

From: Brian Lyons/=TMS/Toyota.

Sent: 10/21/2009 3:47 PM.

To: [-] george\_morino@toyota.com; gary\_e\_smith@toyota.com; bob\_waltz@toyota.com.

Cc: [-]

Bcc: [-]

Subject: Fw: Fw: \*\*Important Information Regarding Toyota Safety\*\*.

Mr. Esmond has asked for an email to the dealers re: throttle control system allegations. Draft for review and comment is below as well as a version sent by SET to their dealers.  
This Email was sent from my BlackBerry

From: John Hanson

Sent: 10/21/2009 02:46 PM PDT

To: Brian Lyons

Cc: Mike Michels

Subject: Re: Fw: \*\*Important Information Regarding Toyota Safety\*\*

I like it. I think I would open the second paragraph with a bit more specificity:

On Sunday, October 18, in a widely syndicated article in the Los Angeles Times, XXXX XXXX was quoted to say that ...."the company's (Toyota's) highly computerized engine control system lacks a fail-safe mechanism that can quickly extinguish sudden acceleration events caused by unknown defects in the electronic control systems."

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JOHN HANSON  
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Brian Lyons/TMS/Toyota

10/21/2009 02:20 PM

To: Mike Michels/TMS/Toyota@Toyota

cc "John Hanson" <john\_hanson@toyota.com>

Subject: Re: Fw: \*\*Important Information Regarding Toyota Safety\*\*

I just gave this to John for review:

To: All Toyota and Lexus Dealer Principals

Subject: News Stories Regarding Vehicle Safety

Since issuing the Consumer Safety Advisory for potential floor mat interference with an accelerator pedal on September 29th, the safety and design of our vehicles has come into question.

An article published over the weekend states "that the company's highly computerized engine control system lacks a fail-safe mechanism that can quickly extinguish sudden acceleration events caused by unknown defects in the electronic control systems".

To this allegation, we'd like to inform you that neither the National Highway Traffic Safety Administration (NHTSA) nor Toyota has ever identified any evidence to indicate that a throttle control system (engine control system) failure has occurred. As such, we continue to pursue vehicle-based remedies to avoid an accelerator pedal getting stuck in the full open position due to an unsecured or incompatible driver's floor mat.

While we work on these remedies, we will begin next week to notify via first class mail; owners of affected vehicles to take out any removable driver's floor mat and not replace it with any other floor mat, pending the development of model-specific remedies. Additionally, we will inform them of a forthcoming safety campaign to provide a vehicle-based remedy to reduce the risk of future incidents. Owners of the following models will be notified:

2007 – 2010 Camry  
2005 – 2010 Avalon  
2004 – 2009 Prius  
2005 – 2010 Tacoma  
2007 – 2010 Tundra  
2007 – 2010 ES350  
2006 – 2010 IS250 and IS350

As you've seen in our nationwide advertising, Toyota family vehicles have garnered more Top Safety Picks than any other manufacturer. Top Safety Picks are awarded by the Insurance Institute for Highway Safety (IIHS), an independent, nonprofit, scientific, and educational organization dedicated to reducing the losses – deaths, injuries, and property damage – from crashes on the nation's highways. The 2009 winners are:

2010 RX  
2009 Avalon  
2009 and 2010 Corolla with VSC (optional in 2009, standard in 2010)  
2010 Prius  
2009 Tundra  
2009 Tacoma  
2009 FJ Cruiser  
2009 Highlander  
2009 Venza  
2009 RAV 4  
2009 xB

Until such time until as we launch the forthcoming safety campaign, please inform owners with questions to contact the Toyota Customer Experience Center (800-331-4331) or Lexus Customer Satisfaction (800-255-3987), or consult the safety advisory information posted at <http://www.toyota.com> and <http://www.lexus.com>.

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