

Kirk Forsht/TMS/Toyota
04/12/2007 12:12 PM

To Michael Collinsworth/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Mark
Kubota/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota
bcc

Subject Re: ES350 All Weather Mats

Michael,

I appreciate and understand your concerns for our customers. Customer satisfaction and their safety is always our number one priority. Regarding the aftermarket floor mat, we need to inform these customers that they are to only use one floor mat at a time and also encourage them to install the sticker on their floor mat as a reminder to them and future owners.

The warning sticker adhesive is strong and I feel confident that it will stick to any rubber floor mat if applied to a flat clean surface. If it doesn't stick to certain aftermarket floor mats, our dealers are more than capable of handling any customer concerns related to the stickers adhesion.

In addition, the owner letter has a line art picture of the Lexus Accessory All Weather Floor Mat so our customers know where and how to install the sticker. Unfortunately it is too late to make any changes or additions to this package. The final proofs have been approved and the printing will begin on Monday. Attached below is a final proof for your reference. If you have any additional questions or concerns please feel free to call me. Thank you for your support and kind understanding.

Kirk



7LA Owner Letter v14 DZ FINAL 04-12-07 KF.pdf

Kirk Forsht
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Michael Collinsworth/TMS/Toyota



Michael
Collinsworth/TMS/Toyota



04/12/2007 11:33 AM

To Mark Kubota/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Kirk
Forsh/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota
Subject Re: ES350 All Weather Mats

Mark,

I understand your position. The concern we have is the sticker has been tested on our mat and was proven to stick.

We are concerned that if a customer was to place it on any other mat there is no guarantee that it will stick. It may come off another mat and become a customer concern, sticking to the customer's carpet mat or our carpet.

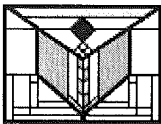
Mark,

I would like to make another request. If the part number can not be used we would like to add a simple picture of our All Weather Mat product to be included in the customer letter. I can provide you a sample of this if needed.

My current understanding is that we need to have the picture delivered to the same place as the stickers no later than 4-19-07.

Thank You
Michael Collinsworth
Toyota, Lexus & Scion Quality Manager
(310) 468-4974 (Work Phone)
(310) 503-8606 (Cell Phone)

Mark Kubota/TMS/Toyota



Mark Kubota/TMS/Toyota
04/12/2007 09:15 AM

To Michael Collinsworth/TMS/Toyota@Toyota
cc George Morino/TMS/Toyota@Toyota, Ken
Glasser/TMS/Toyota@Toyota, Raul
Guzman/TMS/Toyota@Toyota, Kirk
Forsh/TMS/Toyota@Toyota
Subject Re: ES350 All Weather Mats

Michael,

After further discussions within our dept., we have decided that any changes to the owner letter would seriously delay the mailing so we are denying your request. Also, we feel that if the label is in the

customers hands if it goes on another floor mat that would be fine since the goal here is to prevent any other floor mat from being placed on top of the carpet floor mat.

Regards,
Mark

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Mark T. Kubota
☐ ☐ (☐☐☐)
Quality Compliance
Product Quality and Service Support
Toyota Customer Services
Toyota Motor Sales, U.S.A., Inc.
Phone: 310/468-5316 Fax: 310/468-3399

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Michael Collinsworth/TMS/Toyota



Michael
Collinsworth/TMS/Toyota
04/11/2007 04:51 PM

To George Morino/TMS/Toyota@Toyota, Mark
Kubota/TMS/Toyota@Toyota
cc Ken Glasser/TMS/Toyota@Toyota

Subject ES350 All Weather Mats

George,

We would like to request the Part number be included in the customer letter. Since there are many after market mats we would like to make sure the customer has the right mat to place the sticker on.

The part number is on the back of the mat, so the customer can easily reference the correct part number.

Please contact me if you have any questions.

Thank You
Michael Collinsworth
Toyota, Lexus & Scion Quality Manager
(310) 468-4974 (Work Phone)
(310) 503-8606 (Cell Phone)