TOYOTA CUSTOMER SERVICES

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Number: TC09-024
Date: 09/16/09
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_X_ Retain
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To: All Region/Private Distributor General Managers/Vice Presidents

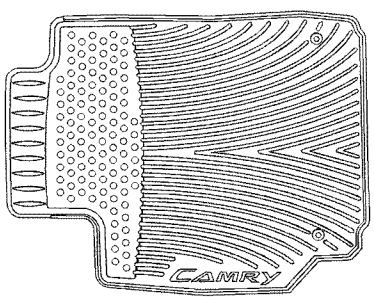
From: Bob Waltz, Vice President, Product Quality and Service Support

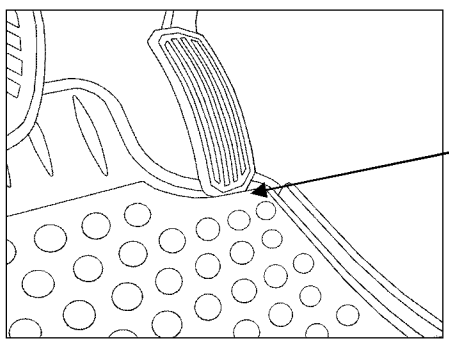
Subject: Toyota All Weather Floor Mats

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.

Toyota All Weather Floor Mat





If the correct model/year specific Toyota All Weather Floor Mat is not used and/or not **secured by the retaining hooks (clips)**, it may interfere with the accelerator pedal.

1. Dealer Notification ***by Region/PD***
   We request your support by sending the ***attached sample dealer letter with the instructions and application table as attachments*** to the attention of the Dealer Principals, General Managers, Service and Parts Managers. Due to the precise nature of the communication, we suggest that you do not make content changes to the letter.
   - 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.

2. All Weather Floor Mat Application and Installation Training
   - We suggest the Region/PD conduct management meetings to familiarize all departments with the incident, need for training and the implementation of an on-going AWFM quality control business process at both the dealership ***and*** the Region/PD. Parts, Service, Customer Relations, Sales, Distribution, TCUV, TRAC as well as any others you have identified should be included in the meeting.
   - We are providing the following information to facilitate the meeting, training and on-going AWFM quality control business process:
     - General Floor Mat Warnings.
     - AWFM Inspection Instructions and Application Information
     - AWFM Application Information Chart which identifies the model and model year application.

3. All Weather Floor Mat Inspection
After the training is complete, 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 vehicle in your Region/PD inventory. Any reserve AWFM inventories, particularly for pool vehicles must also be inspected.

4. Media Contacts
Due to the nature of this incident, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, ***all media contacts*** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers.)

We appreciate your full and immediate cooperation in assuring the completion of all verification and training tasks.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

Enclosures

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

K. Auki
K. Arase
J. Beseda
G. Borst
R. Broughman
G. Bryan
W. Burns
D. Camden
B. Carter
G. Christoff
J. Colon
B. Cooper
B. Craig
R. Daly
D. Danzer
F. Davidson
T. Doi
D. Esmond
E. Farrell
W. Fay
N. Fein
F. Fontanella
S. Haag
M. Hanada
J. Hanson
K. Higgins
M. Hosoe
Y. Inaba
R. Ito
M. King
J. Lang
J. Lentz
B. Lyons
E. Matsuda
K. Kusakawa
M. Michels
I. Miller
T. Morrison
T. Nakagami
K. Nishiwaki
R. Perez
D. Pettitt
R. Pflughaupt
C. Reynolds
C. Roberts
R. Sakai
D. Sakakibara
M. Setta
A. Smith
R. Specht
J. Stempkowski
S. Sugawara
E. Taira
M. Templin
J. Tetherow
P. Uribe
A. Vaish
R. Waltz
J. Wimmer
S. Yamaguchi
M. Yamanami
H. Yoshihashi
D. Zellers

TOYOTA

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

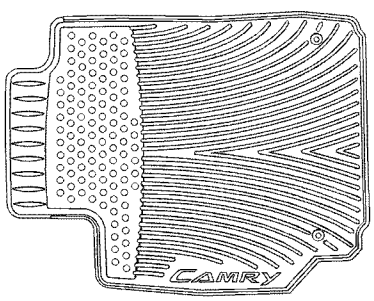
To: All Toyota Dealer Principals, General Managers, Service and Parts Managers

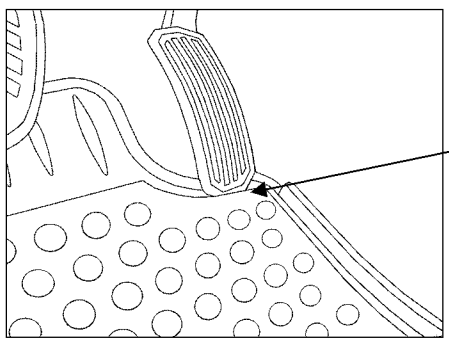
Subject: Toyota All Weather Floor Mats

Recently, we learned of a tragic accident involving a 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 dealership, we are 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.

Toyota All Weather Floor Mat





If the correct model/year specific Toyota All Weather Floor Mat is not used and/or not **secured by the retaining hooks (clips)**, it may interfere with the accelerator pedal.

1. <u>All Weather Floor Mat Application and Installation Training</u>
   - Conduct a management meeting to familiarize all department heads with the incident, need for training and the implementation of an on-going AWFM quality control business process. Parts, Service, Carwash, New Vehicle, New Car Preparation, Used Vehicle, Used Vehicle Reconditioning and Body Shop operations, both in dealership or outsourced services as well as any others you have identified should be included in the meeting.
   - We are providing the following information to facilitate the meeting, training and on-going AWFM quality control business process:
     - General Floor Mat Warnings.
     - AWFM Inspection Instructions and Application Information
     - AWFM Application Information Chart which identifies the model and model year application.

2. <u>All Weather Floor Mat Inspection</u>
   After the training is complete, please instruct your departments to immediately inspect all new, used, TRAC as well as any other service loaner vehicle in your inventory. Any reserve AWFM inventories, particularly for TRAC (service loaner) vehicles must also be inspected.

3. <u>Parts Department Inventories</u>
   Please verify that all AWFM involved SSC 70F have been purged from your Parts inventory. Please see SSC 70F on TIS for further information.

4. <u>Media Contacts</u>
   Due to the nature of this incident, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, ***all media contacts*** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Region/PD representative for any questions).

We appreciate your full and immediate cooperation in assuring the completion of this verification and training.