

From: Benjamin Hammond/=TMS/Toyota.

Sent: 2/2/2010 4:19 PM.

To: [-] Luis Perez/=TMSDM/TDM@TMSDEMEXICO.

Cc: [-] Daisuke Sakakibara/=TMS/Toyota@Toyota; George Morino/=TMS/Toyota@Toyota; Hiroyuki Nomura/=TMSDM/TDM@TMSdeMexico; koji_ura@toyota.com; Raul Barrientos/=TMSDM/TDM@TMSdeMexico.

Bcc: [-]

Subject: *Confidential* Situation of Campaign for sticky pedal in USA.

Hola TMEX,

As requested...

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VIN List

TBD

Draft owner letter:

Please adjust for your market.

Draft US Region Dealer Notice:

Please adjust for your market.

Technical Instructions:

Please provide translation. If you need any assistance adding new pictures in Spanish please let me know.

Ben Hammond

Quality Compliance S207

Product Quality and Service Support

Toyota Motor Sales U.S.A., Inc.

310.468.2985

310.381.7229 fax

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Luis Perez/TMSDM/TDM@TMSDEMEXICO

02/02/2010 07:32 AM

To George Morino/TMS/Toyota@Toyota

cc Gary E Smith/TMS/Toyota@Toyota, Hiroyuki Nomura/TMSDM/TDM@TMSdeMexico, Raul

Barrientos/TMSDM/TDM@TMSdeMexico, Stuart McGillivray/TMS/Toyota@Toyota, Benjamin Hammond/TMS/Toyota@Toyota, Todd

Bergeson/TMS/Toyota@Toyota, Mark Rhymer/KAISA/TMC0@TMC0, Hiroshi Yoshihashi/TMS/Toyota@Toyota, Daisuke

Sakakibara/TMS/Toyota@Toyota, koji_ura@toyota.com

Subject Situation of Campaign for sticky pedal in USA

Hello George

I understand that you are very busy; however, we need your support in this important issue.

We know that Mexico President - Mr. Calderon went to Japan and that he received information from Mr. Cho that Toyota will take

care of the vehicles in Mexico. We already started to receive pressure from the government and we were informed from TMC that we can announce that we will be involved for this campaign in Mexico.

As Jim Lentz mentioned, the action hopefully will start in a few days in USA. Actually, we know that parts are moving to the PDC and it is planned to ship them tomorrow to USA dealers.

Government is asking us for the action plan for Mexico, and we have to deliver the complete action plan by this Friday February 5th.

Therefore, we ask for your help in the following topics:

- 1).- share the latest technical information (repair instructions) you have in order to proceed with the translation asap.
- 2).- inform us the warranty information and procedure (Warranty code for this campaign); so we can prepare the information for dealers.
- 3).- Date of when and how many parts we will be receiving at the PDC and if the distribution of parts will be made automatically to Mexican dealers or if we will control the shipments.
- 4).- List of involved VINs so we can collect the customer information.
- 5).- Letter to customers in order to be translated and reviewed by our legal and PR department.
- 6).- When we are going to proceed with the port modification of the affected vehicles that are in our yards.

Thank you very much for your usual support.

Luis M. Pérez Gómez
Toyota Motor Sales de México
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Col. Bosques de las Lomas
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