From: Michael Broman/=TMS/Toyota. Sent:9/30/2009 6:25 AM.

To: [-] George Morino/=TMS/Toyota@Toyota.

Cc: [-] .

Bcc: [-] .

Subject: Re: URGENT - Toyota/Lexus Consumer Safety Advisory Potential Floor Mat Interference with Accelerator Pedal.

Hi George, What does this mean to mats dealer parts inventories, new and used vehicle inventory and TRAC units? Should dealer's pull them?

Thanks

George Morino/TMS/Toyota
09/29/2009 04:38 PM
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Subject URGENT - Toyota/Lexus 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.

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.)

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.

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
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Product Quality and Service Support
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