

From: Bob Waltz/=TMS/Toyota.

Sent:9/21/2009 2:11 PM.

To: [-] "Thor Toma" <thort@servco.com>.

Cc: [-] George Morino/=TMS/Toyota@Toyota; Gary E Smith/=TMS/Toyota@Toyota.

Bcc: [-] .

Subject: Re: FW: URGENT - Toyota All Weather Floor Mat.

We will make sure you are copied as we move forward. Thanks, Bob.

"Thor Toma" <thort@servco.com>

09/21/2009 02:07 PM

To <Bob_Waltz@Toyota.com>

cc

Subject FW: URGENT - Toyota All Weather Floor Mat

Hello Bob,

Sorry I missed you on my last trip to TMS a few months ago. I didn't have any formal meetings at PQSS, but just stopped by to see everyone.

Had a question... is it possible to be copied on these types of messages for Toyota, Lexus and Scion vehicles? We find them very helpful.

Thank you very much and look forward to seeing you on future trips!

Best Regards,

Thor Toma

Servco Automotive Customer Services

808.564.2357

----- Original Message -----

From: George Morino

Sent: 09/16/2009 04:17 PM PDT

To: Christopher Cento; Michael Jr Rocco; Clyde Dyson; Alec Hagey; Tony

Mueller; Jeff Bracken; Kevin Cour; Mark Angelacos; Tom Devany; Paul Holdridge; Tyler Brown; Chris Schultz; Andrew Gilleland; David Goldberg; Ken Parkman; David Christ; Kevin Fletcher; Cooper Ericksen; Bryan Hancock;

George Brenner; Toby Hynes@FITSVCSEExchange@NOTESAPPS; Tod Martin@FITSVCSEExchange@NOTESAPPS; David

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Kevin.Fleeger@onsight.jmfamily.com@JM Family Enterprises;

Jeff.Geisler@onsight.jmfamily.com@JM Family Enterprises; Daryl

Kenningham@FITSVCSEExchange@NOTESAPPS

Cc: Bob Duffin; Brad Anderson; Marty Quinn; Tom Gill; Joe Lucente;

David VandeLinde; Mike Rencis; Dave Nelson; Paul Baker; Gary Zimmer;

Glenn

Griffith; Scott Aitchison; Brian Campana; Tom Kent; Terry Greene; David Fontanella; Sharon Matisak; Dave Bora; Don Mueller; Michael Broman; Farshad Pourmousa; Rick Vernon; Larry Sullivan; Diana Davis; John Smiros; Rommel Momen; Vincent Favorito; Ken Fritts; Jason Nunamaker; KC Dellinger; Jeff Noyes; Bill Van Beek; Lance Asher; Rick Shinkle; Jason Jerome; Marc Giammona; Rafael Reyes; Michael Kevlin@FITSVCSEExchange@NOTESAPPS; Mike Spain@FITSVCSEExchange@NOTESAPPS; Steve Brodie@FITSVCSEExchange@NOTESAPPS; Todd Trosclair@FITSVCSEExchange@NOTESAPPS; Gary Kirchhof@FITSVCSEExchange@NOTESAPPS; James Eledge@FITSVCSEExchange@NOTESAPPS; Dan Lee@FITSVCSEExchange@NOTESAPPS; Al.Green@onsight.jmfamily.com@JM Family Enterprises; Ray.Natour@onsight.jmfamily.com@JM Family Enterprises; Steve Simoneaux/JMFE@JM Family Enterprises; Dave.Adams@onsight.jmfamily.com@JM Family Enterprises; Roger.Blandford@onsight.jmfamily.com@JM Family Enterprises; Eddie.Webb@onsight.jmfamily.com@JM Family Enterprises; John Pineda; Wayne.Crater@onsight.jmfamily.com@JM Family Enterprises; Reb Rummel; Ken Brandon@FITSVCSEExchange@NOTESAPPS; Fred Stolle; Jaycie Dane; Wylon Harper; Mark Nazario; Waldo Jimenez; Doug Eroh; Kert Wilson; Clint Middleton; Michael Tripp; Jeff Buchanan; Mark.Miller@onsight.jmfamily.com@JM Family Enterprises; Melissa Kimbrough@FITSVCSEExchange@NOTESAPPS; Bob Gallagher; Santos Bugarin; Jeff Reinoehl; Alan Schwartz; Toshiyuki Kitamura; Don Thill; Brian Faunce; Don Carlson; Lou Pugliese; Tod Martin@FITSVCSEExchange@NOTESAPPS; Bill.Killingsworth@onsight.jmfamily.com@JM Family Enterprises; Kim Thomas; Abe Pearlman; Neil Swartz; Mike Schober; Alok Vaish; Pam Uribe; Steve Haag; Stephen Waddell; Kenny Warren; Brett Lakes; Brian Bulkeley; Katsumi Aoki; Kentaro Arase; Jane Beseda; George Borst; Ron Broughman; Greg Bryan; Webster Burns; Dave Camden; Ron Broughman; Bob Carter; George Christoff; Jim Colon; Barbra Cooper; Brent Craig; Bob Daly; David Danzer; Fletcher Davidson; Tracey Doi; Don Esmond; Bill Fay; Nancy Fein; Frank Fontanella; Makoto Hanada; John Hanson; Kevin Higgins; Masaki Hosoe; Yoshi Inaba; Roy Ito; Miles King; John Lang; Jim Lentz; Brian Lyons; Elaine Matsuda; Katsuyuki Kusakawa; Mike Michels; Irv Miller; Tim Morrison; Toshio Nakagami; Kenzo Nishiwaki; Raul Perez; Dale Pettitt; Randy Pflughaupt; Christopher Reynolds; Charley Roberts; Ryo Sakai; Daisuke Sakakibara; Masato Setta; Al Smith; Ray Specht; Joe Stempkowski; Satoshi Sugawara; Eric Taira; Mark Templin; Joe Tetherow; Bob Waltz; Gary Smith; Jim Wimmer; Shinji Yamaguchi; Masato Yamanami; Hiroshi Yoshihashi; Dave Zellers; Mike Colon; Kevin Foy; Matt Hennessey; Ron Ishii; Jim Leining; Rodger Mickels; Jim Rosasco; Doug Philpot; Stan Skutecki; TCS_PQSS_Managers; Alicia McAndrews; Audrey Mito; Taichi Hayakawa

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.

(See attached file: Region Communication.pdf)

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.
(See attached file: Dealer Communication.doc)(See attached file: Toyota AWFM Application Information Table.xls)

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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