



# Agenda

---

- Overview
- NHTSA Concerns
- Points of Interest
- Toyota Action Plan

# Overview

---

## NHTSA Investigation

- PE opened March 29, upgraded to EA August 8
- EA Opening Resume
  - Unsecured floor mats observed in majority of complaints
  - 17 complaints
  - 5 vehicle crashes
    - 2 Injury Incidents, 1 reported as significant
- Upgraded from PE to EA so NHTSA could:
  - Further investigate this issue
  - Assess actions taken by Toyota

# Overview

---

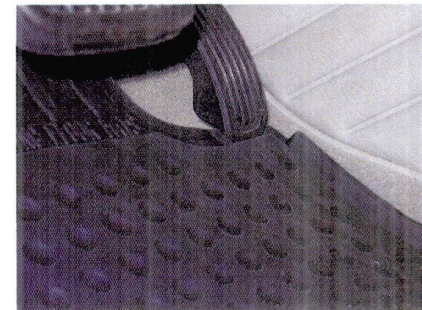
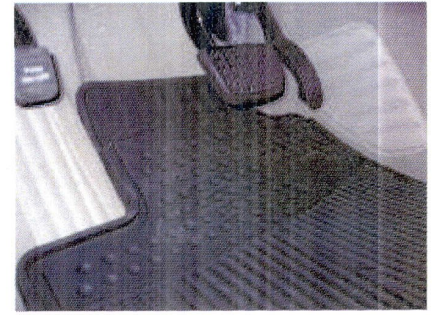
## Toyota Response

- Lexus All Weather Floor Mat ONP
  - All ES 350 owners included
  - Mailing conducted April 24 – May 11, 2007
  - 96,277 registered owners in the United States and territories
  - 21,500 Lexus AWM sold (PIO, DIO) as of March 2007  
*(Approximately 38,400 Lexus AWM sold (PIO, DIO, including dealer inventory) as of September 1, 2007)*
  - Notice sent to Lexus Dealerships at time of owner mailing
- Enlargement of warning on floor mat
- Revised retail packaging
  - Hanging tag with Installation Caution, to be removed only by consumer
  - Installation Caution on header card

## NHTSA Concerns (EA Resume)

---

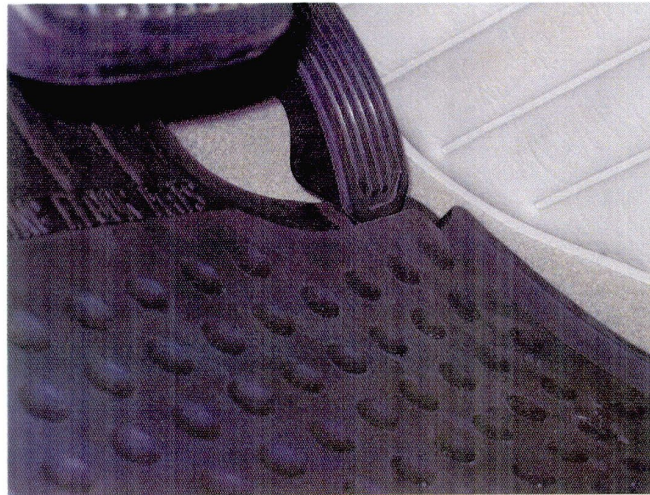
“ODI has observed that an unsecured Lexus accessory all weather floor mat can trap the throttle pedal in an open position resulting in significant unwanted acceleration.”



# Points of Interest

---

- What is the prevalent failure mode?
  - Double stacked AWM
  - AWM: Pedal trapped in ridge

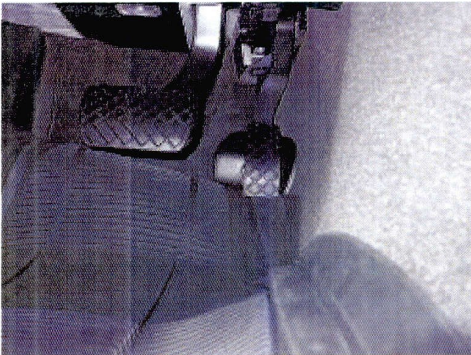


**Note: AWM cannot interfere with accelerator pedal if properly secured with the retention clips**

# Points of Interest

---

- Any floor mat can interfere with the accelerator pedal in any vehicle
  - Transport Canada issued a **general** advisory in March 2007 ([click here](#))
    - If you have installed aftermarket floor mats in your vehicle, make certain they cannot move while driving.
    - If you are going to install rubber mats in the winter months, when doing so, be sure that you remove the originally equipped factory floor mats.
    - Use only one set of mats and make certain that the mats do not interfere with the gas or brake pedal before driving the vehicle.
    - If the vehicle is equipped with a floor mat retaining pin or clip, make certain that the mat is installed as per the vehicle manufacturer's instructions.



## Effectiveness of Owner Notification

---

- Mailing conducted April 24 – May 11
- At the time of the August 2007 upgrade, of the 17 VOQ's, none reported incident dates later than May 2007
- This week, NHTSA informed Toyota of 4 additional VOQ's
  - 3 reported incident dates after July 3, 2007
  - 1 reported an incident date in December 2006
  - Currently under evaluation



## Other Vehicles – Prius

---



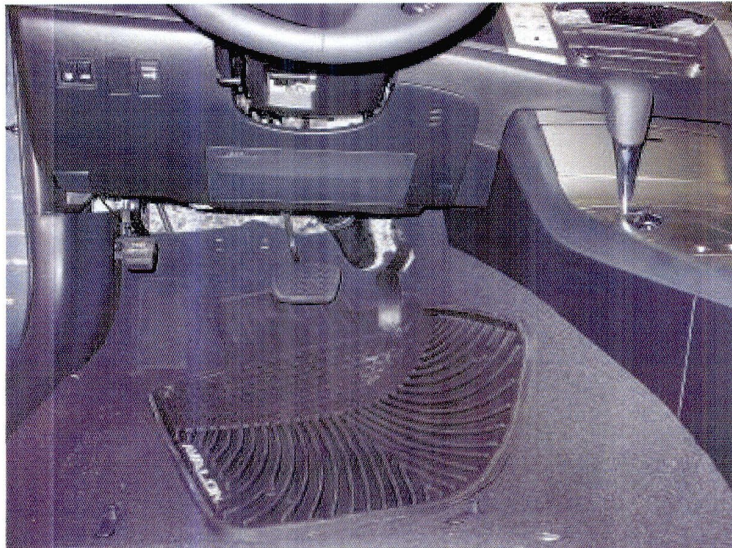
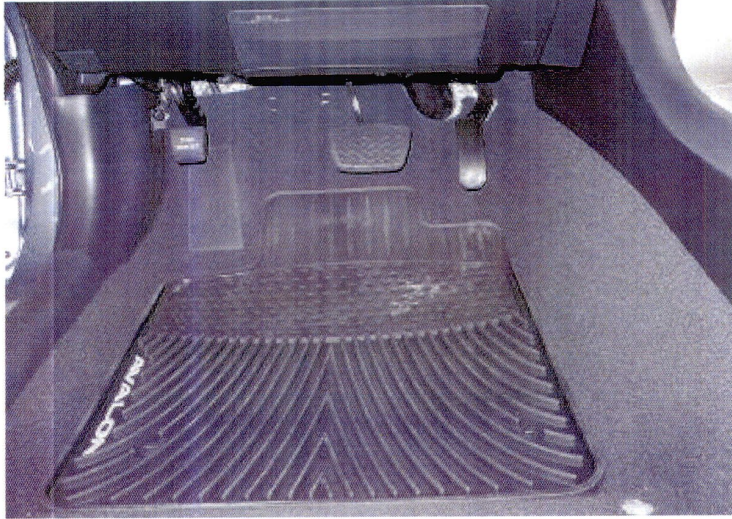
### Prius

- Leading edge of mat interferes with steering column cover
- Footrest obstructs forward movement of AWM
- Cannot experience same condition as ES350



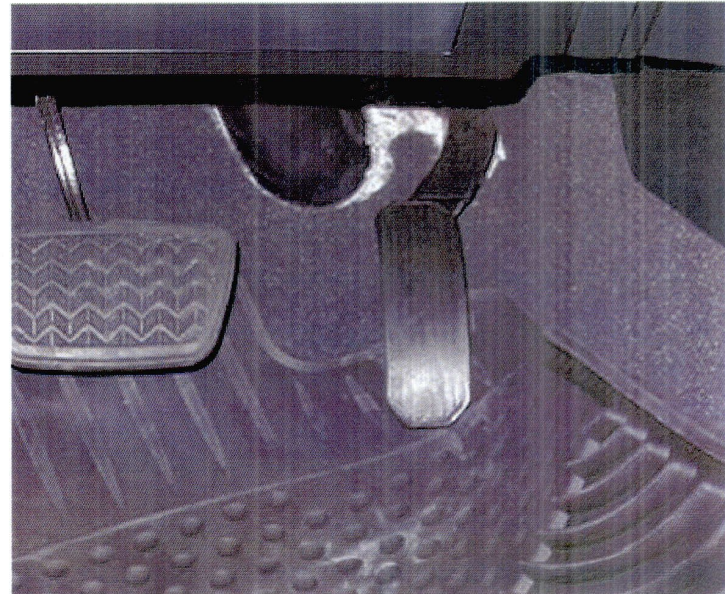
# Other Vehicles – Avalon

---



## Avalon

- Different ridge on AWM
- Footwell impedes forward movement of AWM
- Tunnel design reduces the possibility of occurrence



## Other Vehicles – IS250/350

---



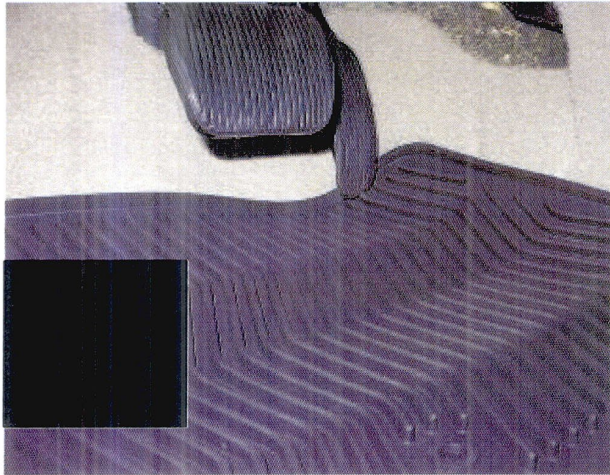
### IS250/350

- Footrest obstructs forward movement of AWM
- Cannot experience same condition as ES350

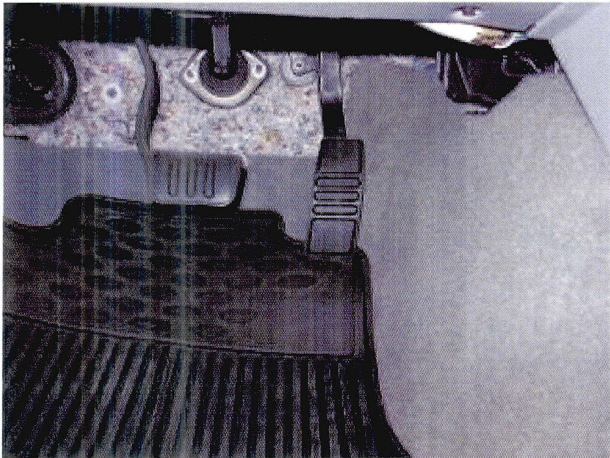


# Other Manufacturer Vehicles

---



- Same AWM supplier
- OE Accessory
- Related VOQ's in NHTSA Database



# Toyota Action Plan

---

- Discussion