

George Morino / TMS Toyota Customer Services  
Quality Compliance  
October 1, 2009  
Approved By: Bob Waltz

To: All Toyota Dealers  
From: Toyota Customer Services

**Toyota-Lexus Consumer Safety Advisory**  
**Potential Floor Mat Interference with Accelerator Pedal**  
**\*\*\*\*\*URGENT\*\*\*\*\***

Toyota greatly appreciates your patience during this activity. Here is additional information about the Toyota-Lexus Consumer Safety Advisory ("Consumer Safety Advisory"), to add to our communication of September 29<sup>th</sup>.

A Safety Campaign will be launched soon with clear dealer instructions and an owner notification to visit their local Toyota dealership regarding the affected vehicles. Until the Safety Campaign is launched, Toyota recommends the following action(s) be taken by your staff:

**Overall Dealership Operations**

- Conduct a management meeting to familiarize all department heads with the Consumer Safety Advisory. Service, Loaner Vehicle (TRAC), Carwash, New Vehicle, New Car Preparation, Used Vehicle, Used Vehicle Reconditioning, Parts, and Body Shop operations should be familiar with the Consumer Safety Advisory and its contents.
- Each Dealership should designate two management level associates with complementary schedules to become intimately familiar with all aspects of the Consumer Safety Advisory, Q&A as well as other materials we have provided. These two associates should coordinate all operations related to this activity.
- New, Used, and Loaner Vehicle (TRAC) departments should coordinate with the Service Department to assure the driver's floor mat is semi-permanently installed. This should be conducted on the following involved vehicles until the safety campaign has been launched.

**Toyota Models**

- 2007 – 2010 Camry
- 2005 – 2010 Avalon
- 2004 – 2009 Prius
- 2005 – 2010 Tacoma
- 2007 – 2010 Tundra

**Customer Handling**

- Please welcome concerned owners that visit your dealership and answer any questions that they may have. Please utilize the Q&A to assure a consistent message is communicated.
- Assist any customer who asks to verify correct application and secure installation.
- Please encourage owners to make sure the floor mats are compatible for their model and model year. Also, they need to be sure they are properly secured using the appropriate retention device (clips). Driver's floor mats should never be stacked. Consumers should never place any floor mat – aftermarket or not -- on top of another driver's floor mat. Mats should also not be flipped over with the bottom-side up.
- Information on proper floor mat installation can be found on <http://www.toyota.com>.
- Owners with additional questions or concerns, are asked to please contact the Toyota Customer Experience Center (1 800 331-4331).

### Service Department

- Please coordinate with other dealership departments to **semi-permanently** install the driver's position floor mat in involved new, used, loaner (TRAC) and demo vehicles. Read and follow the attached technical instructions. The necessary materials are available at local hardware and office supply stores. This will assure the floor mats are **not removable**. We recommend the Service Department designate associates to conduct this specific installation to assure that the involved vehicles are handled consistently.
- Owners' vehicles in for service should all be inspected for proper installation of the correct floor mats at the time of delivery (including after the car wash) and document this on the Repair Order (RO).
  - If an involved vehicle owner expresses concern over the safety of their vehicle, recommend removal of the driver's side floor mat (place in the trunk) until they are contacted by Toyota regarding the forthcoming Safety Campaign. Document this action on the RO.
  - If the owner prefers to have the floor mat semi-permanently installed, please follow the attached instructions.
- If your dealership provides "car washes on demand", proper floor mat installation should be ensured on every vehicle after this service, as well.

### Sales Department

- Sales deliveries of involved Avalon, Camry, Prius, Tacoma and Tundra new, CPO or used vehicles should include semi-permanently installed driver's position floor mats that are designed specifically for that model. As many customers will be sensitive to the recent Consumer Safety Advisory, we recommend that they be informed that the driver's floor mat is semi-permanently installed and not removable. Toyota will notify customers when the Safety Campaign is initiated to return their vehicle for the remedy. The driver's floor mat will be rendered removable at that time.
- Owners may also choose to have the driver's floor mat placed in the trunk until the safety campaign remedy is available. Please advise the owner of this option.
- Document the condition of the driver's floor mat at vehicle delivery (e.g. "the correct driver's side floor mat is **semi-permanently** installed" or "removed driver's side floor mat") in a one-line RO.
- All dealership demos should be checked regularly to confirm the use of correct and properly installed floor mats.

### Parts Department

Any Toyota All Weather Floor Mat (AWFM) in your inventory should be removed from inventory and returned:

- Dealers should prepare either a TMP-134 Claim (Toyota) listing the part numbers and quantities of each AWFM they are requesting to return. These claims should be submitted to the facing PDC using the normal method in Dealer Daily.
- The return code for each part should be indicated as R-2, Manufacturing Defect.
- When your dealership receives authorization from your facing PDC to make the return, please return the AWFMs immediately. The different AWFMs should be grouped by part number to assist the PDC in accurately accounting for the returned quantities.

If you are approached by the media, please direct them to Toyota Corporate Communications at 310.468.2552 or 310.468.4718. When you must speak to any media representatives, please reference the information we've provided, on how to identify and properly install the correct floor mats, as well as your efforts to instruct owners about the importance of the proper installation of floor mats designed specifically for their vehicle.

We hope this information is helpful. Please direct any additional questions you may have to your Region/PD/Area representative so that we can continue to address your issues as we work through this experience together.

## Toyota Floor Mat Inspection, Application and Semi-Permanent Installation Instructions



Read these important warnings **BEFORE** installing ANY type of Floor Mat.

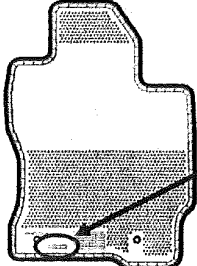
### A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. Check for correct model name and part number on the packaging label to confirm vehicle application.
  - Never install a floor mat if you are uncertain of the model application.
  - Never install the floor mat upside down or turned over for any reason.
  - Only install the driver's floor mat in the driver's foot area.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats. Follow the floor mat retention clip installation instruction supplied with the clips. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal.
- After the driver's mat is secured by the retaining hooks (clips) semi-permanently install the floor mat to the vehicles using the self-locking nylon tie-wraps mentioned in the instructions below.
  - Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place and the self-locking nylon tie-wraps semi-permanently installing the floor mat to the vehicle.
- The retaining hooks (clips) are designed to accommodate only one floor mat at a time.
  - Do not install another floor mat(s) on top of an existing driver's floor mat.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- Carefully read the warning tag attached to the driver's floor mat regarding installation.

### B. Floor Mat Inspection Instructions and Application Information

- **Before placing a floor mat in a vehicle, be familiar with the procedure outlined below.**
  - **Identify the correct driver's floor mat for the specific vehicle application.**
  - **Correctly install the driver's floor mat.**
- **Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks (clips).**
- **Regularly verify the correct driver's floor mat is semi-permanently installed in the appropriate model using the self-locking nylon tie-wraps.**

**NOTE:** Use the Application Information Chart provided or the Accessory Parts Catalog to verify mat-to-vehicle application.

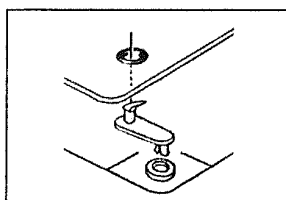


PT208-47060

Driver's floor mat part number is located on the bottom of the back side of the mat. (Location may vary by mat)

(Sample of Application Information Chart)

Model	Part Number									Mat Description	
		'03	'04	'05	'06	'07	'08	'09	'10	Color	Pc Set No.
Prius	PT208-47045-10		x	x						Ivory	4 pc set
Prius	PT208-47045-11		x	x	x	x	x	x		Dark Gray	4 pc set
Prius	PT208-47060-14				x	x	x	x		Drk Bisque	4 pc set
Prius	PT926-47100-10								x	Misty Gray	4 pc set



1. Make sure the driver's floor mat is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

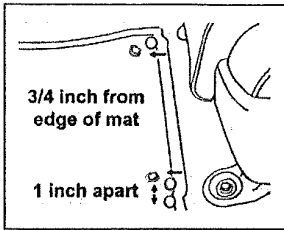
**Warning:** Do not stack the floor mats in any vehicle. The retaining hooks (clips) are designed to accommodate only one floor mat at a time.

### C. Driver's Position Semi-Permanent Installation

#### 1. Necessary Materials

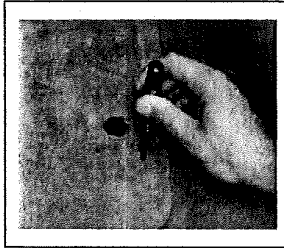
- Self-locking nylon Tie-Wraps (Must be UV-resistant, rated at 50 pounds minimum & 0.19 inches wide)
- Easy Peel Labels (Use Avery® 5260™)
- Thin Flat-Head Screwdriver
- Fine-Pointed Punch
- Ruler
- Diagonal Cutting Pliers

**Applicable to '05 – '10 Avalon, '07 – '10 Camry, '04 – '09 Prius, '05 – '10 Tacoma, '07 – '10 Tundra vehicles only.**  
**Toyota Floor Mat Inspection, Application and Semi-Permanent Installation Instructions**



2. Locate, align & punch driver's floor mat.

- a) Align & punch directly in front of the driver's seat mounting bracket in the three locations shown (see red circles in illustration).



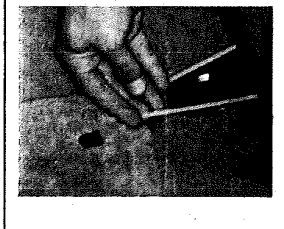
- b) Punch two holes into the lower left driver's floor mat as indicated in step 2a. If necessary, enlarge the holes with a thin flat-head screwdriver.

3. Route & fasten self-locking nylon tie-wraps.

**STOP** Self-locking nylon tie-wraps must be UV-resistant, rated at 50 pounds minimum and be 0.19 inches wide.



- a) Route and fasten the self-locking nylon tie-wraps through the floor mat and under the seat mounting bracket as illustrated.  
 b) Repeat step 2 a) for the right side of driver's floor mat, except puncture only one hole in the mat.  
 c) Tighten the self-locking nylon tie-wraps to remove slack, but do not apply tension or displace the secured floor mat from the clipped position.



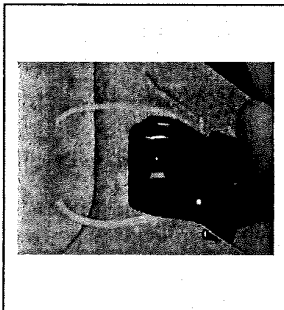
**NOTE:**

- Some models may require two tie-wraps joined in series to complete routing.
- Do not remove seat mounting bracket covers, equipped in some models, during the routing process.

4. Verify correct installation.

**STOP**

a) Confirm clearance to electrical wiring connectors and any moving components.  
 b) Verify the self-locking nylon tie-wraps are not too loosely or too tightly fastened as illustrated.  
 c) Verify the floor mat does not interfere with the accelerator pedal throughout its range of travel.



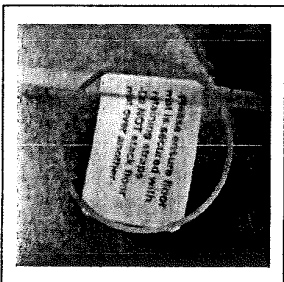
**NOTE:**

- Trim excess portion of self-locking nylon tie-wraps and conceal the self-locking portion of the tie-wrap under the seat bracket and/or floor mat.

5. Install Labels

**STOP**

a) Install the label.  
**NOTE:** Print on Avery® 5260™ using the template provided.  
 b) Make sure to fold over the label so the text is visible from both sides.



6. Check the following pedal operation (fully depress the pedal) to assure the floor mat does not interfere with it. Make sure the vehicle is turned off and in the "Park" position when testing:

- Accelerator Pedal
- Brake Pedal
- Clutch Pedal (if equipped)

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