From: George Morino/=TMS/Toyota. Sent:9/29/2009 5:47 PM.
To: [-] Wayne_Hutchinson@toyota.com.
Cc: [-] .
Bcc: [-] .
Subject: Fw: URGENT Lexus Consumer Safety Advisory - Potential Floor Mat Interference with Accelerator Pedal.

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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

If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you.
----- Forwarded by George Morino/TMS/Toyota on 09/29/2009 05:46 PM -----

Al Smith/TMS/Toyota
Sent by: Lessie Adams/TMS/Toyota
09/29/2009 02:59 PM
To D'Anne Duclos/Lexus/Toyota@Toyota, Dan Swartz/Mobile/Toyota@Toyota, Scott Wracher/Mobile/Toyota@Toyota, Steve Hearne/Lexus/Toyota@Toyota
cc Don Fordiani/TMS/Toyota@Toyota, Dave Harbuck/Mobile/Toyota@Toyota, Bryan Riss/Mobile/Toyota@Toyota, Kim McCullough/TMS/Toyota@Toyota, Peter Donnellan/Lexus/Toyota@Toyota, James Monroe/Lexus/Toyota@Toyota, Dave Thomas/Lexus/Toyota@Toyota, Tim Medeiros/Mobile/Toyota@Toyota, Damon Rose/Lexus/Toyota@Toyota, Robert Larson/TMS/Toyota@Toyota, Terry Jackson/Mobile/Toyota@Toyota, Allen Woodrum/Mobile/Toyota@Toyota, Paul Santulli/Lexus/Toyota@Toyota, Bob Powell/Mobile/Toyota@Toyota, Clark Lance/TMS/Toyota@Toyota, Jeffrey Norton/TMS/Toyota@Toyota, Buzz Rittenberg/Lexus/Toyota@Toyota, Brad Klein/Lexus/Toyota@Toyota, Patricia Mitchell/Lexus/Toyota@Toyota, Sam Leonard/TMS/Toyota@Toyota, Mark Egger/TMS/Toyota@Toyota, Tom Gartland/Mobile/Toyota@Toyota, Tim Bliss/Mobile/Toyota@Toyota, Dejuan Ross/Mobile/Toyota@Toyota, Kristi Paulson/Lexus/Toyota@Toyota, Mary Beth DeMott/TMS/Toyota@Toyota, Jacky Ito/TMS/Toyota@Toyota, Monica Cervantes/TMS/Toyota@Toyota, Maritza Aguilera/TMS/Toyota@Toyota, Brandon Allan/TMS/Toyota@Toyota, Ellen Jude/Lexus/Toyota@Toyota, Sarika Govind/Lexus/Toyota@Toyota, Laramy Atkinson/Lexus/Toyota@Toyota, Adelmo Chaparro/TMS/Toyota@Toyota, Caitlin Ziolkowski/Lexus/Toyota@Toyota, Jonathan Linn/Lexus/Toyota@Toyota, Andrea Kennedy/TMS/Toyota@Toyota, Megan Shropshire/TMS/Toyota@Toyota, Christopher Channer/TMS/Toyota@Toyota, Zack Morrison/Lexus/Toyota@Toyota, Kailey DeGraff/TMS/Toyota@Toyota, Cathy Lee/Lexus/Toyota@Toyota, George Lambertson/Lexus/Toyota@Toyota, Jevon Teague/Lexus/Toyota@Toyota, Robert Bolden/Lexus/Toyota@Toyota, Pamela Roblyer/Lexus/Toyota@Toyota, Alex Wilson/Lexus/Toyota@Toyota, Billy Rangee/Lexus/Toyota@Toyota, Kenneth Jackson/TMS/Toyota@Toyota, Sean Lyons/Lexus/Toyota@Toyota, Chris Downing/Lexus/Toyota@Toyota, Daniel Murphy/Lexus/Toyota@Toyota, Lisa Kline/Lexus/Toyota@Toyota, Aaron Gay/TMS/Toyota@Toyota, Mario Solorio/TMS/Toyota@Toyota, Alphonso Knight/TMS/Toyota@Toyota, Hugh Dyer/TMS/Toyota@Toyota, Jesse Armenta/TMS/Toyota@Toyota, Chris Hall/Lexus/Toyota@Toyota, Jeff Reid/TMS/Toyota@Toyota, Scott Bovaird/Lexus/Toyota@Toyota, Brant Baird/TMS/Toyota@Toyota, Bradley Grant/TMS/Toyota@Toyota, Abe Samari/Lexus/Toyota@Toyota, Scott Berkebile/Lexus/Toyota@Toyota, Roseanne Larsen/Lexus/Toyota@Toyota, Michael Lemay/Lexus/Toyota@Toyota, Jorge Cuevas/Lexus/Toyota@Toyota, Tom Ellingwood/Lexus/Toyota@Toyota, Johnny Vietti/Lexus/Toyota@Toyota, Chuck Dixson/Lexus/Toyota@Toyota, Rebecca Buer/TMS/Toyota@Toyota, Aaron Sommers/Lexus/Toyota@Toyota, Stephen Wiessner/Lexus/Toyota@Toyota, Charlie Jorgensen/Mobile/Toyota@Toyota, Chris Chartron/TMS/Toyota@Toyota, Pat OBrien/TMS/Toyota@Toyota, Dominic Vinci/Lexus/Toyota@Toyota, Michael Zarnecki/Mobile/Toyota@Toyota, Rick Vierke/Mobile/Toyota@Toyota, Dan Pfeiffer/Mobile/Toyota@Toyota, Lyle Scalzo/TMS/Toyota@Toyota, Rick Holden/Mobile/Toyota@Toyota, Daniel Gaines/Lexus/Toyota@Toyota, Jeffrey Pellegrino/Lexus/Toyota@Toyota, John Loira/Lexus/Toyota@Toyota, Ken Ackroyd/Lexus/Toyota@Toyota, Leonard St Amand/Lexus/Toyota@Toyota,

Jamey Skurtovich/Lexus/Toyota@Toyota, Todd Kortum/Lexus/Toyota@Toyota, Jarred Amary/TMS/Toyota@Toyota, Woodrow Clemmons/Lexus/Toyota@Toyota, Douglas Vanmansart/TMS/Toyota@Toyota, Bill Camp/Lexus/Toyota@Toyota, James Dowdy/TMS/Toyota@Toyota, Bruce Biven/Mobile/Toyota@Toyota, Scott Hay/Lexus/Toyota@Toyota, Bob Gleich/Lexus/Toyota@Toyota, Craig Shook/Lexus/Toyota@Toyota, Rob Melfi/Lexus/Toyota@Toyota, Bob Eyler/Lexus/Toyota@Toyota, Rick Secrest/Lexus/Toyota@Toyota, Allen Yuan/Lexus/Toyota@Toyota, Richard Duffield/Lexus/Toyota@Toyota, Sean OMeara/Lexus/Toyota@Toyota, Dary Cabrera/TMS/Toyota@Toyota, Bill Pennell/Lexus/Toyota@Toyota, Martin Lam/Lexus/Toyota@Toyota, Andy Oviatt/Mobile/Toyota@Toyota, Byron Dewey/TMS/Toyota@Toyota, Kevin Foy/TMS/Toyota@Toyota, Stan Skutecki/TMS/Toyota@Toyota, Mike Colon/TMS/Toyota@Toyota, Matt Hennessey/Lexus/Toyota@Toyota, Sean Hudson/TMS/Toyota@Toyota, David Smiley/Lexus/Toyota@Toyota, Kyle MacNaughton/TCS/Toyota@Toyota, Yanay Weaver/Lexus/Toyota@Toyota, Santos Bugarin/TCS/Toyota@Toyota, Toshiyuki Kitamura/TMS/Toyota@Toyota, Don Thill/TMS/Toyota@Toyota, Bernie Wick/TCS/Toyota@Toyota, Michael Picone/TMS/Toyota@Toyota, Kim Thomas/TCS/Toyota@Toyota, Abe Pearlman/TMS/Toyota@Toyota, Neil Swartz/TMS/Toyota@Toyota, Fletcher Davidson/TCS/Toyota@Toyota, Alok Vaish/TCS/Toyota@Toyota, Pam Uribe/TCS/Toyota@Toyota, Katsumi Aoki/TMS/Toyota@Toyota, Kentaro Arase/TMS/Toyota@Toyota, Jane Beseda/TMS/Toyota@Toyota, George Borst/Exec/TMS/Toyota@Toyota, Greg Bryan/TMS/Toyota@Toyota, Webster Burns/TMS/Toyota@Toyota, Bob Carter/TMS/Toyota@Toyota, George Christoff/Lexus/Toyota@Toyota, Barbra Cooper/IS/TMS/Toyota@Toyota, Brent Craig/TMS/Toyota@Toyota, Bob Daly/TMS/Toyota@Toyota, David Danzer/TMS/Toyota@Toyota, Tracey Doi/Exec/TMS/Toyota@Toyota, Don Esmond/TMS/Toyota@Toyota, Bill Fay/Mobile/Toyota@Toyota, Nancy Fein/TMS/Toyota@Toyota, David Fontanella/TMS/Toyota@Toyota, Makoto Hanada/TMS/Toyota@Toyota, John Hanson/TMS/Toyota@Toyota, Kevin Higgins/TMS/Toyota@Toyota, Masaki Hosoe/Lexus/Toyota@Toyota, Yoshi Inaba/TMS/Toyota@Toyota, Roy Ito/TMS/Toyota@Toyota, Jim Lentz/TMS/Toyota@Toyota, Brian Lyons/TMS/Toyota@Toyota, Elaine Matsuda/TMIS/Toyota@Toyota, Katsuyuki Kusakawa/TMS/Toyota@Toyota, Mike Michels/TMS/Toyota@Toyota, Irv Miller/Exec/TMS/Toyota@Toyota, Toshio Nakagami/TMS/Toyota@Toyota, Kenzo Nishiwaki/TMS/Toyota@Toyota, Raul Perez/TMS/Toyota@Toyota, Randy Pflughaupt/Mobile/Toyota@Toyota, Christopher Reynolds/TMS/Toyota@Toyota, Charley Roberts/TMS/Toyota@Toyota, Ryo Sakai/TMS/Toyota@Toyota, Daisuke Sakakibara/TMS/Toyota@Toyota, Masato Setta/TMS/Toyota@Toyota, Ray Specht/TMCC/Toyota@Toyota, Satoshi Sugawara/TMS/Toyota@Toyota, Mark Templin/Lexus/Toyota@Toyota, Eric Taira/TMS/Toyota@Toyota, Joe Tetherow/TMS/Toyota@Toyota, Gary E Smith/TMS/Toyota@Toyota, Bob Waltz/TMS/Toyota@Toyota, Jim Wimmer/TMS/Toyota@Toyota, Shinji Yamaguchi/TMS/Toyota@Toyota, Masato Yamanami/TMS/Toyota@Toyota, Hiroshi Yoshihashi/TMS/Toyota@Toyota, Dana McLaughlin/TMS/Toyota@Toyota, Denise Jacobson/Lexus/Toyota@Toyota, Paul Rohovsky/TMS/Toyota@Toyota, Audrey Mito/TMS/Toyota@Toyota, Alicia McAndrews/TMS/Toyota@Toyota, Taichi Hayakawa/TMS/Toyota@Toyota, Robin LeFevre/TMS/Toyota@Toyota, David Nordstrom/Lexus/Toyota@Toyota, Brian Smith/Mobile/Toyota@Toyota, Kevin Flynn/Mobile/Toyota@Toyota, Chuck Yaeger/Lexus/Toyota@Toyota, Matt Kaleba/Lexus/Toyota@Toyota, George Morino/TMS/Toyota@Toyota, Al Smith/TMS/Toyota@Toyota, Dave Weingarten/TMS/Toyota@Toyota
Subject URGENT Lexus Consumer Safety Advisory - Potential Floor Mat Interference with Accelerator Pedal

This is an urgent message for all Area General Managers. Today, we are releasing the attached Toyota/Lexus Consumer Safety Advisory to our customers.

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

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

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

2007 - 2010 ES350
2006 - 2010 IS250 and IS350
2007 – 2010 Camry
2005 – 2010 Avalon

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

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

Status
TMS Corporate Communications released the consumer advisory to media outlets today at 1:00 pm (Pacific time)
PQSS and LCS held a conference call this afternoon at 2:00 p.m. (Pacific time) with your CSOMs
The attached Dealer Daily message, including a Q&A, will be posted at 3:00 pm (Pacific time)

Please direct all customer inquiries to the Lexus Customer Assistance Center at 1-800-255-3987.
Dealership associates with any questions should be directed to contact their District Service/Parts Manager.
Due to the nature of this activity, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contactsmust be directed to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Area representative for any questions).

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

Al

Al Smith | Vice President,
Lexus Customer Services
19001 S. Western Avenue, L203
Torrance, CA 90509
al_smith@lexus.com
p: 310-468-5352

This email and any attachments may contain confidential and or legally privileged communications. If you are not the intended recipient or if you received this email in error, you should immediately destroy it as well as any attachments or copies. You are strictly prohibited from retaining, distributing, disclosing, or using any information contained in this email. If you believe you received this email in error, please notify the sender via email immediately. Thank you.