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DEFECTS INVESTIGATION
RECALL MGMT DIV.

TOYOTA

TOYOTA MOTOR NORTH AMERICA, INC.

WASHINGTON OFFICE

601 THIRTEENTH STREET, NW, SUITE 910 SOUTH, WASHINGTON, DC 20005

TEL: (202) 775-1700

FAX: (202) 463-8513

September 26, 2007

Mr. Daniel C. Smith
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

**07E-082
(4 pages)**

Re: Toyota and Lexus Optional Equipment All Weather Floor Mat
Part 573, Defect Information Report

Dear Mr. Smith:


On behalf of Toyota Motor Corporation ["TMC"], we hereby submit the attached Defect Information Report concerning a voluntary safety campaign of certain Toyota and Lexus Optional Equipment All Weather Floor Mats.

Toyota has carefully evaluated the agency's concerns in the defect investigation EA07-010 and has concluded that the subject vehicles do not contain a safety related defect. With respect to the All Weather Floor Mats that are associated with the field incidents reported in EA07-010, Toyota concluded that the mats do not contain a safety-related defect; however, Toyota agrees that an unsecured All Weather Floor Mat, especially one that is stacked on top of another floor mat, can migrate toward the accelerator pedal, potentially preventing it from returning to idle. To address this issue, and to resolve the agency's concerns in the defect investigation EA07-010, Toyota is submitting the information called for in Part 573 of your regulations for an equipment recall.

Toyota will voluntarily comply with all aspects of 49 CFR 577 when conducting the owner notification for this campaign. Should you have any questions about this report, please contact Mr. Chris Santucci at (202) 775-1707.

Sincerely,

TOYOTA MOTOR NORTH AMERICA, INC.



Chris Tinto
Vice President
Technical & Regulatory Affairs

CT:cs
Attachment

DEFECT INFORMATION REPORT

1. Component Controlling Corporation:

Toyota Motor Sales, USA, Inc. ["TMS"]
19001 South Western Avenue,
Torrance, CA 90509

Actual Component Manufacturer:

Thermoflex Corporation
1535 S. Lakeside Drive
Waukegan, IL 60085
Telephone: 847-473-9011

2. Identification of Affected Equipment:

The items of equipment involved are the Lexus/Toyota All Weather Floor Mats sold as an optional accessory mat for certain 2007 and early 2008 model year Lexus ES350 and Toyota Camry vehicles.

Component Name	Part Number	Dates of Manufacture
Lexus/Toyota optional All Weather Floor Mat	PT908-33070	January 23, 2006
	PT908-33071	through
	PT908-32070	September 13, 2007

3. Total Number of Equipment Potentially Affected:

Approx. 55,000 All Weather Floor Mats

4. Percentage of Equipment Estimated to Actually Contain the Defect:

100%

5. Description of Problem:

The subject All Weather Floor Mat (AWFM) is specifically designed for the 2007 and early 2008 model year Lexus ES350 and Toyota Camry vehicles. It includes two grommet holes and retaining hooks (clips) to secure the mat to the vehicle's carpet. If the AWFM is not secured by the retaining hooks (clips) either by itself or if it is placed on top of an existing carpeted floor mat, the mat could move forward during the vehicle usage and it may interfere with the accelerator pedal. In the worst case, the accelerator pedal may temporarily become stuck in a partially depressed position when returning to the idle position. However, if the mat is properly secured, it will not interfere with the accelerator pedal.

6. Chronology of Principal Events:

In March 2007, NHTSA opened a Preliminary Investigation (PE07-016) concerning the interference between the AWFM and accelerator pedal on the 2007 model year Lexus ES350 vehicles when the AWFM is placed on top of an existing carpeted floor mat. Toyota studied the issue and concluded that if the AWFM is used by itself and secured properly by the retaining clips (as Toyota instructs in the owner's manual), it cannot interfere with the accelerator pedal. However, to address the issue, Toyota decided to conduct an owner mailing to all owners of 2007 model year Lexus ES350 vehicles from late-April through mid-May, advising the proper use and installation of the AWFM. In addition, Toyota implemented some enhancements on the AWFM and its packaging that further highlight the installation instructions of the AWFM.

In August 2007, NHTSA upgraded the investigation to an Engineering Analysis (EA07-010) based on 17 complaints which NHTSA had received. Toyota believes that the AWFM can never interfere with the accelerator pedal if it is properly secured with the retaining clips as Toyota instructs, and that no defect exists with the AWFM and the vehicles themselves. However, to alleviate the concerns of NHTSA and our customers about safety, and to reduce the possibility that the accelerator pedal may become stuck in a partially depressed position due to interference with the AWFM in the event it is not secured by the retaining clips, Toyota decided to conduct a voluntary safety campaign to replace all of the aforementioned AWFMs with a redesigned one.

7. Description of Corrective Repair Action:

All owners of 2007 and early 2008 model year Lexus ES350 and Toyota Camry vehicles will be notified, by first class mail, of the safety campaign and the timing when the replacement AWFM will become available. Once the replacement AWFM is available, a second owner notification will be sent to notify owners to return their AWFM for the driver's seating position to any Lexus/Toyota dealer for an exchange of the AWFM.

Toyota has also stopped the sale of the Toyota/Lexus All Weather Floor Mat designed specifically for 2007 and early 2008 model year Camry and ES 350 vehicles.

Reimbursement Plan for pre-notification remedies:

The owner letter will instruct owners that have previously paid for the replacement of the subject AWFM for a similar condition prior to this campaign to seek reimbursement by mailing a copy of their repair order, proof-of-payment, and proof-of-ownership for reimbursement consideration.

8. Recall Schedule:

First mailing of the owner notification will commence in early October 2007 and will be completed by mid October 2007. The second owner notification will begin mailing in mid-to-late November, 2007.

Copies of the owner notification and dealer instructions will be submitted as soon as they are available.

9. Distributor/Dealer Notification Schedule:

Notifications to distributors/dealers will be sent in the end of September 2007.



**M O V I N G T H E
AMERICAN
ECONOMY**

**U.S. Department of Transportation
Office of Public Affairs
Washington, D.C.
www.dot.gov/affairs/briefing.htm**

News

Wednesday, September 26, 2007

Contact: Rae Tyson: (202) 366-9550

NHTSA CONSUMER ADVISORY: Secure Floor Mats in 2007/2008 Lexus ES 350, Camry, Other Toyotas. Advisory Also Extended to Other Vehicles.

Toyota to Conduct Floor Mat Recall

Owners of 2007 and 2008 Lexus ES 350 models and certain other Toyota vehicles are being urged to make sure the driver-side, "All Weather" floor mats are properly secured before driving the vehicles, according to the National Highway Traffic Safety Administration and Toyota Motor Company.

Toyota announced it will conduct a recall of all the affected floor mats, which are used in the 2007/2008 Lexus ES 350 as well as the 2007/2008 Camry.

NHTSA and Toyota noted that, if unsecured, the mats being recalled can slip forward and trap the accelerator pedal, causing the vehicle to accelerate uncontrollably.

Although not part of the recall, NHTSA urged drivers of other Toyota models, including Avalons and Prius hybrids, to check the driver-side floor mats to make sure they are properly installed.

While the recall is underway, drivers of these Toyota vehicles are strongly urged to make sure the driver-side floor mat is properly secured to the retention hooks on the floorboard. Also, never overlay two mats on top of each other because the retention hooks cannot secure the top-most mat which can then slip and trap the accelerator pedal.

Of course, depending on vehicle design, it is possible for unsecured floor mats to interfere with accelerator or brake pedals in a wide range of vehicles. Therefore, NHTSA reminds all drivers of all makes and models to check the driver-side floor mats for secure installation and to follow manufacturer instructions for installing the mats.

For more information, consumers can contact the National Highway Traffic Safety Administration's Hotline at 888-327-4236 or their Toyota or Lexus dealer.

-More-



Example of an unsecured driver-side floor mat trapping the accelerator pedal in a 2007 Lexus ES350



Always make sure your driver-side floor mat is properly secured by the tabs. Never overlay two mats on top of each other because the top-most mat can not be secured properly by the retention hooks.

To view high resolution versions of the above images, click [here](#) and [here](#).

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U.S. Department
of Transportation

1200 New Jersey Avenue, SE
Washington, DC 20590

**National Highway
Traffic Safety
Administration**

SEP 28 2007

MR. CHRIS TINTO
VICE PRESIDENT
TECHNICAL & REGULATORY AFFAIRS
TOYOTA MOTOR NORTH AMERICA, INC.
601 THIRTEENTH STREET, NW SUITE 910 SOUTH
WASHINGTON DC 20005

NVS-215kjs
07E-082

Subject: ACCESSORY FLOOR MAT

Dear MR. TINTO:

This letter is to acknowledge your recent defect information report. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

LEXUS/ES350/2007-2008
TOYOTA/CAMRY/2007-2008
TOYOTA/PT908-32070/9999
TOYOTA/PT908-33070/9999
TOYOTA/PT908-33071/9999

NHTSA Campaign Number: 07E-082

Mfg's Report Date: September 26, 2007

Components: EQUIPMENT

Potential Number of Units Affected: 55,000

Summary:

CERTAIN ALL WEATHER FLOOR MATS (AWFM) SPECIFICALLY SOLD AS AN OPTIONAL ACCESSORY FOR USE ON THE 2007 AND 2008 MODEL YEAR LEXUS ES350 AND TOYOTA CAMRY VEHICLES. THE AWFM INCLUDES TWO GROMMET HOLES AND RETAINING HOOKS (CLIPS) TO SECURE THE MAT TO THE VEHICLE'S CARPET. IF THE AWFM IS NOT SECURED BY ITSELF OR IF IT IS PLACED ON TOP OF AN EXISTING CARPETING FLOOR MAT, THE MAT

COULD MOVE FORWARD DURING THE VEHICLE USAGE AND IT MAY INTERFERE WITH THE ACCELERATOR PEDAL.

Consequence:

THE ACCELERATOR PEDAL MAY TEMPORARILY BECOME STUCK IN A PARTIALLY DEPRESSED POSITION WHEN RETURNING TO THE IDLE POSITION. IF THIS CONDITION OCCURS, IT MAY INCREASE THE POSSIBILITY OF A CRASH.

Remedy:

TOYOTA WILL NOTIFY OWNERS OF ALL 2007 AND 2008 LEXUS ES350 AND TOYOTA CAMRY VEHICLES ABOUT THE RECALL EVEN THOUGH NOT ALL OF THESE OWNERS WILL HAVE PURCHASED THE ALL WEATHER MATS. IF THE OWNER HAD NOT PURCHASED THE MATS, THEY ARE NOT AFFECTED BY THE RECALL. THIS LETTER WILL ADVISE OWNERS WHEN REPLACEMENT MATS WILL BE AVAILABLE. A SECOND LETTER WILL BE SENT AFTER MATS ARE AVAILABLE REQUESTING OWNERS TO RETURN THEIR MATS TO A LEXUS OR TOYOTA DEALER FOR EXCHANGE OF THE DRIVER'S SIDE MAT. THE FIRST LETTER IS EXPECTED TO BE SENT DURING EARLY OCTOBER 2007 AND THE SECOND IN LATE NOVEMBER 2007. OWNERS CAN CONTACT THE LEXUS CUSTOMER ASSISTANCE CENTER AT 1-800-255-3987 OR THE TOYOTA CUSTOMER EXPERIENCE CENTER AT 1-888-270-9371.

Notes:

CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

This recall is the result of an investigation, EA07-010, conducted by the Office of Defects Investigation.

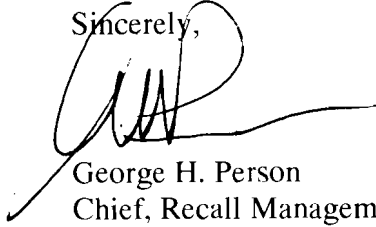
The information in your defect report appears to satisfy the requirements of 49 CFR 573.6.

We have received Toyota's proposed owner notification letters and they are currently under review. You will be notified of any changes or concerns once our review is complete. Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. The first quarterly report will be due in this office on or before 30 days after the close of the calendar quarter.

Your contact for this recall will be Kelly Schuler, who may be reached by phone at 202-366-5227, by email at Kelly.Schuler@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you for successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to read 'GHP', with a long horizontal flourish extending to the right.

George H. Person
Chief, Recall Management Division
Office of Defects Investigation
Enforcement



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991

SSC 70F – ACCESORIO DE LA ALFOMBRA DE PISO PARA TODO TIPO DE CLIMAS DEL TOYOTA CAMRY AVISO DE REPARACIÓN PREVENTIVA DE SEGURIDAD PARA VEHÍCULOS MODELO 2007 Y PRINCIPIOS DE 2008

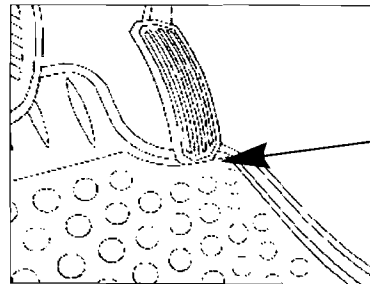
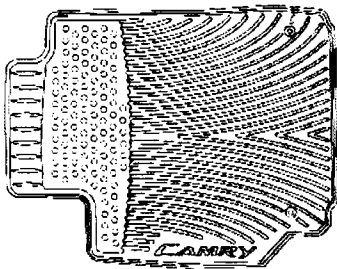
Estimado cliente de Toyota:

Le estamos enviando este aviso de acuerdo con los requisitos establecidos en la Ley Nacional de Seguridad Vehicular y del Tránsito. Toyota ha decidido que existe un defecto relacionado con la seguridad del vehículo, en la alfombra de piso para todo tipo de climas *opcional* del Toyota Camry (una alfombra de piso fabricada con caucho de alta resistencia), diseñada específicamente para ciertos vehículos Camry modelos 2007 y principios de 2008. **Le enviamos este aviso por si usted hubiera comprado este accesorio.**

¿Cuál es el problema?

La alfombra de piso para todo tipo de climas *opcional* del Toyota Camry se ha diseñado y fabricado específicamente para los vehículos Camry. La misma incluye dos ojales con virolas en la alfombra de piso para todo tipo de climas y ganchos de retención (clips), para afirmar la alfombra a la moqueta del vehículo. En los últimos meses, Toyota ha recibido reportes respecto de que la alfombra de piso para todo tipo de climas *opcional* del Toyota Camry se desliza hacia adelante y entorpece el movimiento del pedal del acelerador. (Remítase al diagrama para ver cuál es la alfombra específica en cuestión). Toyota ha investigado estos reportes y determinó que si la alfombra de piso para todo tipo de climas *opcional* del Toyota Camry (ya sea por sí misma o si se la coloca sobre una moqueta existente) **no se asegura con los ganchos de retención (clips)** y se corre hacia adelante, puede impedir que el pedal del acelerador regrese a la posición neutra. En el peor de los casos, de presentarse esta condición, puede aumentar la posibilidad de que se produzca un choque.

Alfombra de piso para todo tipo de climas del Toyota Camry afectada a esta reparación preventiva



Si la alfombra de piso para todo tipo de climas del Toyota Camry **no se asegura con los ganchos de retención (clips)** y la alfombra se desliza hacia adelante, puede entorpecer la acción del pedal del acelerador.

¿Qué hará Toyota?

Toyota actualmente está desarrollando una modificación en el diseño de la alfombra de piso para todo tipo de climas que va en la posición del asiento del conductor. Le enviaremos otra notificación cuando esté disponible la nueva alfombra de piso para todo tipo de climas para la posición del asiento del conductor. Le anticipamos que comenzaremos a enviar por correo la segunda notificación entre mediados y fines de noviembre de 2007. En esa oportunidad, se cambiará la alfombra de piso para todo tipo de climas original, que va en la posición del asiento del conductor, por otra nueva.

¿Qué debería hacer usted?

Hasta que esté lista la nueva alfombra de piso para todo tipo de climas del Toyota Camry que va en la posición del asiento del conductor, solicitamos su asistencia para que verifique regularmente que la alfombra de piso esté debidamente asegurada con los ganchos de retención (clips) provistos. Si la alfombra está debidamente asegurada, no entorpecerá el accionar del pedal del acelerador. Los momentos ideales para hacer esta comprobación son, por ejemplo, cuando carga el tanque de gasolina, después de lavar el vehículo y/o cuando realiza una limpieza en el interior del mismo, si otro conductor va a manejarlo, etc. **Nunca** debe usarse más de una alfombra de piso en la posición del asiento del conductor, dado que los ganchos de retención (clips) están diseñados para adaptarse sólo a una alfombra de piso por vez. Remítase a la sección sobre la alfombra de piso de su Manual del usuario para obtener más información con respecto a los ganchos de retención (clips).

Si prefiere devolver inmediatamente el juego de alfombras de piso para todo tipo de climas para que le reintegren el dinero, lleve su juego de alfombras de piso para todo tipo de climas del Toyota Camry a su concesionario Toyota local y ellos se encargarán de hacer los arreglos necesarios. El concesionario le solicitará su número de identificación del vehículo durante el proceso de devolución.

Si su vehículo no tiene la alfombra de piso para todo tipo de climas del Toyota Camry (remítase al diagrama para ver la alfombra específica en cuestión), **NO** está involucrado en esta reparación preventiva. Envíe la tarjeta adjunta para notificarnos que usted no tiene el accesorio de la alfombra de piso para todo tipo de climas del Toyota Camry, a fin de que podamos eliminar su nombre y dirección de la lista de destinatarios para la futura correspondencia por este tema. Sin embargo, durante nuestra investigación, se observó que es posible que la alfombra de piso entorpezca el accionar de los pedales en cualquier vehículo, con cualquier combinación de alfombras de piso. Por lo tanto, si usted utiliza alfombras de piso que no sean de Toyota, **compruebe que también estén debidamente aseguradas, usando el dispositivo de retención apropiado, y no las coloque encima de otra alfombra de piso.**

Si la propiedad de este vehículo hubiera pasado ahora a manos de otra persona, indíquelo en el formulario adjunto con franqueo pagado e infórmenos el nombre y domicilio del nuevo titular, de ser posible.

English version on reverse side
Traducción en inglés en el reverso

¿Qué sucede si nota que la alfombra entorpece el accionar del pedal del acelerador antes de su cita?

Si bien cada circunstancia puede ser diferente, y los conductores deben actuar conforme a su criterio, Toyota le brinda las siguientes instrucciones y advertencias para el caso en que la alfombra de piso para todo tipo de climas entorpezca la función del pedal del acelerador:

- si es posible y seguro hacerlo, tire hacia atrás la alfombra de piso, dado que así es probable que logre desenganchar el pedal del acelerador de la misma;
- si necesita detener el vehículo de inmediato, presione con firmeza el pedal del freno con los dos pies. No bombee el freno, porque esta acción agotará el vacío utilizado para el freno asistido;
- en una unidad equipada con el botón de arranque/detención del motor, si usted puede detener el vehículo en forma segura, oprima con firmeza dicho botón durante al menos tres segundos para apagar el motor. No aplique golpes suaves sobre el botón de arranque/detención del motor. No obstante, al apagar el motor, perderá tanto el freno asistido como la dirección asistida;
- en una unidad con encendido tradicional —con llave—, si puede detener el vehículo en forma segura, gire la llave del encendido a la posición ACC. Una vez más, al colocar la llave en la posición ACC, perderá tanto el freno asistido como la dirección asistida. No saque la llave del tambor de arranque. Si lo hace, se le trabará el volante.

¿Qué sucede si usted ya hubiera pagado previamente el cambio del accesorio de la alfombra de piso para todo tipo de climas del Toyota Camry para esta condición específica?

Si ya hubiera pagado previamente el cambio de la alfombra de piso para todo tipo de climas del Toyota Camry **para esta condición específica** antes de recibir esta carta, por favor envíe una copia por correo de la orden de reparación, el comprobante de pago y el comprobante de propiedad a la siguiente dirección, para que se analice el reembolso:

Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

Incluya su nombre, domicilio y número/s telefónico/s en su solicitud. Si usted compró su alfombra de piso para todo tipo de climas del Toyota Camry (remítase al diagrama provisto en esta carta) en otro comercio, incluya también su recibo de compra de la alfombra. Tenga en cuenta que el procesamiento de su pedido puede tardar entre 4 y 6 semanas.

Si desea realizar otras preguntas

Su concesionario Toyota local responderá con gusto a todas sus preguntas. Si necesita más asistencia, puede comunicarse con el Centro de Experiencia del Cliente de Toyota, al 1-888-270-9371, de lunes a viernes de 5:00 a.m. a 6:00 p.m. y los sábados de 7:00 a.m. a 4:00 p.m. hora estándar del Pacífico.

Si cree que el concesionario o Toyota no ha logrado o no puede solucionar el defecto dentro de un período razonable, usted puede presentar una queja al Administrador, a la *National Highway Traffic Safety Administration* [Administración Nacional de Seguridad Vial en Autopistas], 1200 New Jersey Avenue S.E., Washington, DC 20590 o llame sin costo a la Línea Directa de Seguridad Automotor al 1-888-327-4236 (TTY: 1-800-424-9153) o visite: <http://www.safercar.gov>.

Si usted fuera arrendador del vehículo, considere que la Ley Federal exige que toda persona que alquilara estos vehículos a terceros y recibiera este aviso de reparación preventiva, debe enviar una copia del mismo al arrendatario dentro de los diez días.

Hemos enviado este aviso porque estamos interesados en su constante satisfacción con nuestros productos y lamentamos profundamente todo inconveniente que esta situación pudiera haberle ocasionado.

Gracias por conducir un Toyota.

Atentamente.

TOYOTA MOTOR SALES, U.S.A., INC.



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991

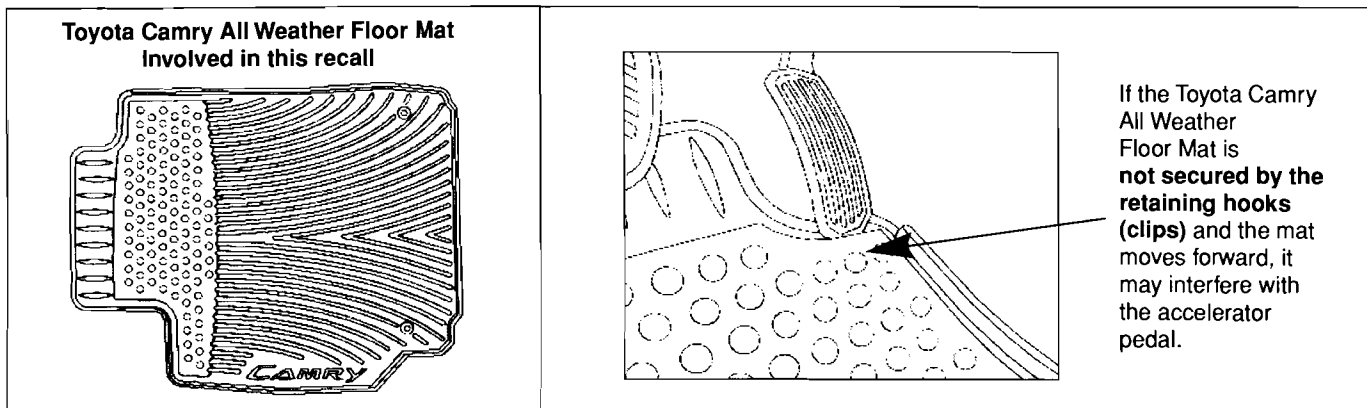
SSC 70F – TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Toyota Camry All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year Camry vehicles. **We are sending you this notice in the event you purchased this accessory.**

What is the condition?

The *optional* Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for Camry vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Toyota has received reports regarding the optional Toyota Camry All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. (Please see the diagram for the specific mat involved). Toyota has investigated these reports and determined that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.



What will Toyota do?

Toyota is currently developing a design modification to the driver's seating position All Weather Floor Mat. We will send another notification when the new driver's seating position All Weather Floor Mat is available. We anticipate the second notification will begin mailing in mid-to-late November, 2007. The original driver's seating position All Weather Floor Mat will be exchanged for a new one at that time.

What should you do?

Until the new driver's seating position Toyota Camry All Weather Floor Mat is ready, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling your vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should **never** be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Please refer to the floor mat section of your Owner's Manual for further information regarding the retaining hooks (clips).

If you would like to immediately return the All Weather Floor Mat set for a refund, please bring your Toyota Camry All Weather Floor Mat set to your local Toyota dealership and they will make the necessary arrangements. The dealership will require your Vehicle Identification Number during the return process.

If your vehicle does not have the Toyota Camry All Weather Floor Mat (please see the diagram for the specific mat involved), it is **NOT** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Toyota Camry All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Toyota floor mats, **please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.**

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

Spanish translation on reverse side
Traducción en español en el reverso

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- In a vehicle equipped with the Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.
- In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering assist. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

What if you have previously paid for the replacement of the Toyota Camry All Weather Floor Mat Accessory for this specific condition?

If you have previously paid for the replacement of the Toyota Camry All Weather Floor Mat *for this specific condition* prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. If you purchased your Toyota Camry All Weather Floor Mat (see diagram provided in this letter) over-the-counter, please also include your receipt for the purchase of the mat. Please allow 4 to 6 weeks to review your request.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

Spanish translation on reverse side
Traducción en español en el reverso



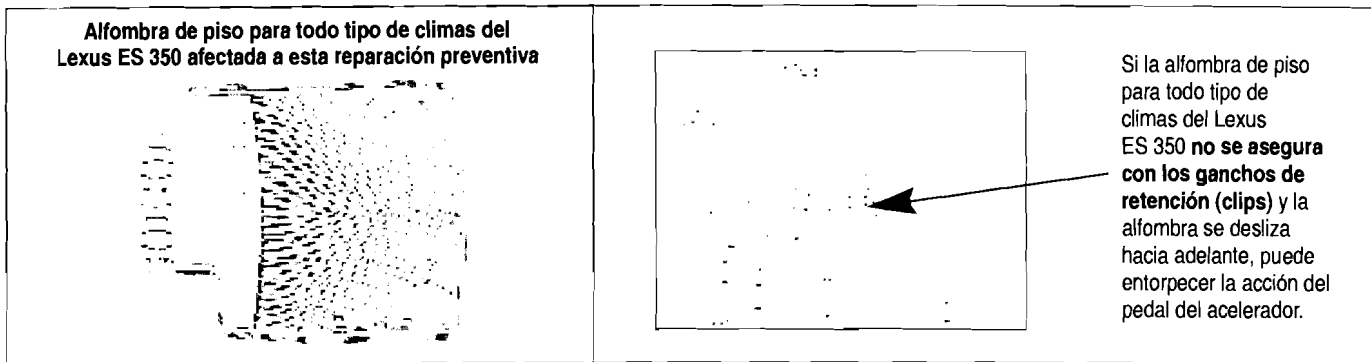
SSC 7LB – ACCESORIO DE LA ALFOMBRA DE PISO PARA TODO TIPO DE CLIMAS DEL LEXUS ES 350 AVISO DE REPARACIÓN PREVENTIVA DE SEGURIDAD PARA VEHÍCULOS MODELO 2007 Y PRINCIPIOS DE 2008

Estimado cliente de Lexus:

Le estamos enviando este aviso de acuerdo con los requisitos establecidos en la Ley Nacional de Seguridad Vehicular y del Tránsito. Lexus ha decidido que existe un defecto relacionado con la seguridad del vehículo, en la alfombra de piso para todo tipo de climas *opcional* del Lexus ES 350 (una alfombra de piso fabricada con caucho de alta resistencia), diseñada específicamente para ciertos vehículos Lexus ES 350 modelos 2007 y principios de 2008. **Le enviamos este aviso por si usted hubiera comprado este accesorio.**

¿Cuál es el problema?

La alfombra de piso para todo tipo de climas *opcional* del Lexus ES 350 se ha diseñado y fabricado específicamente para los vehículos ES 350. La misma incluye dos ojales con virolas en la alfombra de piso para todo tipo de climas y ganchos de retención (clips), para afirmar la alfombra a la moqueta del vehículo. En los últimos meses, Lexus ha recibido reportes respecto de que la alfombra de piso para todo tipo de climas *opcional* del Lexus ES 350 se desliza hacia adelante y entorpece el movimiento del pedal del acelerador. (Remítase al diagrama para ver cuál es la alfombra específica en cuestión). Lexus ha investigado estos reportes y determinó que si la alfombra de piso para todo tipo de climas *opcional* del Lexus ES 350 (ya sea por sí misma o si se la coloca sobre una moqueta existente) **no se asegura con los ganchos de retención (clips)** y se corre hacia adelante, puede impedir que el pedal del acelerador regrese a la posición neutra. En el peor de los casos, de presentarse esta condición, puede aumentar la posibilidad de que se produzca un choque.



¿Qué hará Lexus?

Lexus actualmente está desarrollando una modificación en el diseño de la alfombra de piso para todo tipo de climas que va en la posición del asiento del conductor. Le enviaremos otra notificación cuando esté disponible la nueva alfombra de piso para todo tipo de climas para la posición del asiento del conductor. Le anticipamos que comenzaremos a enviar por correo la segunda notificación entre mediados y fines de noviembre de 2007. En esa oportunidad, se cambiará la alfombra de piso para todo tipo de climas original, que va en la posición del asiento del conductor, por otra nueva.

¿Qué debería hacer usted?

Hasta que esté lista la nueva alfombra de piso para todo tipo de climas del Lexus ES 350 que va en la posición del asiento del conductor, solicitamos su asistencia para que verifique regularmente que la alfombra de piso esté debidamente asegurada con los ganchos de retención (clips) provistos. Si la alfombra está debidamente asegurada, no entorpecerá el accionar del pedal del acelerador. Los momentos ideales para hacer esta comprobación son, por ejemplo, cuando carga el tanque de gasolina, después de lavar el vehículo y/o cuando realiza una limpieza en el interior del mismo, si otro conductor va a manejarlo, etc. **Nunca** debe usarse más de una alfombra de piso en la posición del asiento del conductor, dado que los ganchos de retención (clips) están diseñados para adaptarse sólo a una alfombra de piso por vez. Remítase a la sección sobre la alfombra de piso de su Manual del usuario para obtener más información con respecto a los ganchos de retención (clips).

Si prefiere devolver inmediatamente el juego de alfombras de piso para todo tipo de climas para que le reintegren el dinero, lleve su juego de alfombras de piso para todo tipo de climas del Lexus ES 350 a su concesionario Lexus local y ellos se encargarán de hacer los arreglos necesarios. El concesionario le solicitará su número de identificación del vehículo durante el proceso de devolución.

Si su vehículo no tiene la alfombra de piso para todo tipo de climas del Lexus (remítase al diagrama para ver la alfombra específica en cuestión), **NO** está involucrado en esta reparación preventiva. Envíe la tarjeta adjunta para notificarnos que usted no tiene el accesorio de la alfombra de piso para todo tipo de climas del Lexus ES 350, a fin de que podamos eliminar su nombre y dirección de la lista de destinatarios para la futura correspondencia por este tema. Sin embargo, durante nuestra investigación, se observó que es posible que la alfombra de piso entorpezca el accionar de los pedales en cualquier vehículo, con cualquier combinación de alfombras de piso. Por lo tanto, si usted utiliza alfombras de piso que no sean de Lexus, **compruebe que también estén debidamente aseguradas, usando el dispositivo de retención apropiado, y no las coloque encima de otra alfombra de piso.**

Si la propiedad de este vehículo hubiera pasado ahora a manos de otra persona, indíquelo en el formulario adjunto con franqueo pagado e infórmenos el nombre y domicilio del nuevo titular, de ser posible.

English version on reverse side
Traducción en inglés en el reverso

¿Qué sucede si nota que la alfombra entorpece el accionar del pedal del acelerador antes de su cita?

Si bien cada circunstancia puede ser diferente, y los conductores deben actuar conforme a su criterio, Lexus le brinda las siguientes instrucciones y advertencias para el caso en que la alfombra de piso para todo tipo de climas entorpezca la función del pedal del acelerador:

- si es posible y seguro hacerlo, tire hacia atrás la alfombra de piso, dado que así es probable que logre desenganchar el pedal del acelerador de la misma;
- si necesita detener el vehículo de inmediato, presione con firmeza el pedal del freno con los dos pies. No bombee el freno, porque esta acción agotará el vacío utilizado para el freno asistido;
- si usted puede detener el vehículo en forma segura, oprima con firmeza el botón de arranque/detención del motor durante al menos tres segundos para apagar el motor. No aplique golpes suaves sobre dicho botón. No obstante, al apagar el motor, perderá tanto el freno asistido como la dirección asistida.

¿Qué sucede si usted ya hubiera pagado previamente por el cambio del accesorio de la alfombra de piso para todo tipo de climas del Lexus ES 350 para esta condición específica?

Si ya hubiera pagado previamente por el cambio de la alfombra de piso para todo tipo de climas del Lexus ES 350 *para esta condición específica* antes de recibir esta carta, por favor envíe una copia por correo de la orden de reparación, el comprobante de pago y el comprobante de propiedad a la siguiente dirección, para que se analice el reembolso:

Lexus Customer Assistance, L201
19001 South Western Avenue
Torrance, CA 90509

Incluya su nombre, domicilio y número/s telefónico/s en su solicitud. Si usted compró su alfombra de piso para todo tipo de climas del Lexus (remítase al diagrama provisto en esta carta) en otro comercio, incluya también su recibo de compra de la alfombra. Tenga en cuenta que el procesamiento de su pedido puede tardar entre 4 y 6 semanas.

Si desea realizar otras preguntas

Su concesionario Lexus local responderá con gusto a todas sus preguntas. Si necesita más asistencia, puede comunicarse con el Centro de Asistencia al Cliente de Lexus, al 1-800-255-3987, de lunes a viernes de 5:00 a.m. a 6:00 p.m. y los sábados de 7:00 a.m. a 4:00 p.m. hora estándar del Pacífico.

Si cree que el concesionario o Lexus no ha logrado o no puede solucionar el defecto dentro de un período razonable, usted puede presentar una queja al Administrador, a la *National Highway Traffic Safety Administration* [Administración Nacional de Seguridad Vial en Autopistas], 1200 New Jersey Avenue S.E., Washington, DC 20590 o llame sin costo a la Línea Directa de Seguridad Automotor al 1-888-327-4236 (TTY: 1-800-424-9153) o visite: <http://www.safercar.gov>.

Si usted fuera arrendador del vehículo, considere que la Ley Federal exige que toda persona que alquilara estos vehículos a terceros y reciba este aviso de reparación preventiva, debe enviar una copia del mismo al arrendatario dentro de los diez días.

Hemos enviado este aviso porque estamos interesados en su constante satisfacción con nuestros productos y lamentamos profundamente todo inconveniente que esta situación pudiera haberle ocasionado.

Gracias por conducir un Lexus.

Atentamente.

División Lexus

TOYOTA MOTOR SALES, U.S.A., INC.



Lexus Division
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2094
Torrance, CA 90509-2094

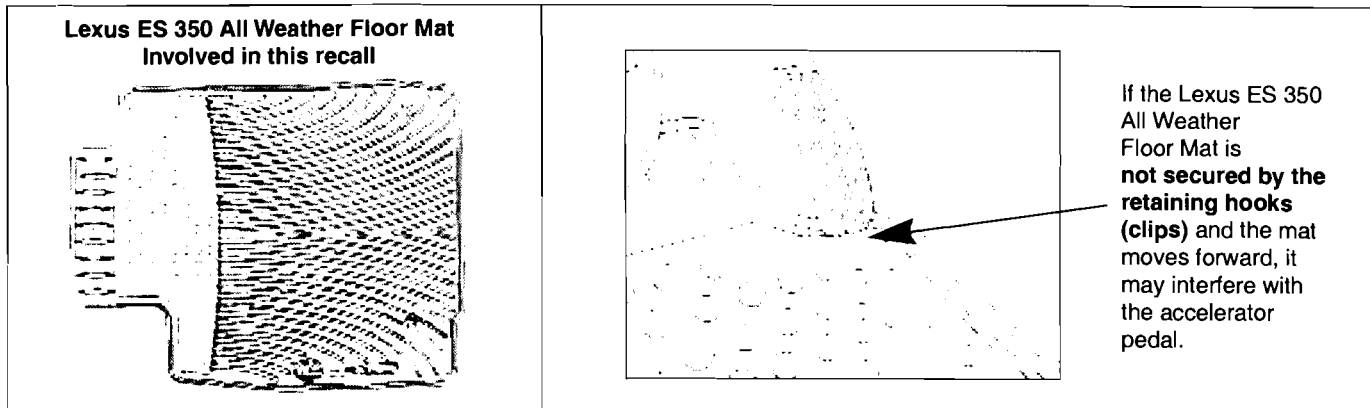
SSC 7LB – LEXUS ES 350 ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES

Dear Lexus Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year ES 350 vehicles. **We are sending you this notice in the event you purchased this accessory.**

What is the condition?

The *optional* Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for ES 350 vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. In recent months, Lexus has received reports regarding the optional Lexus ES 350 All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. (Please see the diagram for the specific mat involved). Lexus has investigated these reports and determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is **not secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.



What will Lexus do?

Lexus is currently developing a design modification to the driver's seating position All Weather Floor Mat. We will send another notification when the new driver's seating position All Weather Floor Mat is available. We anticipate the second notification will begin mailing in mid-to-late November, 2007. The original driver's seating position All Weather Floor Mat will be exchanged for a new one at that time.

What should you do?

Until the new driver's seating position Lexus ES 350 All Weather Floor Mat is ready, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling your vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should **never** be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Please refer to the floor mat section of your Owner's Manual for further information regarding the retaining hooks (clips).

If you would like to immediately return the All Weather Floor Mat set for a refund, please bring your Lexus ES 350 All Weather Floor Mat set to your local Lexus dealership and they will make the necessary arrangements. The dealership will require your Vehicle Identification Number during the return process.

If your vehicle does not have the Lexus ES 350 All Weather Floor Mat (please see the diagram for the specific mat involved), it is **NOT** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Lexus ES 350 All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Lexus floor mats, **please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.**

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

Spanish translation on reverse side
Traducción en español en el reverso

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the accelerator pedal from the All Weather Floor Mat.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- If you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

What if you have previously paid for the replacement of the Lexus ES 350 All Weather Floor Mat Accessory for this specific condition?

If you have previously paid for the replacement of the Lexus ES 350 All Weather Floor Mat *for this specific condition* prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Lexus Customer Assistance, L201
19001 South Western Avenue
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. If you purchased your Lexus ES 350 All Weather Floor Mat (see diagram provided in this letter) over-the-counter, please also include your receipt for the purchase of the mat. Please allow 4 to 6 weeks to review your request.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

Lexus Division,
TOYOTA MOTOR SALES, U.S.A., INC.

Spanish translation on reverse side
Traducción en español en el reverso

QUARTERLY REPORT ON NOTIFICATION CAMPAIGN - PART 573.6 (b)

MANUFACTURER: Toyota Motor Corporation
Toyota Motor Sales, U.S.A., Inc.

QUARTER ENDING DATE: September 30, 2007

REPORT NUMBER	NHTSA CAMPAIGN NUMBER (Toyota Campaign Number)	DATE OF NOTIFICATION		NUMBER OF VEHICLES			
		Started b (2)	Ended b (2)	Involved in Campaign b (3)	Inspected And Repaired b (4)	Inspected But Repair Not Required b (4)	Unreachable** b (5)
1	07E-082 (70F/7LB)	10/04/07	10/05/07	55,000	42	N/A	80

** The following explanations pertain to the number of unreachable vehicles:

- * Owner of the vehicle is deceased: _____
- * Notice not accepted by the owner: _____
- * Address unknown: _____ 80
- * Notice unclaimed: _____
- * Vehicle wrecked and scrapped: _____
- * Vehicle is exported: _____
- * Vehicle is either sold or traded: _____
- * Stolen: _____

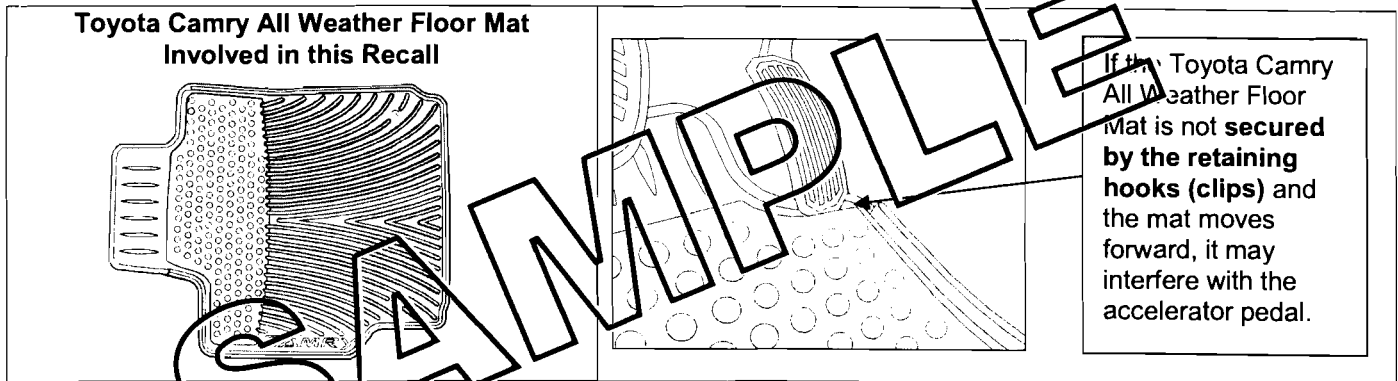
**SSC 70F – TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY SAFETY RECALL NOTICE
FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES**

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in the *optional* Toyota Camry All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year Camry vehicles. **We are sending you this notice in the event you purchased this accessory.**

What is the condition?

The *optional* Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for Camry vehicles. This includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Toyota has received reports that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.



What will Toyota do?

Any Toyota dealer will replace the original driver's seating position All Weather Floor Mat with a newly designed one at **NO CHARGE** to you.

What should you do?

This is an Important Safety Recall

As we indicated to you previously, we required time to prepare the necessary parts. Toyota is pleased to inform you that the replacement driver's seating position All Weather Floor Mat for your vehicle is now ready. Please contact your authorized Toyota dealer to make an appointment to replace the original driver's seating position All Weather Floor Mat as soon as possible. The replacement will take approximately 10 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. **Until the replacement All Weather Floor Mat for the driver's seating position is replaced, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time.**

If your vehicle does not have the Toyota Camry All Weather Floor Mats (please see the diagram for the specific mat involved), it is **NOT** involved in this recall. Please return the enclosed postcard to notify us that you **do not** have the Toyota Camry All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Toyota floor mats, **please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.**

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- In a vehicle equipped with the Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.
- In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering assist. **Do not remove the key from the ignition.** If you remove the key from the ignition, the steering wheel will lock.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.



**Special Service Campaign (SSC) – 70F (Safety Recall) Q&A
Toyota Camry All Weather Floor Mat for 2007 and Early 2008 Model Year Vehicles**

Q1: What is the condition?

A1: The optional Toyota Camry All Weather Floor Mat is specifically engineered and manufactured for 2007 and early 2008 model year Camry vehicles. The driver's seating position Toyota Camry All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Toyota has received reports that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***

Q2: What is the cause of this condition?

A2: If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***

Q3: Why is Toyota sending owner notifications beginning in late November, 2007?

A3: In late September, 2007, Toyota mailed a ***preliminary owner notification*** regarding the Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Toyota was designing a replacement Toyota Camry All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Toyota will begin sending a Safety Recall notification to inform owners the newly designed replacement Toyota Camry All Weather Floor Mat for the driver's seating position is now available.

Q4: Are there any warnings that this condition exists?

A4: Yes, customers may verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q5: Which and how many floor mats are involved?

A5: The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles are involved. There are approximately 24,500 Toyota Camry All Weather Floor Mats involved in this campaign.

Q6: Are there any other Toyota or Lexus All Weather Floor Mats involved?

A6: Yes, this condition also involves the Lexus ES 350 All Weather Floor Mat. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q7: How many vehicles are involved?

A7: Approximately 24,500 Toyota Camry and 30,500 Lexus ES 350 vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.

Q8: What is the production period of the affected All Weather Floor Mats?

A8: The affected Toyota Camry and Lexus ES 350 All Weather Floor Mats were produced from December, 2005 (Camry) and February, 2006 (ES 350) to mid-September, 2007.

Q9: Is this campaign related to the recent NHTSA investigation on the ES 350 All Weather Floor Mat?

A9: Yes, this campaign is a direct result of the National Highway Traffic Safety Administration (NHTSA) and Toyota investigation into the ES 350 All Weather Floor Mats. During the investigation, it was determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.*** Based upon the same design pattern to the driver's seating position Lexus ES 350 All Weather Floor Mats, the 2007 and early 2008 Toyota Camry vehicles were included in this campaign.

Q10: How many incidents of this condition have been reported?

A10: During NHTSA's investigation on the ES 350 All Weather Floor Mat, Toyota was informed by NHTSA that there had been 5 consumer allegations that may relate to this condition in the 2007 Toyota Camry vehicles.

Q11: Have there been any accidents reported?

A11: According to NHTSA, there have been allegations of one accident case among the 5 complaints received by the agency.

Q12: What is Toyota going to do?

A12: Any authorized Toyota dealer will exchange the **Driver's** seating position Toyota All Weather Floor Mat with a newly designed mat at **no charge** to the owner.

Q13: What if the customer does not have the Toyota Camry or Lexus ES 350 All Weather Floor Mat?

A13: If the vehicle does not have the Toyota Camry or Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in **any vehicle with any combination of floor mats**. Therefore, if you utilize non-Toyota/non-Lexus floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q14: What if you experience accelerator pedal interference prior to your appointment?

A14: Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- In the Toyota Camry equipped with the Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.
- In a traditional key ignition Toyota Camry, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

Above all, until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal.

Q15: Are the mats Toyota Genuine accessories?

A15: Yes. The mat can be placed in the vehicle at the port or dealership, and purchased over-the-counter at Toyota dealerships.

Q16: What if the customer doesn't have the involved Toyota Camry All Weather Floor Mat, but receives the notification?

A16: Please have the customer fill out the request form included in their notification.

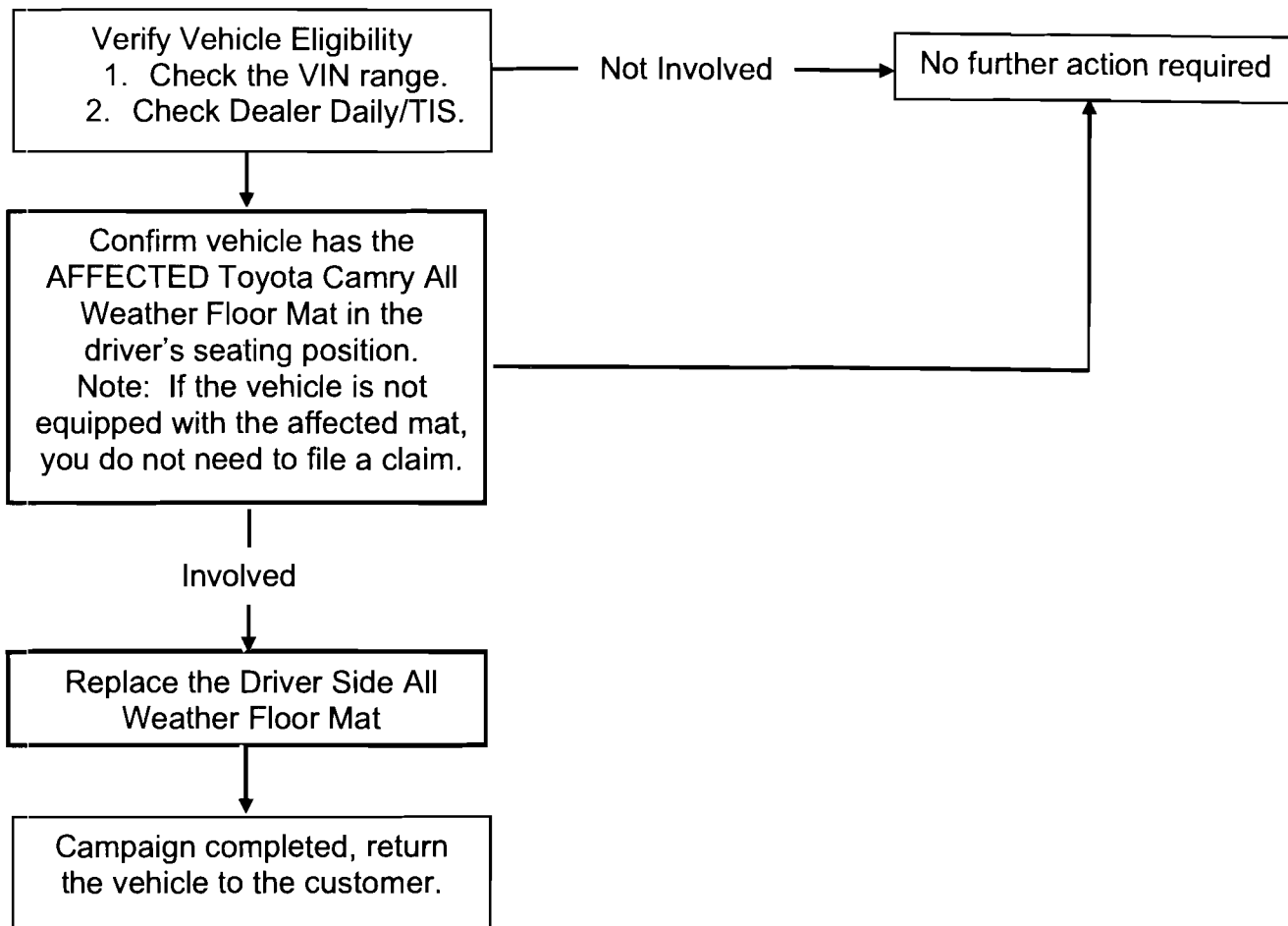
TECHNICAL INSTRUCTIONS

FOR

SPECIAL SERVICE CAMPAIGN 70F (SAFETY RECALL)

2007 AND EARLY 2008 MODEL YEAR
TOYOTA CAMRY ALL WEATHER FLOOR MAT

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VINS

- Check Dealer Daily/TIS to confirm the VIN is involved in this SSC. This will verify the vehicle is affected and has not already been completed prior to dealer shipment or by another dealer.
- TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

A. PARTS

Part Number	Part Description	Quantity
PT908-0307F-02	Camry AWFM Black (Driver's Side)	1
PT908-0307F-14	Camry AWFM Brown (Driver's Side)	1

B. TOOLS

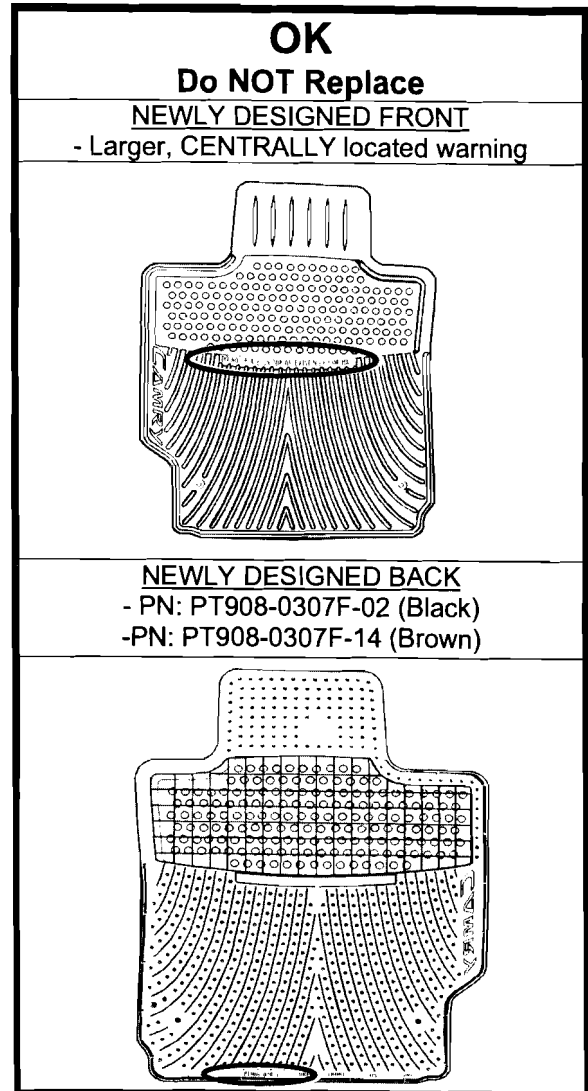
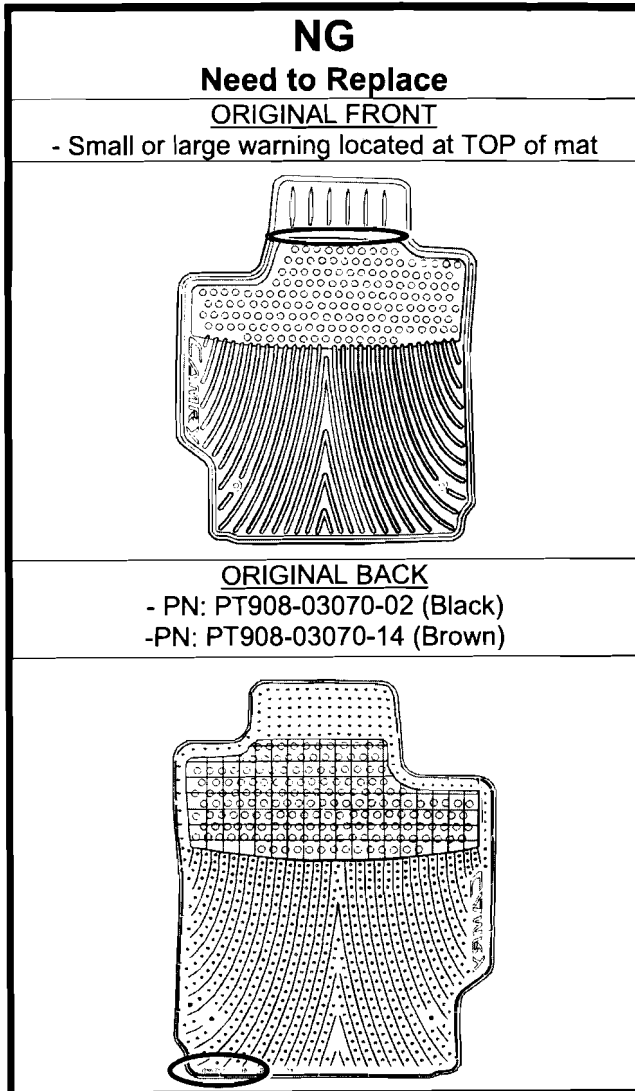
- No tools are required for this repair

IV. WORK PROCEDURE

A. CONFIRM THE VEHICLE HAS THE AFFECTED ALL WEATHER FLOOR MAT

Confirm if the **original** driver side All Weather Floor Mat (see the diagram below for key areas to aid in identification of the original vs. the newly designed mat) is present in the vehicle.

- If the original mat is NOT present, no action is necessary. You do not need to file any claims.
- If the original mat IS present, proceed to step B.



B. REPLACE THE AFFECTED DRIVER SIDE ALL WEATHER FLOOR MAT WITH THE NEWLY DESIGNED ONE

- MAKE SURE THE RETAINING HOOKS (CLIPS) ARE PROPERLY INSTALLED TO THE VEHICLE'S CARPET AND SECURE THE ALL WEATHER FLOOR MAT.
- MORE THAN ONE FLOOR MAT SHOULD NEVER BE USED IN THE DRIVER'S SEATING POSITION, AS THE RETAINING HOOKS (CLIPS) ARE DESIGNED TO ACCOMMODATE ONLY ONE FLOOR MAT AT A TIME.

V. RECALLED PARTS RECOVERY

The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.



Via Overnight Mail
November 19, 2007

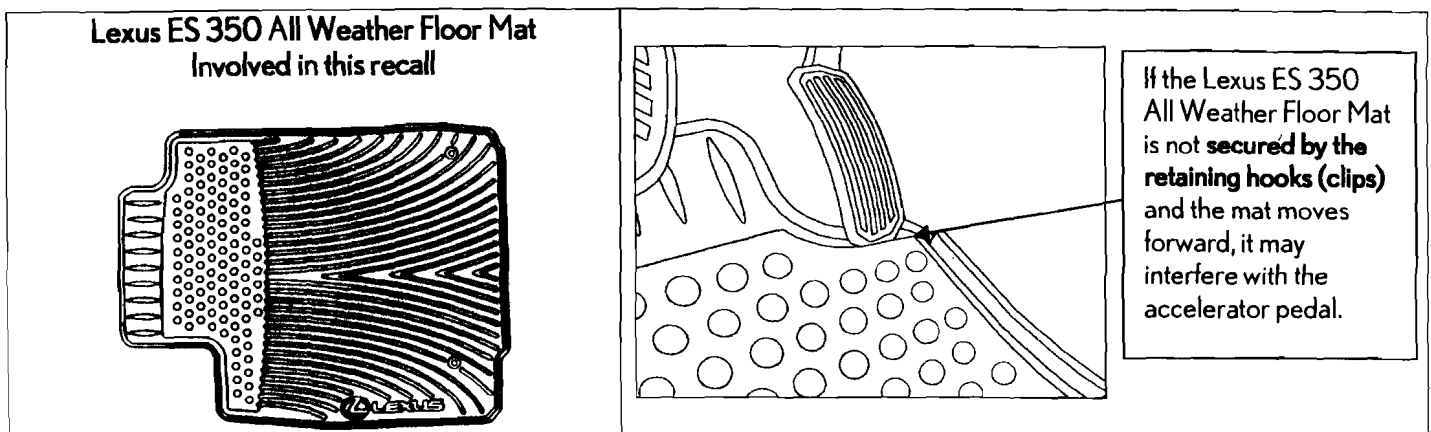
Subject: UPDATE - Special Service Campaign (SSC) 7LB (Safety Recall)
Lexus ES 350 All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Vehicles

Dear Dealer Principal:

In late September, 2007, Lexus mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Lexus was designing a replacement Lexus ES 350 All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Lexus will begin sending a Safety Recall notification to inform owners the newly designed replacement All Weather Floor Mat for the driver's seating position is now available. The recall campaign involves approximately 30,500 optional Lexus ES 350 All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles.

The optional Lexus ES 350 All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Lexus has received reports that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. *If the mat is properly secured, it will not interfere with the accelerator pedal.*



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

Owner Notification Date

Lexus will begin sending the second Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

Only vehicles equipped with the Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles are involved. However, to assure that over-the-counter accessory sales customers are also notified, owners of 2007 and early 2008 model year Lexus ES 350 vehicles that did not provide a return postcard (provided in the earlier mailing), indicating their vehicle is not equipped with the optional Lexus All Weather Floor Mats, will receive a notification letter.

If the vehicle does not have the Lexus ES 350 All Weather Floor Mat designed for the 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC.

Dealer/Owner Lists

Reports combining known Lexus PPO vehicle counts and Dealer part sales (to be used for reference in ordering parts) for SSC 7LB have been distributed to each dealership's service and parts managers. These reports are based upon the total parts sales to your dealership.

Number of Involved Lexus ES 350 All Weather Floor Mats

The *optional* Lexus ES 350 All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Lexus ES 350 vehicles is involved in this SSC. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Parts Availability and Ordering

The necessary parts can be ordered through your dealership's facing PDC. Lexus will monitor dealer orders for corrective action with any dealer who orders more than 100% of their sales of affected mats.

Part Description	Part Number	Quantity per Vehicle
ES 350 AWFM Black (Driver's Seating Position)	PT908-3307F-02	1
ES 350 AWFM Gray (Driver's Seating Position)	PT908-3307F-11	1
ES 350 AWFM Brown (Driver's Seating Position)	PT908-3307F-14	1

Warranty Claim Processing Instructions

In the Event a Customer Would Like to Return Their Affected Lexus ES 350 All Weather Floor Mats for a REFUND

In the event a customer would like to immediately return their Lexus ES 350 All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file an SSC claim using the operation code provided. **You will be required to provide the customer's Vehicle Identification Number for the claim.**

SSC	Operation Code	Description	Labor Time
7LB	7519J2	Dealer Administrative Time for Customer Reimbursement of the All Weather Floor Mat	0.1* hour/vehicle

***NOTE:** The above flat rate time is for the campaign administrative cost per unit to the dealership.

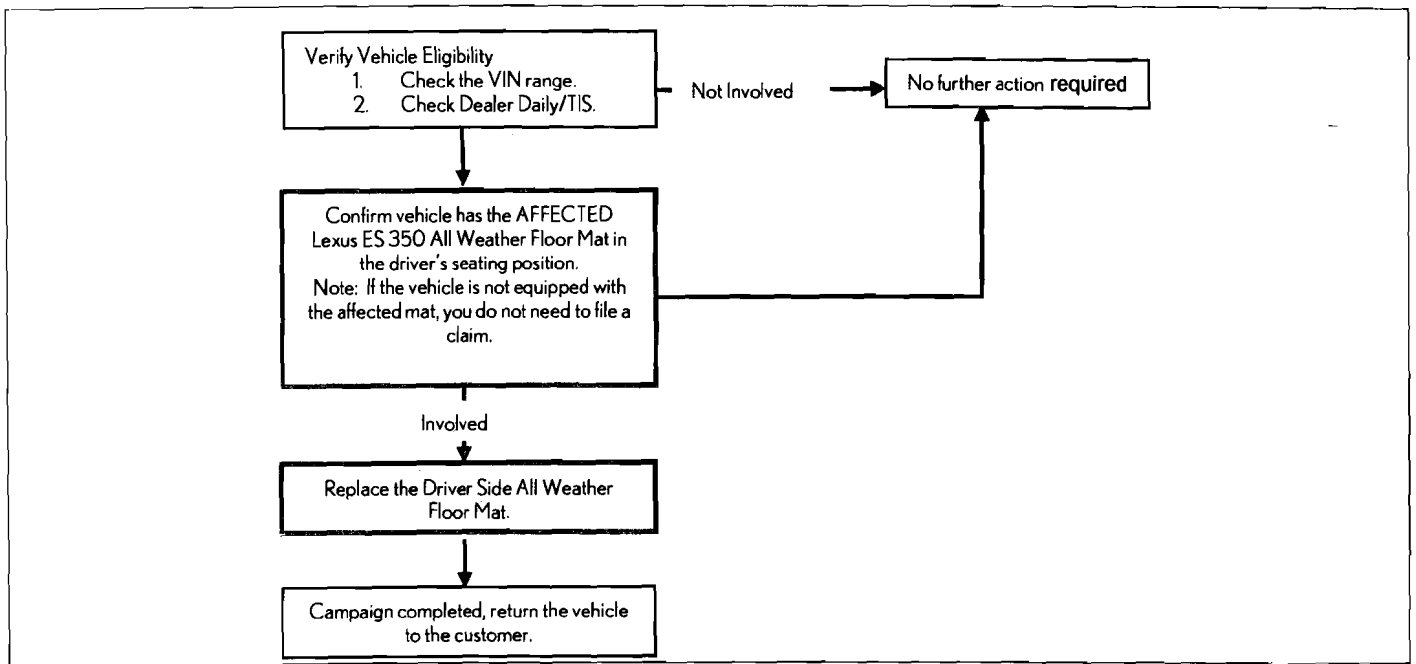
- If you are replacing the driver's seating position 2007 and early 2008 Lexus ES 350 All Weather Floor Mat with the newly designed one, do not use this operation code. Please see the replacement operation code in the next section.

- Reimbursement is limited to only the Lexus ES 350 All Weather Floor Mat specific to the 2007 and early 2008 model year vehicles.
- Dealers will be reimbursed up to \$115.00 per All Weather Floor Mat set returned. These costs are to be claimed as sublet type "UP" on the warranty claim. (Note: The All Weather Floor Mats may not be listed as a replacement part on the claim.)
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to Lexus. Floor mats that are not returned will result in the claim being debited.

In the Event a Customer Has the Affected Lexus ES 350 All Weather Floor Mat (REPLACEMENT)

Please note the following for this campaign:

If the vehicle does not have the affected Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. Do not file a claim if the vehicle is not equipped with the affected Lexus ES 350 All Weather Floor Mat. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Lexus All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.



The operation code to be used for this campaign is:

SSC	Opcode	Description	Flat Rate Time
7LB	7519J1	Replace the affected original driver's side All Weather Floor Mat with the newly designed All Weather Floor Mat	0.2

***NOTE:** Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership.

- The replaced floor mat will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mat to Lexus. Floor mats that are not returned will result in the claim being debited.

Customer Care

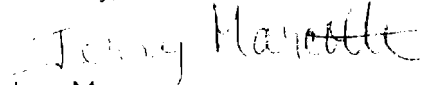
Lexus' usual customer care amenities (car wash, fuel fill-up and loaner vehicles) apply to this SSC. Specific details may

be found in TIS in the General Procedures for Limited and Special Service Campaigns.

Please review this entire package with your Service and Parts staff to familiarize them with its contents so they may properly implement this campaign as well as address any owner concerns that may arise regarding this Special Service Campaign.

Thank you for your understanding. Your on-going care for these Lexus owners during this campaign protects our customers and their image of Lexus.

Sincerely,



Jerry Marcotti
Service and Parts Field Operations Manager

Attachments

CC: Customer Satisfaction Manager
General Manager
Parts Manager
Sales Manager
Service Manager



Special Service Campaign (SSC) – 7LB (Safety Recall) Q&A

Lexus ES 350 All Weather Floor Mat for 2007 and Early 2008 Lexus ES 350

Q1: What is the condition?

A1: The optional Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for 2007 and early 2008 model year ES 350 vehicles. On the driver's seating position Lexus ES 350 All Weather Floor Mat, there are two grommet holes in the All Weather Floor Mat and retaining hooks (clips) attached to the carpet of the vehicle to secure the mat. Lexus has received reports that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***

Q2: What is the cause of this condition?

A2: If the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***

Q3: Why is Lexus sending owner notifications beginning in late November, 2007?

A3: In late September, 2007, Lexus mailed a ***preliminary owner notification*** regarding the Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Lexus was designing a replacement Lexus ES 350 All Weather Floor Mat and that another notice will be mailed to them once the new mat was available.

In late November, 2007, Lexus will begin sending a Safety Recall notification to inform owners the newly designed replacement Lexus ES 350 All Weather Floor Mat for the driver's seating position is now available.

Q4: Are there any warnings that this condition exists?

A4: Yes, customers may verify the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. Good times to check are after filling the vehicle's tank with gasoline, after a carwash and/or vehicle interior cleaning, when another driver is about to drive the vehicle, etc. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time. Customers may refer to the floor mat section of their Owner's Manual for further information regarding the retaining hooks (clips).

Q5: Which and how many floor mats are involved?

A5: The *optional*/Lexus ES 350 All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Lexus ES 350 vehicles are involved. There are approximately 30,500 Lexus ES 350 All Weather Floor Mats involved in this campaign.

Q6: Are there any other Lexus or Toyota All Weather Floor Mats involved?

A6: Yes, this condition also involves the Toyota Camry All Weather Floor Mat. There are approximately 24,500 Toyota Camry All Weather Floor Mats specifically designed for 2007 and early 2008 model year vehicles involved.

Q7: How many vehicles are involved?

A7: Approximately 30,500 Lexus ES 350 and 24,500 Toyota Camry vehicles are equipped with the All Weather Floor Mats designed for 2007 and early 2008 model year vehicles.

Q8: What is the production period of the affected All Weather Floor Mats?

A8: The affected Lexus ES 350 and Toyota Camry All Weather Floor Mats were produced from December, 2005 (Camry) and February, 2006 (ES 350) to mid-September, 2007.

Q9: Is this campaign related to the recent NHTSA investigation on the ES 350 All Weather Floor Mat?

A9: Yes, this campaign is a direct result of the National Highway Traffic Safety Administration (NHTSA) and Toyota investigation into the ES 350 All Weather Floor Mats. During the investigation, it was determined that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.*** Based upon the same design pattern to the driver's seating position Lexus ES 350 All Weather Floor Mats, the 2007 and early 2008 Toyota Camry vehicles were included in this campaign.

Q10: How many incidents of this condition have been reported?

A10: According to information received from NHTSA, there had been 17 consumer allegations of this condition in the 2007 Lexus ES 350.

Q11: Have there been any accidents reported?

A11: There have been allegations of 5 accident cases among the 17 complaints received by NHTSA.

Q12: What is Lexus going to do?

A12: Any authorized Lexus dealer will exchange the **Driver's** seating position Lexus All Weather Floor Mat with a newly designed mat at **no charge** to the owner.

Q13: What if the customer does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat?

A13: If the vehicle does not have the Lexus ES 350 or Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in **any vehicle with any combination of floor mats**. Therefore, if you utilize non-Lexus/non-Toyota floor mats, please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.

Q14: What if you experience accelerator pedal interference prior to your appointment?

A14: Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- In the Lexus ES 350 which is equipped with the Engine Start/Stop button, if you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

Above all, until the replacement All Weather Floor Mat for the driver's seating position is ready, we request the customer's assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal.

Q15: Are the mats Lexus Genuine accessories?

A15: Yes. The mat can be placed in the vehicle at the port or dealership, and purchased over-the-counter at Lexus dealerships.

Q16: What if the customer doesn't have the involved Lexus ES 350 All Weather Floor Mat, but receives the notification?

A16: Please have the customer fill out the request form included in their notification.



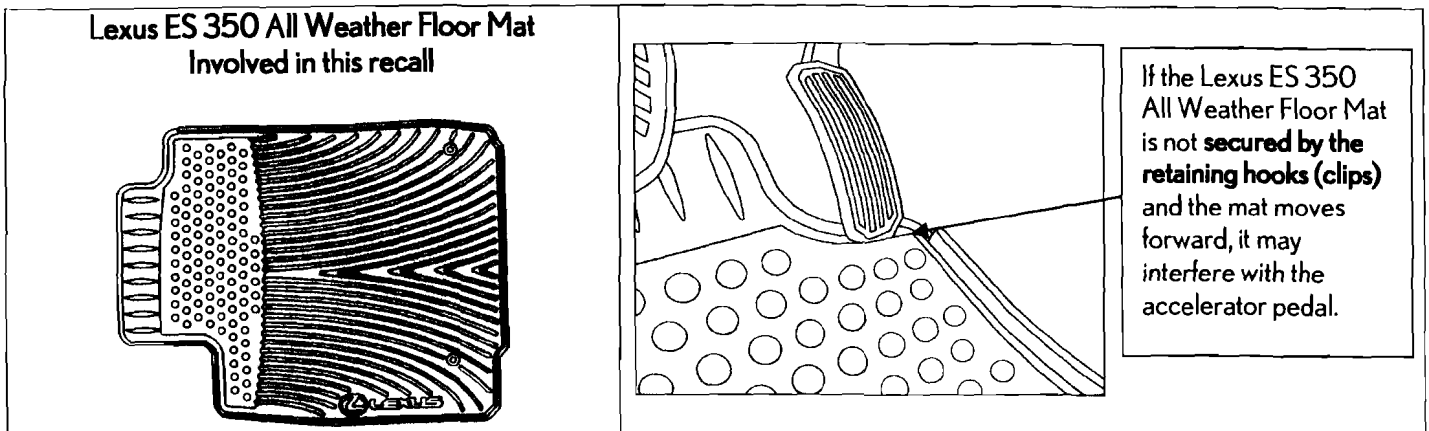
Via Overnight Mail
November 16, 2007

To: Lexus Area General Managers
From: ^{Jerry} Jerry Marcotti - Service and Parts Field Operations Manager
Subject: UPDATE - Special Service Campaign (SSC) 7LB (Safety Recall)
Lexus ES 350 All Weather Floor Mat Accessory for 2007 and Early 2008 Model Year Vehicles

In late September, 2007, Lexus mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Lexus ES 350 All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Lexus was designing a replacement Lexus ES 350 All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Lexus will begin sending a Safety Recall notification to inform owners that the newly designed replacement All Weather Floor Mat for the driver's seating position is now available. The recall campaign involves approximately 30,500 optional Lexus ES 350 All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles.

The optional Lexus ES 350 All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Lexus has received reports that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. *If the mat is properly secured, it will not interfere with the accelerator pedal.*



The following vital information is provided to inform you and your staff of the dealer and owner notification phase of the campaign and your degree of involvement.

Dealer Notification Date

The enclosed dealer letter will be sent to all Lexus dealers (to the attention of the service manager) on Monday, November 19, 2007 via Next Day UPS delivery service.

Owner Notification Date

Lexus will begin sending the Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

Only vehicles equipped with the Lexus ES 350 All Weather Floor Mat designed for 2007 and early 2008 model year vehicles are involved. However, to assure that over-the-counter accessory sales customers are also notified, owners of 2007 and early 2008 model year Lexus ES 350 vehicles that did not provide a return postcard (provided in the earlier mailing), indicating their vehicle is not equipped with the optional Lexus All Weather Floor Mats, will receive a notification letter.

If the vehicle does not have the Lexus ES 350 All Weather Floor Mat designed for the 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC.

Area/Dealer Lists

Reports combining known Lexus PPO vehicle counts and Dealer part sales (to be used for reference in ordering parts) for SSC 7LB have been distributed to each dealership's service and parts managers. These reports are based upon the total parts sales to your dealership.

- Area Summary Report that provides an overview of the entire Area for this SSC.
- A District Summary Report that indicates the number of 2007 and early 2008 model year ES 350 All Weather Floor Mats sold by each dealership in each district for this campaign.

Lexus will monitor each dealer's order activity for the campaign floor mats and ask for your intervention with your dealers for any dealer who orders more than 100% of his sales volume.

Please refer to the enclosed dealer letter for additional information.

Please review this entire package with your staff to familiarize them with its contents so they may properly support your dealers regarding this Special Service Campaign.

Thank you for your understanding. Your on-going care for these Lexus owners during this campaign protects our customers and their image of Lexus.

Enclosures

Cc: Assistant Area General Manager
Customer Satisfaction Manager
Customer Services Field Manager
Customer Services Operations Manager
District Service and Parts Operations Manager
District Technical Manager
Field Product Engineer

J. Alfonso
E. Bastien
J. Beseda
R. Broughman
J. Colon
G. Bryan
W. Burns
A. Cabito
D. Camden
J. Chernus
R. Daly

A. DeCarr
R. Dufresne
D. Esmond
N. Fein
F. Fontanella
Y. Funo
J. Hanson
J. Hollis
D. Illingworth
M. Kaminski
M. Kubota

J. Lang
J. Lentz
J. Marcotti
E. Matsuda
I. Miller
T. Minyon
G. Morino
T. Nagashino
D. Ogilvie
K. Ohara
D. Pettitt

R. Pflughaupt
K. Rigberg
G. Rush
G. Soga
D. Stovall
E. Taira
M. Templin
K. Yamamoto
D. Zellers

TOYOTA CUSTOMER SERVICES

Volume: XIV
Number: TC07-019
Date: 11/16/2007
 Action
 Retain
 Information

TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/
VICE PRESIDENTS

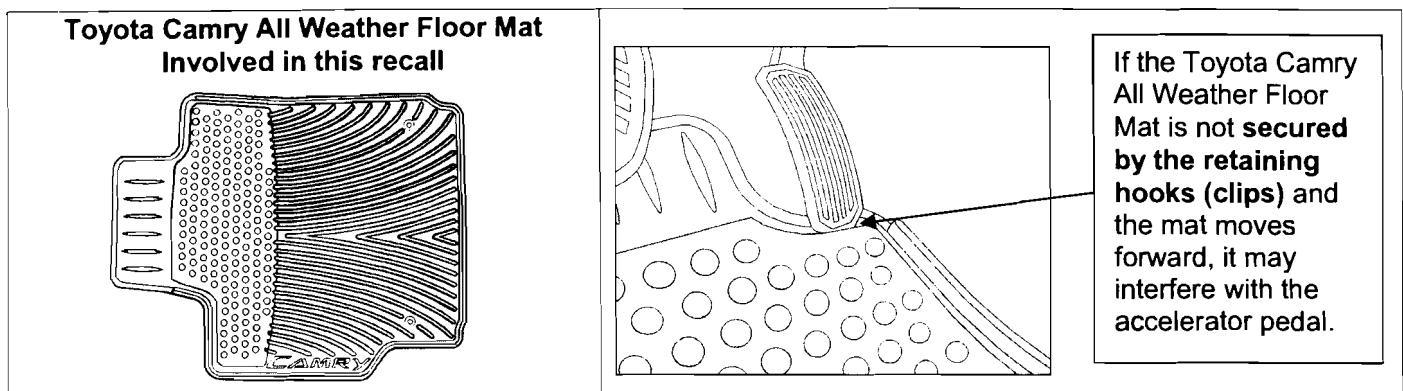
FROM: DAVE ZELLERS, *Dave*
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

SUBJECT: **UPDATE** - SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY
2008 MODEL YEAR VEHICLES)

In late September, 2007, Toyota mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Toyota was designing a replacement Toyota Camry All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Toyota will begin sending a Safety Recall notification to inform owners the newly designed replacement All Weather Floor Mat for the driver's seating position is now available. The recall campaign involves approximately 24,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles.

The optional Toyota Camry All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Toyota has received reports that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. Dealer Letter Mailing Date

The attached Dealer Letter will be sent to all Toyota dealers in mid-November, 2007.

2. Owner Notification Mailing Date

Toyota will begin sending the Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. However, to assure that over-the-counter accessory sales customers are notified, owners of 2007 and early 2008 model year Toyota Camry vehicles that did not provide a return postcard (provided in the earlier mailing), indicating their vehicle is not equipped with the optional Toyota All Weather Floor Mats, will receive a notification letter.

3. Region/District Summary Reports

We have enclosed the following SSC 70F Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package. As the 2007 and early 2008 MY Camry All Weather Floor Mats are an over-the-counter accessory, these reports will be based upon dealership sales of this item.

- Region/PD Summary Report that provides an overview of the entire Region/PD for this SSC.
- A District Summary Report that indicates the number of 2007 and early 2008 MY Camry All Weather Floor Mats sold by each dealership in each district for this campaign.

Please refer to the attached Dealer letter for additional information.

Please review this entire SSC with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A, INC.

Enclosures

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

T. Anazawa
K. Aoki
J. Beseda
G. Borst
R. Broughman
G. Bryan
W. Burns
A. Cabito
D. Camden
B. Carter
J. Chernus
G. Christoff
B. Cooper
R. Daly
D. Danzer
F. Davidson
A. DeCarr
W. DeManincor
T. Doi
B. Ertmann
D. Esmond

W. Fay
N. Fein
F. Fontanella
Y. Funo
S. Haag
J. Hanson
D. Illingworth
R. Ito
M. King
J. Lang
R. LeFevre
J. Lentz
E. Matsuda
T. Matsuno
D. Mercer
M. Michels
I. Miller
T. Minyon
M. Morrison
T. Morrison
E. Nagano

T. Nagashino
T. Nagata
K. Ohara
D. Pettitt
R. Pflughaupt
M. Reding
C. Reynolds
M. Rocco
B. Smith
R. Specht
J. Stempkowski
H. Sunakawa
E. Taira
T. Takada
J. Tetherow
A. Vaish
R. Walker
R. Waltz
K. Yamamoto

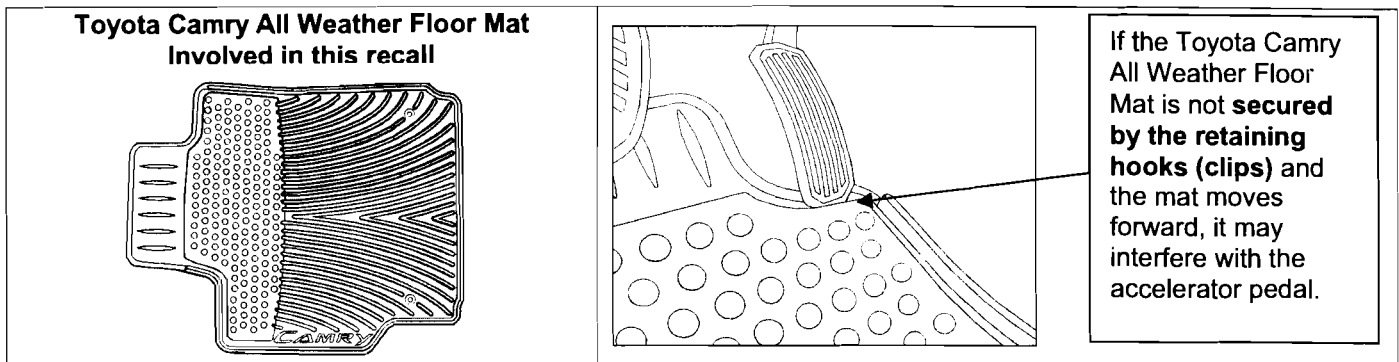
TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: **UPDATE** - SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY
2008 MODEL YEAR VEHICLES)

In late September, 2007, Toyota mailed a preliminary owner notification regarding the Safety Recall (Special Service Campaign) on certain optional Toyota Camry All Weather Floor Mats (floor mats constructed from heavy duty rubber). The preliminary notification advised owners that Toyota was designing a replacement Toyota Camry All Weather Floor Mat and that another notice would be mailed to them once the new mat was available.

In late November, 2007, Toyota will begin sending a Safety Recall notification to inform owners the newly designed replacement All Weather Floor Mat for the driver's seating position is now available. The recall campaign involves approximately 24,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles.

The optional Toyota Camry All Weather Floor Mat includes two grommet holes in the All Weather Floor Mat and retaining hooks (clips) to secure the mat to the vehicle's carpet. Toyota has received reports that if the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. ***If the mat is properly secured, it will not interfere with the accelerator pedal.***



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. Owner Notification Letter Mailing Date

Toyota will begin sending the second Safety Recall notification in late November, 2007, approximately one week after the dealer notification.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. However, to assure that over-the-counter accessory sales customers are notified, owners of 2007 and early 2008 model year Toyota Camry vehicles that did not provide a return postcard (provided in earlier mailing), indicating their vehicle is not equipped with the optional Toyota All Weather Floor Mats, will receive a notification letter.

2. Dealer/Owner Lists

Dealer part sales lists (to be used for reference in ordering parts) for SSC 70F have been distributed to each dealership's Service and Parts Managers. These lists are based upon total parts sales to your dealership. Based upon our records, a dealership which did not sell any Toyota All Weather Floor Mats will receive a report indicating so.

3. Number of Involved Toyota Camry All Weather Floor Mats

The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles is involved in this SSC. There are approximately 24,500 Toyota Camry All Weather Floor Mats involved in this campaign.

4. Parts availability and ordering

The necessary parts can be ordered through your dealership's facing PDC.

Part Description	Part Number	QTY
Camry AWFM Black (Driver's Seating Position)	PT908-0307F-02	1
Camry AWFM Brown (Driver's Seating Position)	PT908-0307F-14	1

5. Warranty Processor Instructions

A. In the event a customer would like to return their affected Toyota Camry All Weather Floor Mats for a Refund

In the event a customer would like to immediately return their Toyota Camry All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file an SSC claim using the operation code provided. **You will be required to provide the customer's Vehicle Identification Number for the claim.**

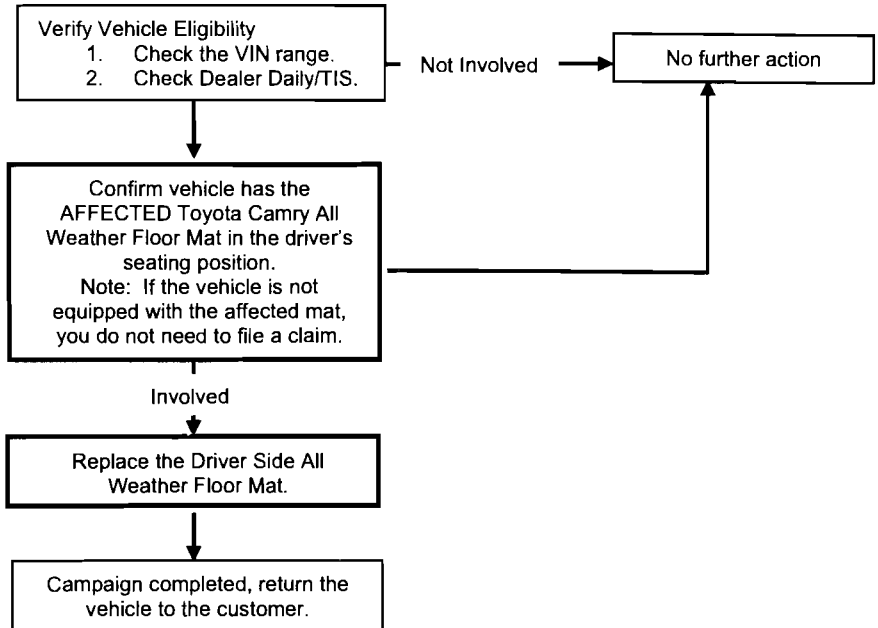
SSC #	Op. Code	Description	Flat Rate Hour
70F	7519J2	Remove and Refund the All Weather Floor Mat Set	0.1 Hr/Veh

- If you are replacing the driver's seating position 2007 and early 2008 Toyota Camry All Weather Floor Mat with the newly designed one, do not use this operation code. Please see the REPLACEMENT operation code in the next section.
- Dealers will be reimbursed up to \$115.00 per All Weather Floor Mat set returned. These costs are to be claimed as sublet type 'UP' on the warranty claim. (NOTE: The All Weather Floor Mats may not be listed as replacement parts if claimed as a sublet.)
- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.
- Reimbursement is limited to only the Toyota Camry All Weather Floor Mat specific to 2007 and early 2008 model year vehicles.

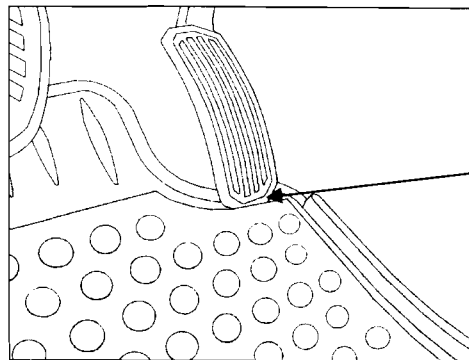
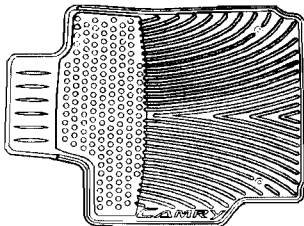
B. In the event the customer has the All Weather Floor Mat (REPLACEMENT)

Please note the following for this campaign:

If the vehicle does not have the affected Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC. Do not file a claim if the vehicle is not equipped with the affected Toyota Camry All Weather Floor Mat. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.



Toyota Camry All Weather Floor Mat Involved in this recall
(Refer to the Technical Instructions to determine if a mat is affected or not)



If the Toyota Camry All Weather Floor Mat is not **secured by the retaining hooks (clips)** and the mat moves forward, it may interfere with the accelerator pedal.

The operation code to be used for this campaign is:

SSC #	Op. Code	Description	Flat Rate Hour
70F	7519J1	Replace the Affected Original Driver's Side All Weather Floor Mat with the Newly Designed Floor Mat	0.2 Hr/Veh

NOTE:

- Above flat rate time includes 0.1 hour for campaign administrative cost per unit for the dealership.
 - The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.



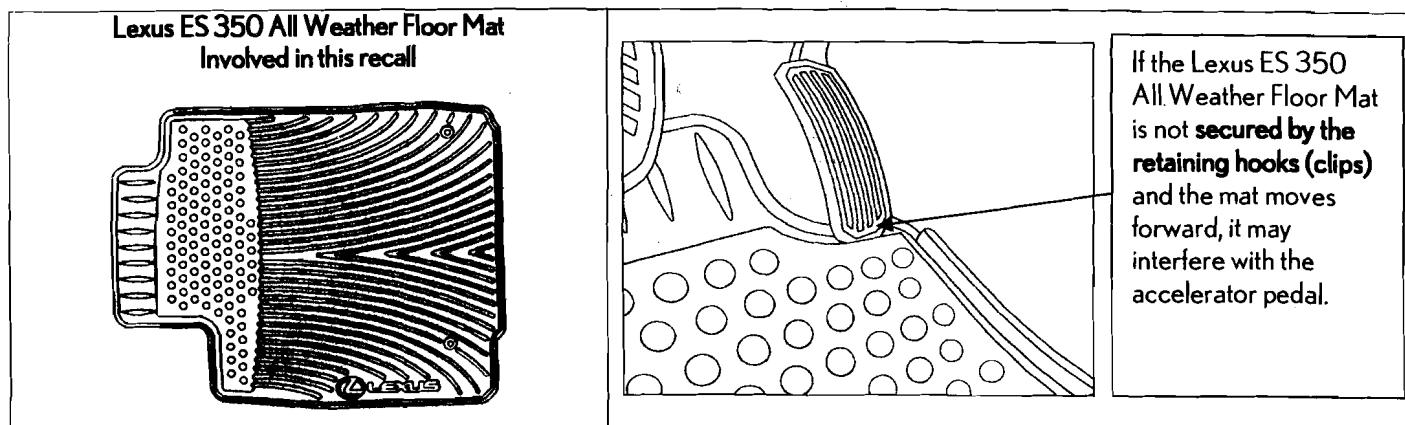
SSC 7LB - LEXUS ES 350 ALL WEATHER FLOOR MAT ACCESSORY
FOR 2007 AND EARLY 2008 MODEL YEAR VEHICLES
SAFETY RECALL NOTICE

Dear Lexus Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in the *optional*/Lexus ES 350 All Weather Floor Mat (floor mat constructed from heavy duty rubber) designed specifically for certain 2007 and early 2008 model year ES 350 vehicles. ***We are sending you this notice in the event you purchased this accessory.***

What is the condition?

The *optional*/Lexus ES 350 All Weather Floor Mat is specifically engineered and manufactured for ES 350 vehicles. There are two grommet holes in the All Weather Floor Mat and retaining hooks (clips) attached to the carpet of the vehicle to secure the mat. Lexus has received reports that if the optional Lexus ES 350 All Weather Floor Mat (either by itself or if it is placed on top of an existing carpeted floor mat) is not secured by the retaining hooks (clips), the mat can move forward and interfere with the accelerator pedal returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.



What will Lexus do?

Any Lexus dealer will replace the original driver's seating position All Weather Floor Mat with a newly designed one at **NO CHARGE** to you.

What should you do?

This is an Important Safety Recall

As we indicated to you previously, we required time to prepare the necessary parts. Lexus is pleased to inform you that the replacement driver's seating position All Weather Floor Mat for your vehicle is now ready. Please contact your authorized Lexus dealer to make an appointment to replace the original driver's seating position All Weather Floor Mat as soon as possible. The replacement will take approximately 10 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. Until the replacement All Weather Floor Mat for the driver's seating position is replaced, we request your assistance in regularly verifying the floor mat is properly secured using the retaining hooks (clips) provided. If the mat is properly secured, it will not interfere with the accelerator pedal. More than one floor mat should never be used in the driver's seating position, as the retaining hooks (clips) are designed to accommodate only one floor mat at a time.

If your vehicle does not have the Lexus ES 350 All Weather Floor Mats (please see the diagram for the specific mat involved), it is **NOT** involved in this recall. Please return the enclosed postcard to notify us that you do not have the Lexus ES 350 All Weather Floor Mat accessory, so we may remove your name and address information from future mailings regarding this issue. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if you utilize non-Lexus floor mats, ***please make sure they are also properly secured using the appropriate retention device and do not place them on top of another floor mat.***

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner if possible.

What if you experience accelerator pedal interference prior to your appointment?

Each circumstance may vary, and drivers must use their best judgment, but Lexus is providing the following instructions and warnings if the All Weather Floor Mat should interfere with the accelerator pedal:

- If it is possible and safe to do so, pull back the floor mat as it may dislodge the All Weather Floor Mat from the accelerator pedal.
- If you need to stop the vehicle immediately, firmly step on the brake pedal with both feet. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- If you can safely stop the vehicle, firmly hold down the Engine Start/Stop button for at least three seconds to turn off the engine. Do not tap the Engine Start/Stop button. However, by turning off the engine, you will lose both power brake assist and power steering assist.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

Lexus Division,
TOYOTA MOTOR SALES, U.S.A., INC.