From: George Morino/=TMS/Toyota. Sent:9/29/2009 12:19 PM.
To: [-] Robin_LeFevre@Toyota.com.
Cc: [-] .
Bcc: [-] .
Subject: Fw: URGENT - Toyota Consumer Safety Advisory.

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

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

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 09/29/2009 12:19 PM -----

George Morino/TMS/Toyota
09/28/2009 11:46 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
cc Bob Duffin/TMS/Toyota@Toyota, Brad Anderson/Mobile/Toyota@Toyota, Marty Quinn/Mobile/Toyota@Toyota, Tom Gill/Mobile/Toyota@Toyota, Joe Lucente/TMS/Toyota@Toyota, David VandeLinde/Mobile/Toyota@Toyota, Mike Rencis/Mobile/Toyota@Toyota, Dave Nelson/TMS/Toyota@Toyota, Paul Baker/TMS/Toyota@Toyota, Gary Zimmer/TMS/Toyota@Toyota, Glenn Griffith/TMS/Toyota@Toyota, Scott Aitchison/Mobile/Toyota@Toyota, Brian 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 Kirchhof@FITSVCSExchange@NOTESAPPS, James Eledge@FITSVCSExchange@NOTESAPPS, Dan Lee@FITSVCSExchange@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@setoyota.com, Wayne.Crater@onsight.jmfamily.com@JM Family Enterprises, reb.rummel@setoyota.com, Ken

Brandon@FITSVCSExchange@NOTESAPPS, Fred Stolle/Mobile/Toyota@Toyota, Jaycie Dane/Mobile/Toyota@Toyota, Wylon Harper/Scion/Toyota@Toyota, Mark Nazario/Mobile/Toyota@Toyota, Waldo Jimenez/TMS/Toyota@Toyota, Doug Eroh/Mobile/Toyota@Toyota, Kert Wilson/Mobile/Toyota@Toyota, Clint Middleton/Mobile/Toyota@Toyota, Michael Tripp/TMS/Toyota@Toyota, Jeff Buchanan/TMS/Toyota@Toyota, Mark.Miller@onsight.jmfamily.com@JM Family Enterprises, Melissa Kimbrough@FITSVCSExchange@NOTESAPPS, Bob Gallagher/TMS/Toyota@Toyota, Santos Bugarin/TCS/Toyota@Toyota, Jeff Reinoehl/TMS/Toyota@Toyota, Alan Schwartz/TCS/Toyota@Toyota, Toshiyuki Kitamura/TMS/Toyota@Toyota, Don Thill/TMS/Toyota@Toyota, Brian Faunce/TMS/Toyota@Toyota, Don Carlson/TCS/Toyota@Toyota, Lou Pugliese/TMS/Toyota@Toyota, Tod Martin@FITSVCSExchange@NOTESAPPS, Bill.Killingsworth@onsight.jmfamily.com@JM Family Enterprises, Kim Thomas/TCS/Toyota@Toyota, Abe Pearlman/TMS/Toyota@Toyota, Neil Swartz/TMS/Toyota@Toyota, Mike Schober/TMS/Toyota@Toyota, Alok_Vaish@toyota.com, Pam_uribe@toyota.com, Steve Haag/Scion/Toyota@Toyota, Stephen Waddell/Mobile/Toyota@Toyota, Kenny Warren/Mobile/Toyota@Toyota, Brett Lakes/TMS/Toyota@Toyota, Brian Bulkeley/Mobile/Toyota@Toyota, Katsumi_Aoki@toyota.com, Kentaro Arase/TMS/Toyota@Toyota, jane_beseda@toyota.com, George Borst/Exec/TMS/Toyota@Toyota, Ron Broughman/TMS/Toyota@Toyota, greg_bryan@toyota.com, Webster Burns/TMS/Toyota@Toyota, Dave Camden/Mobile/Toyota@Toyota, Ron Broughman/TMS/Toyota@Toyota, Bob Carter/TMS/Toyota@Toyota, George Christoff/Lexus/Toyota@Toyota, Jim Colon/Lexus/Toyota@Toyota, Barbra Cooper/IS/TMS/Toyota@Toyota, Brent_Craig@Toyota.com, Bob Daly/TMS/Toyota@Toyota, David Danzer/TMS/Toyota@Toyota, Fletcher Davidson/TCS/Toyota@Toyota, Tracey Doi/Exec/TMS/Toyota@Toyota, Don Esmond/TMS/Toyota@Toyota, Bill Fay/Mobile/Toyota@Toyota, Nancy Fein/TMS/Toyota@Toyota, Frank Fontanella, Makoto Hanada/TMS/Toyota@Toyota, John_Hanson@toyota.com, Kevin Higgins/TMS/Toyota@Toyota, Masaki Hosoe/Lexus/Toyota@Toyota, Yoshi Inaba/TMS/Toyota@Toyota, Roy Ito/TMS/Toyota@Toyota, Miles B King/TMS/Toyota@Toyota, john_lang@toyota.com, Jim Lentz/TMS/Toyota@Toyota, Brian_Lyons@Toyota.com, elaine_matsuda@toyota.com, Katsuyuki Kusakawa/TMS/Toyota@Toyota, Mike Michels, Irv Miller/Exec/TMS/Toyota@Toyota, Tim Morrison/TMS/Toyota@Toyota, Toshio Nakagami/TMS/Toyota@Toyota, Kenzo_Nishiwaki@toyota.com, Raul Perez/TMS/Toyota@Toyota, Dale Pettitt/TMS/Toyota@Toyota, Randy Pflughaupt/Mobile/Toyota@Toyota, Christopher Reynolds/TMS/Toyota@Toyota, Charley Roberts/TMS/Toyota@Toyota, Ryo Sakai/TMS/Toyota@Toyota, daisuke_sakakibara@toyota.com, Masato Setta/TMS/Toyota@Toyota, Al Smith/TMS/Toyota@Toyota, Ray Specht/TMCC/Toyota@Toyota, Joe Stempkowski/TMS/Toyota@Toyota, Satoshi Sugawara/TMS/Toyota@Toyota, eric_taira@toyota.com, Mark Templin/Lexus/Toyota@Toyota, Joe Tetherow/TMS/Toyota@Toyota, Bob_Waltz@Toyota.com, Gary E Smith/TMS/Toyota@Toyota, jim_wimmer@toyota.com, Shinji Yamaguchi/TMS/Toyota@Toyota, Masato Yamanami/TMS/Toyota@Toyota, Hiroshi_Yoshihashi@Toyota.com, Dave Zellers/TMS/Toyota@Toyota, Mike Colon/TMS/Toyota@Toyota, Kevin Foy/TMS/Toyota@Toyota, Matt Hennessey/Lexus/Toyota@Toyota, Ron Ishii/TMS/Toyota@Toyota, Jim Leininger/TMS/Toyota@Toyota, Rodger Mickels/TMS/Toyota@Toyota, Jim Rosasco/TMS/Toyota@Toyota, Doug Philpot/TMS/Toyota@Toyota, Stan Skutecki/TMS/Toyota@Toyota, TCS_PQSS_Managers, Alicia McAndrews/TMS/Toyota@Toyota, Audrey Mito/TMS/Toyota@Toyota, Taichi Hayakawa/TMS/Toyota@Toyota
Subject URGENT - Toyota Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal

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. Today, we are releasing the attached Toyota Consumer Safety Advisory to our customers.
[Attach Consumer Advisory]

Recent events have prompted Toyota to take a closer look at the potential for an accelerator pedal to get stuck in the full open position due to an unsecured or incompatible driver's floor mat. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle which could cause a crash, serious injury or death.

Toyota considers this a critical matter and we will soon launch a safety campaign on specific Toyota and Lexus vehicles. As additional information becomes available, we will provide it to your Region/PD as well as your dealers.

Until Toyota develops a campaign remedy, we are asking owners of specific Toyota and Lexus models to take out any removable driver’s floor mat and NOT replace it with any other floor mat. The following models are affected:

2007 – 2010 Camry

2005 – 2010 Avalon
2004 – 2009 Prius
2005 – 2010 Tacoma
2007 – 2010 Tundra

In the event owners choose not to remove their floor mat, Toyota strongly recommends that they ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation can be found below and on http://www.toyota.com. If requested for assistance, Dealers should assist any customer utilzing these instructions to confirm correct floor mat application and to assure it is properly secured.
[Floor Mat Inspection and Floor Mat Chart]

Status
TMS Corporate Communications will release the consumer advisory to media outlets at 1:00 pm (Pacific time.)
The attached Dealer Daily message will be posted at 2:00 pm (Pacific time.)
[Attach Dealer Daily Message]
Please direct all customer inquiries to the Toyota Customer Experience Center at 1-800-331-4331.
Dealership associates with any questions should be directed to contact their District Service/Parts Manager.
Due to the nature of this activity, 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 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Region/PD representative for any questions).

The following Q&A has been provided for your reference.
[Attach Q&A]

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: Tuesday, September 29, 2009
Time: 2:00 pm (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

NOTICE: This email message and all attachments transmitted with it are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution, copying, or other use of this message or its attachments is strictly prohibited.

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.