

From: Mike Michels/=TMS/Toyota.

Sent:9/11/2007 2:28 PM.

To: [-] George Morino/=TMS/Toyota@Toyota.

Cc: [-]

Bcc: [-]

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 considier 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.
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