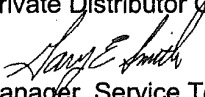


TOYOTA CUSTOMER SERVICES

Volume: XVI
Number: TC09-020
Date: 10/26/2009
 Action
 Retain
 Information

INTEROFFICE MEMORANDUM

To: All Region/Private Distributor General Managers/Vice Presidents

From: Gary Smith, 
Corporate Manager, Service Technology & Compliance

Subject: Safety Campaign (Special Service Campaign) – 90L
Owner Notification to Provide *Interim* Information on
Potential Floor Mat Interference with Accelerator Pedal

In early October, Toyota announced it will initiate a Safety Campaign (Special Service Campaign) for potential floor mat interference with the accelerator pedal. The condition involves the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. **Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.**

Toyota is currently developing a campaign remedy and will notify Regions/PDs, dealers and owners when it is ready. In the meantime, Toyota will begin sending an owner notification to provide *interim* information to consumers ("interim owner notification"). These letters will begin mailing in late October over several weeks. Please familiarize your staff to assist dealers and customers in addressing any questions they may have.

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

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be sent to all Toyota dealers in late October, 2009.

2. **Interim Owner Notification Mailing Date**

In late October, 2009, approximately one week after the dealer notification, Toyota will begin sending the *interim* owner notification. This notification follows the Consumer Safety Advisory released earlier. A sample of the owner letter is attached for your reference.

A second owner notification will be sent when the campaign remedy becomes available.

3. **Region/District Summary Reports**

As this is an interim owner notification, summary reports will not be provided.

Please refer to the attached Dealer Letter for additional information.

Please review this entire notification 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.

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

K. Aoki	T. Doi	E. Matsuda	R. Specht
J. Beseda	D. Esmond	K. Kusakawa	J. Stempkowski
G. Borst	W. Fay	M. Michels	S. Sugawara
R. Broughman	N. Fein	I. Miller	M. Templin
G. Bryan	F. Fontanella	T. Morrison	J. Tetherow
W. Burns	Y. Funo	T. Nakagami	P. Uribe
D. Camden	S. Haag	D. Pettitt	A. Vaish
B. Carter	J. Hanson	R. Pflughaupt	R. Waltz
G. Christoff	K. Higgins	C. Reynolds	S. Yamaguchi
J. Colon	M. Hosoe	C. Roberts	M. Yamanami
B. Cooper	R. Ito	R. Sakai	N. Yamamoto
R. Daly	M. King	D. Sakakibara	H. Yoshihashi
D. Danzer	J. Lang	M. Setta	D. Zellers
F. Davidson	J. Lentz	A. Smith	

TOYOTA

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Safety Campaign (Special Service Campaign) – 90L
Owner Notification to Provide *Interim* Information on
Potential Floor Mat Interference with Accelerator Pedal

In early October, Toyota announced it will initiate a Safety Campaign (Special Service Campaign) for potential floor mat interference with the accelerator pedal. The condition involves the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. ***Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.***

Toyota is currently developing a campaign remedy and will notify dealers and owners when it is ready. In the meantime, Toyota will begin sending an owner notification to provide *interim* information to consumers ("interim owner notification"). These letters will begin mailing in late October over several weeks. Please familiarize your staff so they may assist customers in addressing any questions they may have.

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

1. **Interim Owner Notification Mailing Date**

In late October, 2009, approximately one week after the dealer notification, Toyota will begin sending the interim owner notification. This notification follows the Consumer Safety Advisory released earlier. A sample of the owner letter is attached for your reference.

A second owner notification will be sent when the campaign remedy becomes available.

2. **Dealer/Owner Lists**

As this is an interim owner notification, summary reports will not be provided. Additional information will be provided when the campaign remedy becomes available.

3. **Overall Dealership Operations**

We recommended each dealership continue to 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.

4. **Identification of Involved Vehicles**

Involved Toyota Models

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

Detailed VIN information will be provided when the campaign remedy is available.

5. Customer Handling

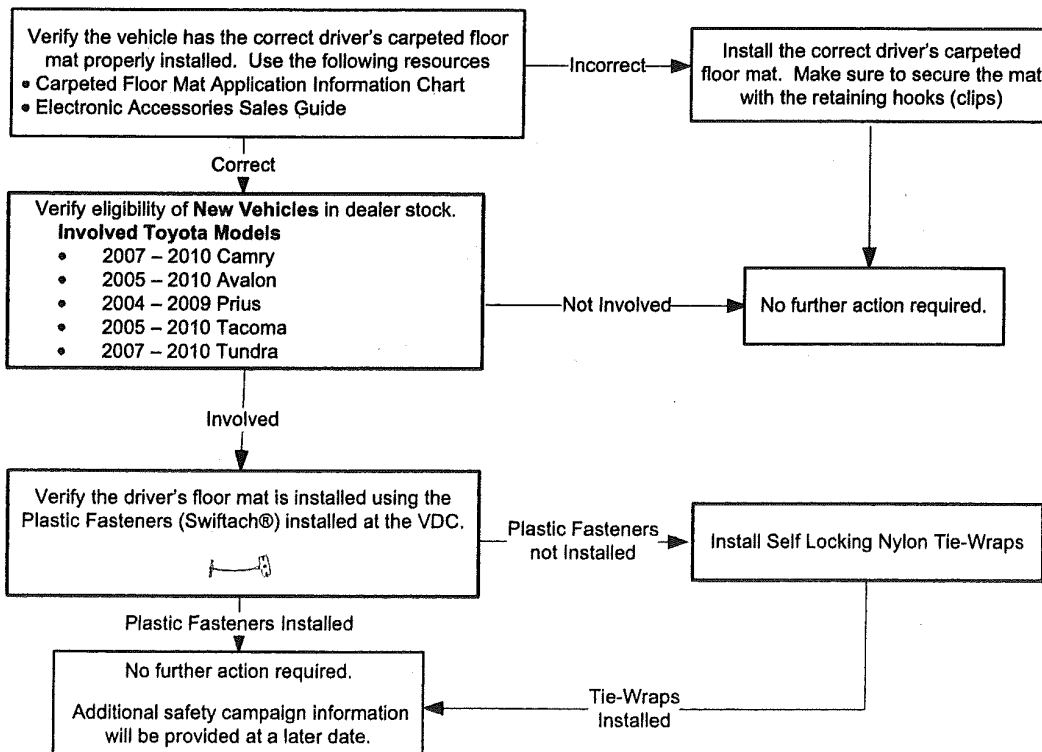
Customers that receive the owner letter will contact your dealership with questions regarding the letter, Consumer Safety Advisory and/or campaign remedy. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated. In addition, 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/floormats>.
- Advise them that Toyota is currently working on a campaign remedy. **Customers should retain the driver's floor mat until the campaign remedy is available.**
- Assist any customer who asks to verify correct application and secure installation.
- Owners with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-800-331-4331).

6. Sales Department Procedure

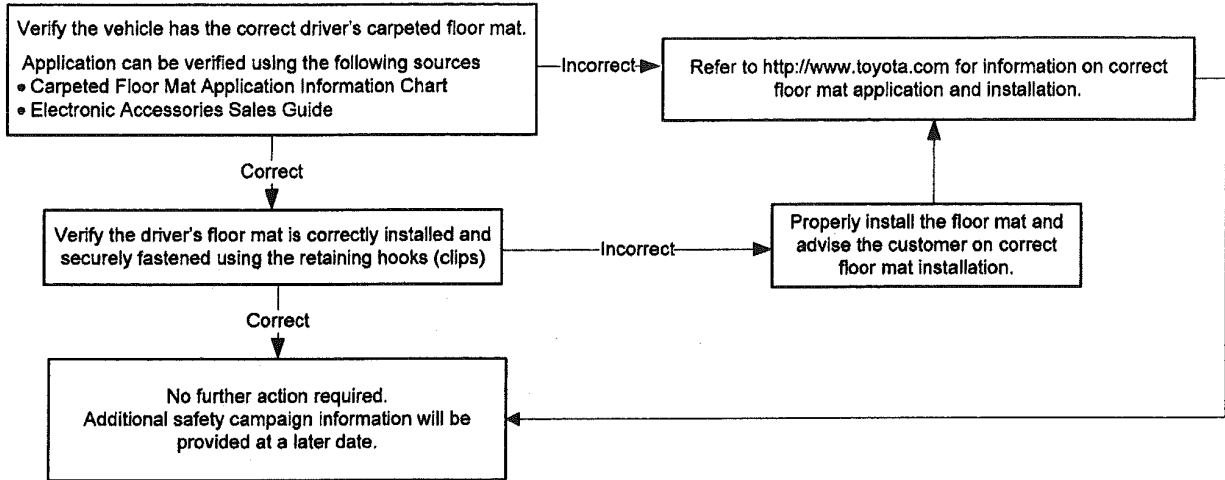
Dealers are requested to continue to check floor mats in new, used and rental/loaner vehicles in dealer stock. Sales deliveries of *involved* Avalon, Camry, Prius, Tacoma and Tundra vehicles must include semi-permanently installed driver's position floor mats that are designed specifically for that model. 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.

Until Toyota develops a campaign remedy, we request dealers utilize the following as a guide:



6. **Service Department Procedure**

Service departments are reminded to check the application and installation of **any** driver's floor mat whenever a customer or dealer vehicle is serviced and/or washed. All dealership TRAC vehicles should be checked regularly to confirm the use of correct application and properly secured floor mats. Please utilize the following guidelines.



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.

**Certain [Model Year] through [Model Year] Model Year [model]
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign (Interim Notice)**

[VIN]

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 certain 200_ through certain 200_ model year [name of model] vehicles. The defect is the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.

Toyota is currently developing a campaign remedy and will notify you when it is ready. In the meantime, we are providing important information regarding the issue and steps you may take in the interim

What is the risk?

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.

What will Toyota do?

We will notify you again as soon as a campaign remedy is available for your vehicle.

What should you do?

We request that you take out ***any removable*** driver's floor mat and NOT replace it with any other floor mat until the campaign remedy is ready and implemented on your vehicle.

In the event you choose not to take out your removable floor mat, Toyota strongly recommends that you ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation for your vehicle is enclosed with this notification. Please visit <http://www.toyota.com/floormats> for information on other models.

What should you do if you experience accelerator pedal interference?

Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends you take the following actions:

First, if it is possible and safe to do so, pull back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do NOT pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF, or to ACC. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

What if you have other questions?

Please visit <http://www.toyota.com/floormats> for further information. Your local Toyota dealer will be more than happy to answer any of your questions as well. 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 Time.

Toyota will advise you in a separate letter when a campaign remedy is available for your vehicle. After you receive that separate letter, 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 Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to <http://www.safercar.gov>, if you believe that Toyota has failed or is unable to provide a remedy without charge or within a reasonable time after the earliest date we advise you in writing that a campaign remedy is available for your vehicle.

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 vehicle lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products.

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

SAMPLE

Toyota Carpeted or All-Weather Floor Mat Inspection, Application and Installation Instructions



Read these important Warnings BEFORE installing ANY type of Floor Mat.

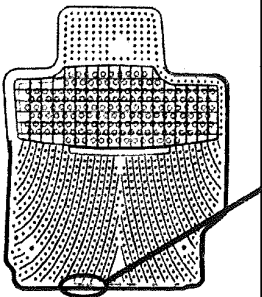
A. General Floor Mat Warnings

- 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 (in the case of Lexus with the carpet 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.
 - Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place.
- 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).

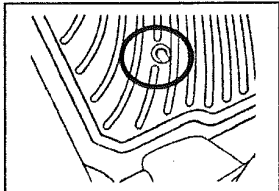
NOTE: Use the attached Application Information Chart to verify mat-to-vehicle application.



(Sample of Application Information Chart)
See Attachments for details specific to your vehicle.

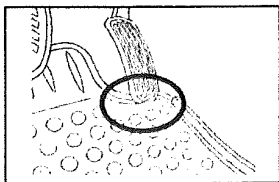
Part Number	Model	Type
PT206-32100-45	Camry / Camry Hybrid	Carpeted
PT908-03071-02	Camry	All Weather
PT908-03071-14	Camry	All Weather

The last 2 digits on the part number indicate the color code



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.



2. 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)

**2005 – 2010 Model Year Toyota Avalon Vehicles
Floor Mat to Vehicle Application Chart**

Part Number	Model	Type	'05	'06	'07	'08	'09	'10	Color
PT206-07090-02	Avalon	Carpeted					x	x	Ivory
PT206-07090-16	Avalon	Carpeted					x	x	Graphite
PT206-07090-17	Avalon	Carpeted					x	x	Lt Gray
PT206-07090-18	Avalon	Carpeted					x	x	Dk Charcoal
PT208-07000-08	Avalon	Carpeted	x						Ivory
PT208-07000-15	Avalon	Carpeted	x						Taupe
PT208-07000-23	Avalon	Carpeted	x						Stone
PT208-07040-04	Avalon	Carpeted	x						Taupe
PT208-07040-10	Avalon	Carpeted	x						Ivory
PT208-07040-21	Avalon	Carpeted	x						Stone
PT548-07050-10	Avalon	Carpeted	x	x	x	x	x	x	Ivory
PT548-07050-11	Avalon	Carpeted	x	x	x	x	x	x	Lt Gray
PT548-07050-12	Avalon	Carpeted	x	x	x	x	x	x	Dk Charcoal
PT548-07050-22	Avalon	Carpeted	x	x	x	x	x	x	Graphite
PT548-07070-10	Avalon	Carpeted			x	x	x	x	Ivory
PT548-07070-11	Avalon	Carpeted			x	x	x	x	Lt Gray
PT548-07070-12	Avalon	Carpeted			x	x	x	x	Dk Charcoal
PT548-07070-22	Avalon	Carpeted			x	x	x	x	Graphite
PT908-07050-02	Avalon	All Weather	x	x	x	x	x	x	Black
PT908-07050-14	Avalon	All Weather	x	x	x	x	x	x	Brown

(Please note: Sample chart shown)

SAMPLE



**Special Service Campaign
Interim Owner Information for
Potential Floor Mat Interference with Accelerator Pedal**

Q1: What is the condition?

Toyota

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

Lexus

2007 – 2010 ES
2006 – 2010 IS

Q2: What is the condition?

A2: There is a potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. ***Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.***

Q3: When will the campaign remedy be launched? What is the campaign remedy?

A3: Toyota considers this a critical matter and will soon launch a safety campaign on specific Toyota and Lexus vehicles. We are providing this interim owner notification to provide owners with steps they may take until the campaign remedy is available. We recommend that owners remove **any** driver-side floor mat from the specific models identified and **NOT** replace it with any other floor mat. Toyota will contact owners when the campaign remedy is available.

Q4: How will Toyota remedy the vehicles? What is the campaign remedy?

A4: Toyota is currently in the process of developing a remedy. We will notify owners as soon as it is available.

Q5: When will the remedy be completed?

A5: Toyota is currently in the process of developing the remedy and it is very difficult to determine a specific time. However, we anticipate it will take several months.

Q6: What should customers do?

A6: Toyota is committed to finding the right solution for this condition. Until the campaign remedy is developed and customers receive notice from Toyota, we request that customers take out any **removable** driver's floor mat and **NOT** replace it with any other floor mat.

Q7: What if a customer would like to verify the installation and applicability of the floor mats currently installed in their vehicle?

A7: Please direct the customer to their local Toyota dealership's Parts or Service Department to verify whether the Toyota AWFM is designed specifically for their vehicle and correctly installed. The floor mat should be removed before driving to the dealership.

Q8: What if a floor mat is an aftermarket rubberized floor mat?

A8: Driver's floor mat interference is possible in any make or model vehicle with any combination of floor mats. Therefore, consumers need 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. Floor mats should also not be flipped over with the bottom-side up.

Q9: What if a driver experiences accelerator pedal interference. What should they do?

A9: Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends the driver take the following actions:

First, if it is possible and safe to do so, pull-back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do not pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

Q10: What if an owner has additional questions or concerns?

A10: Owners with questions or concerns, are asked to please contact the Toyota Customer Experience Center (1 800 331-4331) or Lexus Customer Assistance Center (1 800 255-3987), or consult the information posted at <http://www.toyota.com/floormats> and <http://www.lexus.com/floormats>