

From: George Morino/=TMS/Toyota

Sent: 9/11/2007 4:04 PM

To: [-] dave_zellers@toyota.com

Cc: [-]

Bcc: [-]

Subject: Fw: Floormat issue.

FYI...

CQE mistakenly sent the DRAFT Press Release to TMC Corporate Communications, who sent it to TMS Corporate Communications. I spoke to Mike Michels and explained that this is one of the strategies we are pursuing and we may not use it. I also advised that we were going to review with Mike as soon as we received input from TMC, but had not received it.

Thank you!

George Morino
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----- Forwarded by George Morino/TMS/Toyota on 09/11/2007 04:02 PM -----

Mike Michels/TMS/Toyota
09/11/2007 02:27 PM
To George Morino/TMS/Toyota@Toyota
cc
Subject Fw: Floormat issue

Here's the info I got. At first glance, i would not recommend a press release, since it isn't a product recall, but just a consumer advisory. I suppose that NHTSA may have a different agenda, however. As I mentioned, this is good common sense advice for owners of any make and model vehicle.

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----- Forwarded by Mike Michels/TMS/Toyota on 09/11/2007 02:26 PM -----

Taro Takada/TMS/Toyota

09/11/2007 07:13 AM

To Mike Michels/TMS/Toyota@Toyota

cc John Hanson/TMS/Toyota@Toyota, Julie Alfonso/TMS/Toyota@Toyota, Ming-Jou Chen/TMS/Toyota@Toyota
Subject Floormat issue

I got whispering from TMC Yusei Higaki. It is now under development between TMS and TMC Quality Div side for reviewing TMS press release.

This may happen because of NHTSA direction.

Pls consider the contents making under the current Toyota's "against" situation, with remembering the former Engine Sludge Incident..

-Why we will make a press release at this timing? (To avoid mis-leading from public.)

-What is our message to public?

(Just as my comment.)

Thank you.

Taro Takada

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