From: George Morino/=TMS/Toyota. Sent:9/29/2009 4:33 PM.
To: [-] "Thor Toma" <thort@servco.com>.
Cc: [-] .
Bcc: [-] .
Subject: Fw: URGENT - Toyota/Lexus Consumer Safety Advisory.

Hi Thor:

I will call you in a minute.

Thank you!

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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----- Forwarded by George Morino/TMS/Toyota on 09/29/2009 04:31 PM -----

Wayne Hutchinson/TMS/Toyota
09/29/2009 03:25 PM
To Andrew Kemp/TCI@TCI, Sandra Hechanova/TCI@TCI, kevino@servco.com, Raul Barrientos/TMSDM/TDM@TMSdeMexico, Lilibeth Rodriguez/TDPR@TDPR, Antonio Gonzalez/TDPR@TDPR, microlco@itecnmi.com, jesse.munoz@akguam.com, pnglam@asco.as, rripley@asco.as, microlco@itecnmi.com, fred.cardinas@akguam.com
cc
Subject URGENT - Toyota/Lexus Consumer Safety Advisory

This is an important urgent message. Today, we are releasing the attached Toyota Consumer Safety Advisory to our customers.

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

2007 – 2010 ES350
2006 – 2010 IS250 and IS350

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.

[All-Weather Floor Mats]

[Carpeted Floor Mats]

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.)

Dealership associates with any questions should be directed to contact their District Service/Parts Manager.

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

Thank you again for all of your support.

Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.

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