

Wayne Hutchinson / TMS Toyota Customer Services
 Quality Compliance
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 Approved By: Bob Waltz

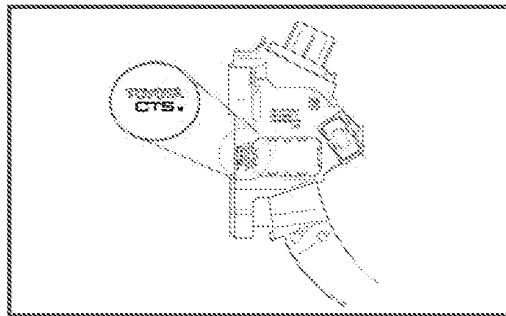
To: All Toyota Dealers
 From: Toyota Customer Services

**Safety Recall A0A - Vehicles Equipped with Accelerator Pedals Manufactured by CTS Corporation
 Accelerator Pedal Reinforcement Bar Installation
 *****URGENT*******

On January 21, 2010, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on vehicles equipped with certain accelerator pedal assemblies manufactured by the CTS Corporation (CTS accelerator pedals). This action is separate from the on-going recall (SSC 90L) of approximately 4.2 million Toyota and Lexus vehicles to reduce the risk of pedal entrapment by incorrect or out of place accessory floor mats.

Background

There is a possibility that certain accelerator pedal mechanisms may mechanically stick in a partially depressed position or return slowly to the idle position. Over time, the internal mechanisms in the accelerator pedal may become worn. As a result of this wear combined with certain operating and environmental conditions, friction in the mechanism may increase and intermittently result in the accelerator pedal being hard to depress and/or slow to return or, in the worst case, stick in a partially open position, increasing the risk of a crash.



Remedy

Toyota dealers are requested to install a precision-cut steel reinforcement bar ("reinforcement bar") that will increase the clearance in between the internal mechanisms in the pedal assembly. This increased clearance will reduce the friction caused by wear and environmental conditions and allow the pedal to operate smoothly for the life of the vehicle. The safety recall remedy will be performed at **no charge** to the vehicle owner.

Affected Vehicles

- There are approximately 2.23 million vehicles involved in the U.S.

Affected Vehicles	UIO
2005 - 2010 Model Year Avalon	330,000
2007 - 2010 Model Year Camry*	786,000
2009 - 2010 Model Year Corolla	487,000
2010 Model Year Highlander*	20,000

Affected Vehicles	UIO
2009 - 2010 Model Year Matrix	75,000
2009 - 2010 Model Year RAV4	53,000
2007 - 2010 Model Year Tundra	426,000
2008 - 2010 Model Year Sequoia	50,000

**Camry Hybrid and Highlander Hybrid vehicles are equipped with an accelerator pedal that is of a different design and produced by a different supplier. Therefore, it does not require the installation of an accelerator pedal reinforcement bar.*

- The following Safety Recall A0A Summary Reports will be provided shortly. We apologize for the delay in sending these reports to your dealership:
 - The number of involved vehicles in your dealership's primary marketing area for this phase.
 - The suggested initial parts order quantities for this phase.
 - A VIN List containing vehicles in dealer stock.

Status

- To support the repair of customer vehicles, the North American Parts Operation (NAPO) will initially allocate reinforcement bars to all Toyota dealerships starting February 3, 2010. Initial allocation is based on the dealer's estimated UIO and the most commonly required reinforcement bar size. Please refer to the Dealer Letter available on TIS.
- Owners letters will begin mailing by first class mail starting Friday, February 5, 2010.

Media Contacts

- ***In the event you are contacted by the News media***, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate.)

Thank you for your cooperation.



Safety Recall A0A - Accelerator Pedal Reinforcement Bar Installation Q&A

Q1: What is the condition?

A1: There is a possibility that certain accelerator pedal mechanisms may mechanically stick in a partially depressed position or return slowly to the idle position.

Q2: What is the cause of this condition?

A2: Over time, the internal mechanisms in the accelerator pedal may become worn. As a result of this wear combined with certain operating and environmental conditions, friction in the mechanism may increase and intermittently result in the accelerator pedal being hard to depress and/or slow to return or, in the worst case, stick in a partially open position, increasing the risk of a crash.

Q2a: Why does this condition only affect certain Toyota models?

A2a: Toyota equips its vehicles with accelerator pedals manufactured by multiple suppliers. Only vehicles equipped with accelerator pedals produced by a specific supplier are affected.

Q3: Are there any warnings that this condition exists?

A3: Gradually over a period of time, the driver may notice that the accelerator pedal is harder to depress or is slow to return. In some cases, the driver may notice a rough or chattered feeling when depressing/releasing the accelerator pedal.

Q4: Which and how many vehicles are involved?

A4: There are approximately 2.3 million vehicles involved in the U.S.

Model Year	Model	Approx UIO
2005 - 2010	Avalon	330,000
2007 - 2010	Camry*	813,000
2009 - 2010	Corolla	487,000
2010	Highlander*	20,000
2009 - 2010	Matrix	75,000
2009 - 2010	RAV4	53,000
2008 - 2010	Sequoia	50,000
2007 - 2010	Tundra	426,000

*Camry Hybrid and Highlander Hybrid vehicles are equipped with an accelerator pedal that is of a different design and produced by a different supplier. Therefore, it does not require the installation of the reinforcement bar.

Q4a: What is the cost of this Safety Recall?

A4a: Toyota does not release cost information regarding its programs.

Q4b: Why are some vehicles that fall within the model and model year listed above not affected?

A4b: Toyota has isolated this condition to a specific supplier. Multiple suppliers may be utilized to furnish the accelerator pedal on a given model.

Q5: Are there any other Toyota or Lexus vehicles involved?

A5: No, this specific condition only affects the above vehicles.

Q6: How many incidents of this condition have been reported?

A6: The number of incidents is still under investigation.

Q7: Have there been any accidents reported?

A7: The number of accidents is still under investigation.

Q8: What is Toyota going to do?

A8: Any Toyota dealer will install a reinforcement bar that will increase the clearance in-between the internal mechanisms in the accelerator pedal assembly. This increased clearance will reduce the friction caused by wear and environmental conditions and allow the pedal to operate smoothly for the life of the vehicle. The campaign remedy will be performed at **no charge** to the vehicle owner.

Q8a: How will the accelerator pedal feel once the accelerator reinforcement plate is installed?

A8a: Customers will not notice a difference in the feel of the accelerator pedal. Any local Toyota dealer will be more than happy to go over the entire repair with the customer.

Q8b: When will the remedy for floor mat interference with the accelerator pedal be available?

Q8b: Toyota has developed the remedy for floor mat interference with the accelerator on the following vehicles (Refer to SSC 90L Phase 1 and Phase 2 for additional details):

- 2007 – 2010 Camry & Camry Hybrid

Toyota is currently in the process of developing a remedy for floor mat interference with the accelerator pedal on the following models and will notify owners as soon as it is available.

- 2005 – 2010 Avalon
- 2009 – 2010 Corolla
- 2008 – 2010 Highlander & Highlander Hybrid
- 2009 – 2010 Matrix
- 2004 – 2009 Prius
- 2005 – 2010 Tacoma
- 2007 – 2010 Tundra
- 2009 – 2010 Venza

Lexus has developed and launched the remedy for 2007 – 2010 ES. Lexus is currently developing a remedy for the 2006 – 2010 IS.

It is important to note that the floor mat interference with the accelerator pedal campaign is separate and independent from the accelerator pedal reinforcement campaign.

Q9: How long will the repair take?

A9: The remedy will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q10: What should customers do if his/her vehicle is involved in this campaign but so far, have not experienced this condition?

A10: This condition is rare. However, if you have any concerns please contact your nearest Toyota Dealer for assistance.

Q11: What if the customer has noticed that his/her accelerator pedal is hard to depress, slow to return or is unsmooth during operation. What should he/she do?

A11: The customer is requested to immediately contact his/her nearest Toyota Dealer for assistance. The Toyota dealer will evaluate the customer's complaint.

Q12: What if the customer experiences a sticking accelerator pedal while driving?

A12: Each circumstance may vary, and drivers must use their best judgment, but Toyota is providing the following instructions.

- If you need to stop immediately, the vehicle can be controlled by stepping on the brake pedal with both feet using firm and steady pressure. Do not pump the brake pedal as it will deplete the vacuum utilized for the power brake assist.
- 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.

In the event that a driver experiences an accelerator pedal that sticks in a partial open throttle position or returns slowly to idle position, the vehicle can be controlled with firm and steady application of the brakes. The brakes should not be pumped repeatedly because it could deplete vacuum assist, requiring stronger brake pedal pressure. The vehicle should be driven to the nearest safe location, the engine shut off and a Toyota dealer contacted for assistance.

Q13: What if a customer has previously paid for repairs to address the same condition described above?

A13: Owners that have previously paid for accelerator pedal repairs to address the same condition described above, the customer should mail a copy of his/her repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

Q14: What should an owner do if they have immediate concerns about their vehicle?

A14: If an owner has any immediate concerns they are requested to contact their local Toyota dealer for diagnosis, and if applicable, necessary repair. Owners may also contact the Toyota Customer Experience Center (1-800-331-4331).