each scheduled contact to assure the dealership's AWFM quality control business processes are in place and are being maintained.
Regional Training for All Weather Floor Mat Application and Installation
Please assure all Region/PD management is familiar with the incident, need for training and implement an on-going AWFM quality control business process at both the dealerships and Region/PD.
Fleet and Pool Vehicle Inspection
Please instruct your departments to immediately inspect all Region/PD fleet and pool vehicles. This should include new, used as well as any other fleet or pool vehicles. A regularly scheduled inspection process should also be incorporated into the AWFM quality control business process at your Region/PD.
Media Contacts
There has been significant coverage regarding this incident in print and televised news reports.
Due to the nature of this incident, all media contacts must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications.

Sample Dealer Letter and All Weather Floor Mat Application Information Chart (Table)
Please send out the following sample Dealer Letter which includes the instructions and the separate AWFM Application Information Chart (table). There are two tabs in the MS Excel sheet. One to facilitate application research by part number and the other by model.

Telecon
A telecon has been set up for Region and Private Distributor CSOMs, TSTMs and CSFMs or equivalents to address any questions you may have regarding this communication. The number of dial-ins is limited, therefore please call from a centralized location where possible.
Date: Thursday, September 17, 2009
Time: 9:00 am (Pacific)
Dial-In Number: 877-934-3514
Passcode: 7007401

Thank you again for all of your support.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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