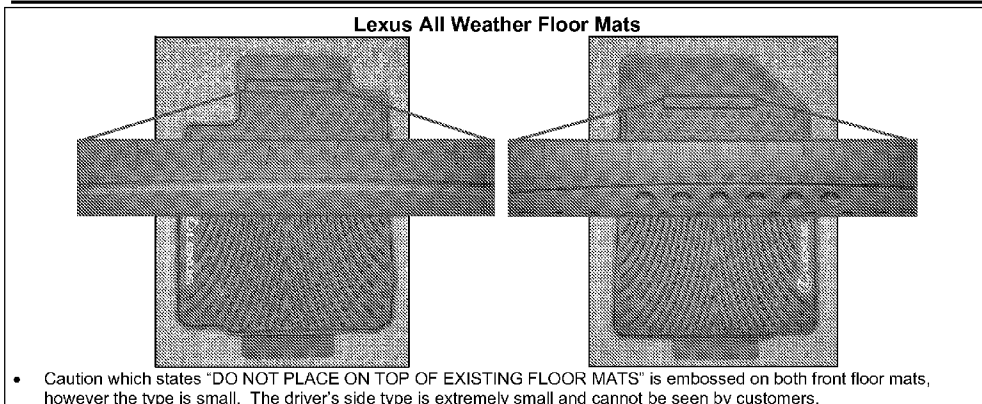




ES 350 All Weather Floor Mats

CONFIDENTIAL

BACKGROUND



- Caution which states "DO NOT PLACE ON TOP OF EXISTING FLOOR MATS" is embossed on both front floor mats, however the type is small. The driver's side type is extremely small and cannot be seen by customers.
- On certain 2007 model year Lexus ES 350 vehicles, if the driver's position Lexus All Weather Floor Mat is installed on top of the Lexus Carpeted Floor Mat, there is a possibility that the Lexus All Weather Floor Mat may interfere with the movement of the pedals.
- NHTSA has received ten consumer complaints alleging that the accelerator pedal did not properly control engine speed on 2007 model year Lexus ES 350 vehicles. Based upon these reports, NHTSA is currently evaluating whether a Preliminary Evaluation (Defect Investigation) is necessary. NHTSA believes the Lexus All Weather Floor Mats may be mistakenly being installed over the Lexus Carpeted Floor Mats by Lexus dealers. The agency has indicated that a Preliminary Evaluation will be open shortly if Toyota does not take action.
- In the past three years (2004 – 2007), NHTSA has opened one Preliminary Evaluation and two Defect Petitions involving Camry, Solara and/or ES vehicles.
- There were approximately 90,000 model year 2007 ES 350 vehicles manufactured for sale in the United States.
- The Lexus All Weather Floor Mats are also exported to Guam, Hawaii and Puerto Rico.

ES 350 ALL WEATHER FLOOR MAT SALES/INSTALLATIONS

All Weather Mats	04/08	05/08	06/08	07/08	08/08	09/08	10/08	11/08	12/08	01/09	02/09	03/09	Totals
PPO Sales													
PT908-33070-02	298	470	408	550	465	405	458	506	446	455	488	145	5094
PT908-33070-11	219	340	302	340	312	314	397	427	357	394	398	113	3913
PT908-33070-14	314	496	455	587	542	493	598	614	581	490	562	170	5902
Total	831	1306	1165	1477	1319	1212	1453	1547	1384	1339	1448	428	14909
DIO Sales													
PT908-33070-02	15	8	184	295	99	228	169	126	301	261	299	159	2144
PT908-33070-11	15	8	156	177	114	194	127	125	164	185	232	106	1603
PT908-33070-14	0	6	214	366	74	411	239	265	330	330	380	229	2844
Total	30	22	554	838	287	833	535	516	795	776	911	494	6591
Combined Totals													
PT908-33070-02	313	478	592	845	564	633	627	632	747	716	787	304	7238
PT908-33070-11	234	348	458	517	426	508	524	552	521	579	630	219	5516
PT908-33070-14	314	502	669	953	616	904	837	879	911	820	942	399	8746
Total	861	1328	1719	2315	1606	2045	1988	2063	2179	2115	2359	922	21500

ES 350 AND CAMRY COMPARISON

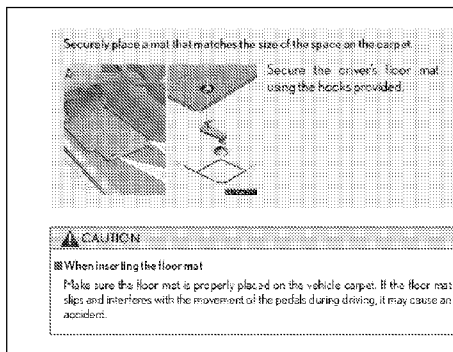
- Camry was also reviewed for potential issues regarding pedal interference by the All Weather Floor Mats.
- 15,000 Camry All Weather Floor Mats have been sold.
- Approximately 415,000 current generation Camry vehicles (excludes Solara) have been wholesaled to date.



ES 350 CAMPAIGN POTENTIAL OPTIONS AND EXPENSE ESTIMATES

- All costs are estimates only and may increase if the agency requires future re-notification activities.

Item	Calculation	Cost	Options				
			Owner Letter Only	Owner Letter/ Caution Label	Owner Letter/ Caution Label/ Dealer Label Installation Upon Request	Owner Letter/ Caution Label/ Dealer Label Installation	Owner Letter/ Dealer Inspector/ Improved Mat
Area and Dealer Notice	220 x \$16 x 3 (Dealer Principal, Serv. Mgr. & Parts Mgr.)	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600
Owner Letter	90,000 x \$1/per notice	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Folk Data	90,000 Owner Name Address Data \$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Admin. Fee (Dealer Assistance Upon Request)	22,000 x dealer \$68/hour x 0.2 hours x 90% completion	\$129,360	-	-	\$129,360	-	-
Admin. Fee (All)	90,000 x dealer \$68/hour x 0.2 hours x 90% completion	\$1,187,000	-	-	\$1,187,000	-	\$1,187,000
Caution Label	90,000 x \$1/per notice	\$90,000	-	\$90,000	\$90,000	\$90,000	-
Dealer Assistance Installing Label Upon Request	22,000 x dealer \$68/hour x 0.2 hours x 90% completion	\$129,360	-	-	\$129,360	-	-
Dealer Assistance Installing Label (All)	22,000 x dealer \$68/hour x 0.2 hours x 90% completion	\$368,060	-	-	\$368,060	-	\$368,060
Dealer Inspection Only	68,000 x dealer \$68/hour x 0.2 hours x 90% completion	\$1,189,520	-	-	-	\$1,189,520	\$1,189,520
Dealership installation (Improved Mat)	22,000 x dealer \$68/hour x 0.3 hours x 60% completion	\$562,120	-	-	-	-	\$562,120
Improved Mat (based on current cost)	22,000 x \$59 = 45% mark up x 90% completion	\$1,093,800	-	-	-	-	\$1,093,800
Lexus Touch (Full Tank)	90,000 x 15 gal. x \$3.25/gal. x 90% completion	\$3,948,750	-	-	-	-	\$3,948,750
Lexus Touch (Carwash)	90,000 x \$1.0/veh. x 90% completion	\$810,000	-	-	-	-	\$810,000
Lexus Touch (Cost for Mat Replacement Only)	22,000 x \$1.00 x 90% completion	\$1,980,000	-	-	-	-	\$1,980,000
Total Costs (Est.)			\$103,600	\$193,600	\$462,320	\$8,127,650	\$11,905,460



2007 Model Year ES 350 Owners Manual Caution Statement:

"When inserting the floor mat

Make sure the floor mat is properly placed on the vehicle carpet. If the floor mat slips and interferes with the movement of the pedals during driving, it may cause an accident."