

From: Bob Waltz/=TMS/Toyota

Sent: 11/5/2009 12:35 PM

To: [-] "George Morino" <George\_Morino@Toyota.com>

Cc: [-]

Bcc: [-]

Subject: Fw: Fw: Boston's Local ABC Affiliate Running a similar floormat story.

Fyi

From: David Weigand  
Sent: 11/05/2009 12:30 PM PST  
To: Nancy Fein  
Cc: Bob Waltz; Rochelle Harma; Michelle Drapeau  
Subject: Re: Fw: Boston's Local ABC Affiliate Running a similar floormat story  
Hi Nancy,

We only had one Steve Smith in the Boston region and it was a RAV 4 sales complaint. Nothing related to floor mats. Additionally, I noticed in the article it states he was a "former driving school instructor from Massachusetts whose car had this problem several times while driving newer-model Toyota Camrys" so the car(s) is(are) not likely in his name. The driving school was not mentioned so we can't search for a case under the school.

Dave

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David K. Weigand  
Toyota Customer Experience Manager  
Toyota Motor Sales, U.S.A., Inc.  
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Office 310-468-3823  
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david\_weigand@toyota.com

\*\*\*\*\*

Nancy Fein/TMS/Toyota  
11/05/2009 11:01 AM  
To David Weigand/Scion/Toyota@Toyota, Rochelle Harma/TMS/Toyota@Toyota, Michelle Drapeau/TMS/Toyota@Toyota  
cc  
Subject Fw: Boston's Local ABC Affiliate Running a similar floormat story

do we have anything on this?

Nancy Fein  
Vice President  
Toyota Customer Relations  
(310) 468-5277  
----- Forwarded by Nancy Fein/TMS/Toyota on 11/05/2009 11:00 AM -----

Bob Waltz/TMS/Toyota  
11/05/2009 10:15 AM  
To "Nancy Fein" <Nancy\_Fein@Toyota.com>  
cc

Subject Fw: Boston's Local ABC Affiliate Running a similar floormat story

Please see if your folks have anything on this. Long email track below. Thanks.

----- Original Message -----

From: Jim Lentz

Sent: 11/05/2009 10:11 AM PST

To: Bob Waltz

Subject: Re: Boston's Local ABC Affiliate Running a similar floormat story

Great. Thanks. As much as possible we should try to find out the story behind these reports thru our records if the have contacted us, or thru public records if they have contacted NHTSA.

----- Original Message -----

From: Bob Waltz

Sent: 11/05/2009 10:09 AM PST

To: Jim Lentz

Subject: Re: Boston's Local ABC Affiliate Running a similar floormat story

No. I asked our folks to see what they could find out. I will let you know.

----- Original Message -----

From: Jim Lentz

Sent: 11/05/2009 10:03 AM PST

To: Bob Waltz

Subject: Fw: Boston's Local ABC Affiliate Running a similar floormat story

Do we have any background on these cars ?

----- Original Message -----

From: Don Esmond

Sent: 11/05/2009 07:38 AM PST

To: Jim Lentz; Irv Miller

Subject: Fw: Boston's Local ABC Affiliate Running a similar floormat story

FYI

Don

----- Forwarded by Don Esmond/TMS/Toyota on 11/05/2009 07:38 AM -----

Scott Wracher/Mobile/Toyota

11/05/2009 04:52 AM

To Don Esmond, Irv Miller/Exec/TMS/Toyota@Toyota, Mark Templin, Bob Carter, Brian\_Smith@toyota.com,

David\_Nordstrom@Lexus.com, Mike Michels/TMS/Toyota@Toyota

cc Chris Cento, Bryan Riss/Mobile/Toyota@Toyota, "Tyler Brown" <tyler\_brown@toyota.com>

Subject Boston's Local ABC Affiliate Running a similar floormat story

Fyi - ran yesterday afternoon in the greater Boston area, it is the local ABC affiliate's version of the network's direction on this story. The story features a driving instructors experience with a Camry where floor mats had already been removed. The text of the story is listed below, as well as a link for the video version.

Lexus dealers are asking us to pull ABC spending in the Boston market.

<http://www.thebostonchannel.com/news/21524177/detail.html>

After a crash that killed four people in California, drivers are asking for action from Toyota and Lexus to prevent another tragedy. The car maker has blamed the cars' sudden acceleration on floor mats, but drivers disagree. In September Toyota recalled 3.8 million vehicles because of problems with gas pedals that got stuck on floor mats. Now the National Highway Traffic Safety Administration said it is still investigating what it calls a "very dangerous problem." And the U.S. Department of Transportation told ABC News that the "removal of the mats is simply an interim measure, not a remedy to the underlying defect in the vehicles."

Team 5 Investigates' Susan Wornick discovered a former driving school instructor from Massachusetts whose car had this problem several times while driving newer-model Toyota Camrys.

"It was terrifying," said [REDACTED]. "The first couple of times it happened I thought the students were not following instructions."

"It happened to me about four times. There was something wrong with the way the car responded. When you removed your foot off the gas pedal, it did not go back down to idle. It continued to accelerate," he said.

[REDACTED] experience is not unique. Team 5 Investigates has confirmed an estimated 2,000 reports to federal safety officials of sudden, unintended acceleration with their Camrys, Lexus and Prius models.

"This is probably a driver's worst nightmare," said Sean Kane, an auto safety expert with Safety Research and Strategies in Rehoboth, Mass. "When the car can't be controlled and it's accelerating outside of your input. That's one of the most dangerous scenarios you can put yourself into in a car"

Toyota blamed incorrect installation of driver side floor mats and recently sent letters to Toyota and Lexus owners, warning them.

"I took the floor mat out and put it in the trunk just to alleviate that possibility, and yet it still continued to happen," said [REDACTED]

An investigation by the National Highway Traffic Safety Administration failed to turn up any electronics defects in Toyota vehicles. But after hearing reports from hundreds of Toyota owners, the Department of Transportation has released a statement saying the matter is not closed.

Toyota told Team 5 Investigates Wednesday the company is continuing its investigation to make sure there isn't a problem with the gas pedal.

"A situation like this can make the difference between life and death," said [REDACTED]

Safety experts told Wornick that drivers who experience this sudden, uncontrollable acceleration should put the car into neutral and slam on the brake. Don't turn off the car, they say, because doing so would cause drivers to lose power brakes and steering, which could exacerbate the situation.

Drivers who experience any problem with any vehicle should report safety concerns to the federal government via NHTSA's Web site.

scw

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862-812-2555 (cell)  
310-381-7466 (fax)

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