

TMS-NTC-12130
June 8, 2012

Recall Management Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Re: Toyota Safety Recalls 09V-388, 10V-023 and 11V-113 – Supplemental Dealer Communication

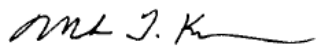
To whom it may concern,

Please find attached a Supplemental Dealer Communication Letter for Toyota Safety Recalls 09V-388, 10V-023 and 11V-113 Potential Floor Mat Interference with Accelerator Pedal on the following Toyota and Lexus vehicles:

2005 - 2010	Avalon
2007 - 2010	Camry, Tundra
2009 - 2010	Corolla, Matrix, Venza
2008 - 2010	Highlander / Highlander HV
2003 - 2009	4Runner
2004 - 2009	Prius
2006 - 2010	RAV4
2005 - 2010	Tacoma
2006 - 2010	IS250, IS350, IS F, IS c
2007 - 2010	ES350
2008 - 2011	LX570

If you have any questions regarding this matter, please contact me at (310) 468-3392.

Sincerely,



Mark T. Kubota
Supervisor, Quality Compliance

Attachments:

- Toyota 09V-388, 10V-023 and 11V-113 (90L) Supplemental Dealer Communication
- Lexus 09V-388 and 11V-113 (9LG) Supplemental Dealer Communication



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

To: All Toyota Dealer Principals, General Managers, Service and Parts Managers

Subject: Toyota Floor Mat Installation Inspection Process

In late 2009, each Dealer was (i) requested to immediately inspect their new, used, and loaner fleet vehicles to ensure correct vehicle application/secure installation of All Weather Floor Mats and (ii) advised of some general warnings applicable to ANY type of floor mat. This inspection/information was to be incorporated into your dealership's standard quality control business processes.

While we are confident your dealership has implemented a very effective process, we request your support on the following:

1. Sharing the attached **reminder** letter and attachments with your staff.
2. Continue to conduct periodic management meetings/training sessions on the importance of following your dealership's standardized quality control business processes, including those applicable to floor mats.
3. Adopt a policy to remove all drivers' side mats that are not secured, double stacked or interfere with the vehicles pedal operation and place them in the vehicles trunk. (It's important to document this action on the repair order and explain to the customer why.

Reminder Letter

This letter is designed to remind you and your staff of the importance of ensuring that only appropriate floor mats are installed in a vehicle and that they are properly secured upon installation. Since our last communication, TMS has developed several additional support materials focusing on proper floor mat installation/application. This material is routinely updated to enhance your quality control efforts. For example, our Corporate Accessories Department has developed an accessory application website, www.ToyotaASG.com, designed to provide updated information on **all** Toyota approved floor mats. In addition, we have developed and released on TIS a comprehensive TSB addressing proper floor mat installation.

This Reminder Letter focuses on the following key areas:

Dealership Associate Reminders/Training

To ensure that all (current and new) staff members fully understand and continue to follow the dealership's quality control business processes, dealership managers should continue to conduct routine meetings and provide regular training sessions. These meetings/training sessions should include all staff members including associates from Parts, Service, Car Wash, New Vehicle, New Car Preparation, Used Vehicle, Used Vehicle Reconditioning and Body Shop operations. Also include outsourced services as well as any others operational areas that have been identified.

New and Used Vehicle Sales:

- Remind sales associates of the importance of Proper Floor Mat Installation and Care (see New Vehicle Delivery Checklist). **Note: Starting with the '12 MY Camry and Prius V, a revised vehicle specific check sheet will be placed in the glove box prior to the vehicle arriving at the dealer.**

Parts and Service Departments:

- Verify the correct application mat is installed and properly secured during Pre-Delivery Service (PDS) and used vehicle reconditioning. Ensure multiple (stacked) floor mats are never installed. **(See attached Website Instructions and Referenced TSB on TIS)**
- ASMs and Parts Department Sales associates should be prepared to assist any customer who asks to verify correct floor mat application and secure installation.
- ASMs should also be reminded to routinely check customer vehicles in the service drive for proper and secure floor mat installation, as well as to ensure multiple (stacked) floor mats are never installed.
 - To ensure consistent handling in cases where a dealership finds a customer vehicle with an incompatible, unsecured or double-stacked floor mat, the dealership should follow the process outlined below:
 1. Explain to the customer the condition that was found
 2. Remove any incompatible or double-stacked driver's foot-well floor mats and place them in the trunk.
 3. If the floor mat is compatible, but unsecured, properly secure it in place.
 4. Document the condition on the vehicle Repair Order.
- It is important for all dealership associates to convey and demonstrate to the customer that Toyota cares. When interacting with customers regarding this important subject, please always communicate with care and patience.

Toyota Rent-A-Car (TRAC):

- All TRAC vehicles are inspected for proper and secure floor mat installation before they are made available to customers. The proper and secure installation of floor mats should be verified immediately prior to each time a vehicle is loaned out.
- Floor mats installed in TRAC vehicles should be properly marked using a contrasting colored paint marker. Markings should include the correct make, model and model year to ensure the correct mat application is installed at all times.

We appreciate your full and immediate cooperation in assuring your staff is following your dealer's quality control business processes on a regular basis.

Thank you.

Reference: T-SB-0040-01 on TIS

All Floor Mat Inspection (Carpeted and AWF), Application and Installation Instructions



**Read these important Warnings BEFORE installing ANY type of Floor Mat.
Post this at all locations where Floor Mats are stored and/or installed.**

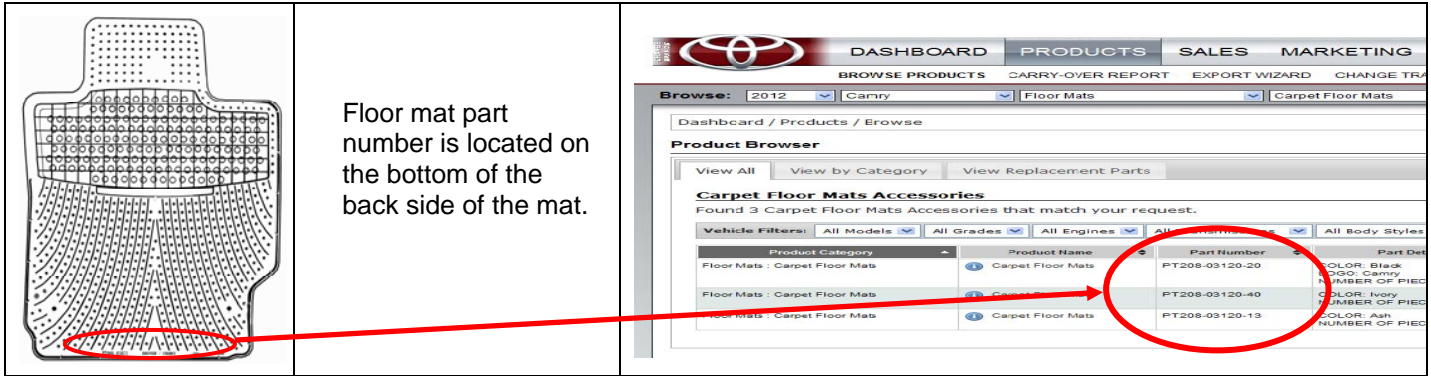
A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. This applies both to All Weather Floor Mats as well as carpet floor mats.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the passenger floor mat in the driver's position.
 - Never install the floor mat with the securing end (side with clip grommets) in the reverse direction facing the pedals.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal. (Note: Some mats may have the knob style retaining clips instead of the hook style)
 - Never install the front driver's floor mat without confirming that all retaining hooks or knob style clips have secured the mat firmly into place.
- The retaining hooks are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- Never turn the driver's floor mat over on the vehicle floor to keep the mat's top carpet side clean or to prevent wear.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- DO NOT Remove the warning tag attached to the front driver's floor mat (Customer to remove only).
- To ensure the floor mats proper non slip operation, DO NOT place anything between the floor mat and the vehicles carpet.

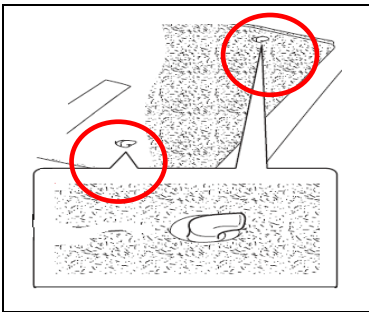
B. Inspection Instructions and Application Information

- **Before placing any floor mat in a vehicle, be familiar with the procedure outlined below.**
 - **Each dealership associate storing or installing the floor mats should be familiar with the following:**
 - **Identifying the correct floor mat for the specific vehicle application.**
 - **Correctly installing the floor mat.**
 - **Permanently mark each floor mat used for TRAC (Service Loaner) vehicles with the correct vehicle application (i.e. make, model and model year). Regularly check each floor mat to ensure correct application.**
 - **Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks/knob style clips.**
1. Inspect all vehicles in dealer stock to ensure that the correct floor mat is securely installed in the vehicle using the retaining hooks (clips).
 - TRAC (Service Loaner Vehicles) both **before** and **after** the vehicle is loaned out to the customer
 - New Vehicle Inventory
 - Used Vehicle Inventory
 - Demonstration Vehicles
 - All vehicles returning from a car wash

NOTE: Use the Toyota Accessory website www.ToyotaASG.com to confirm the correct floor mat application for the specific model/MY vehicle your inspecting (See the attached instructions)



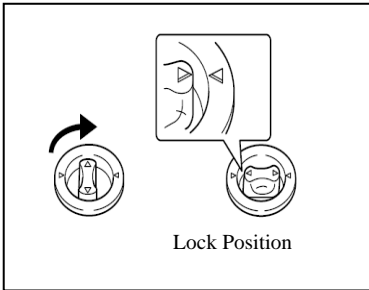
Hook Style Clip



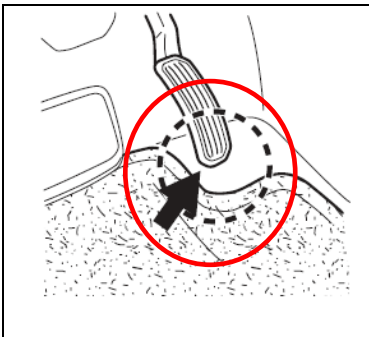
2. Make sure the floor mat is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

Warning: Do not stack the floor mats in any vehicle. The retaining hooks (clips) are designed to accommodate only one floor mat at a time.

Knob Style Clip



Note: Some vehicles may be equipped with a "knob type" retaining clip system that is permanently mounted to the floor carpet of the vehicle. Make sure the knob is twisted into the lock position



3. Check the following pedal operation (fully depress the pedal) to assure the floor mat does not interfere with it. Make sure the vehicle is turned off and in the "Park" position when testing:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)

Note: Refer to attached TSB (T-SB-0040-11) for more detailed instructions

4. Regularly verify that all AWFMs involved in previous recalls have been purged from your parts inventory; **and are not used in any vehicle application.** (Please see TIS for further information.)

Floor Mat Installation

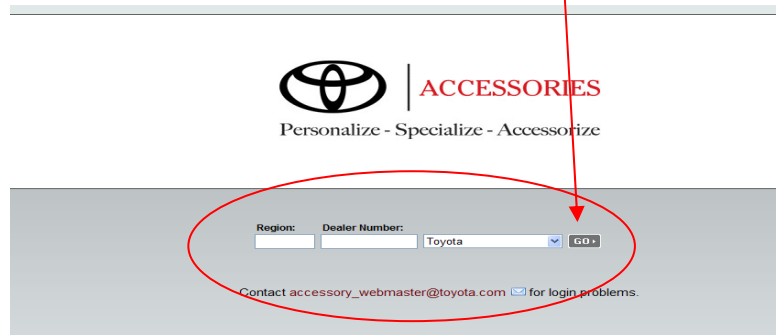
If you are installing Carpeted or All Weather Floor Mats (AWFM) in a specific vehicle for the first time, please follow these important instructions.

1. Carefully read the General Floor Mat Warnings.
2. Check for correct part number on the packaging label as well as on the floor mats to confirm vehicle applicability.
3. Check for correct model name on the packaging label to confirm vehicle application.
4. Carefully read the warning tag attached to the driver's floor mat regarding installation.
5. Install only the driver's floor mat in the driver's foot area.
6. Do not install more than one floor mat in the driver's foot area.
7. Follow the floor mat retention clip installation instructions supplied with the vehicles floor mats. (Note: The hooks style clips are supplied in the bag with the floor mats. Some models come equipped with a Knob Style clip that is part of the floor carpet).
8. Ensure all retaining hooks (clips) supplied with the floor mats are securely installed to the vehicle floor carpet's grommet holes.
9. Install the floor mats securely to the retaining hooks verifying the driver's floor mat is secured to the vehicle floor.
10. Check the following pedal operation to assure the floor mat does not interfere with the:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)

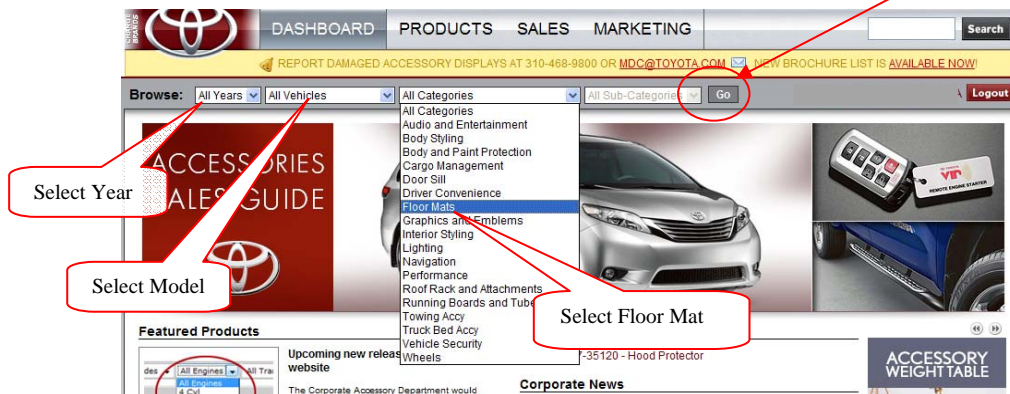
Floor Mat Application Chart

For detailed information on the appropriate floor mat application, by model and model year, please visit Toyota's Corporate Accessories website www.ToyotaASG.com.

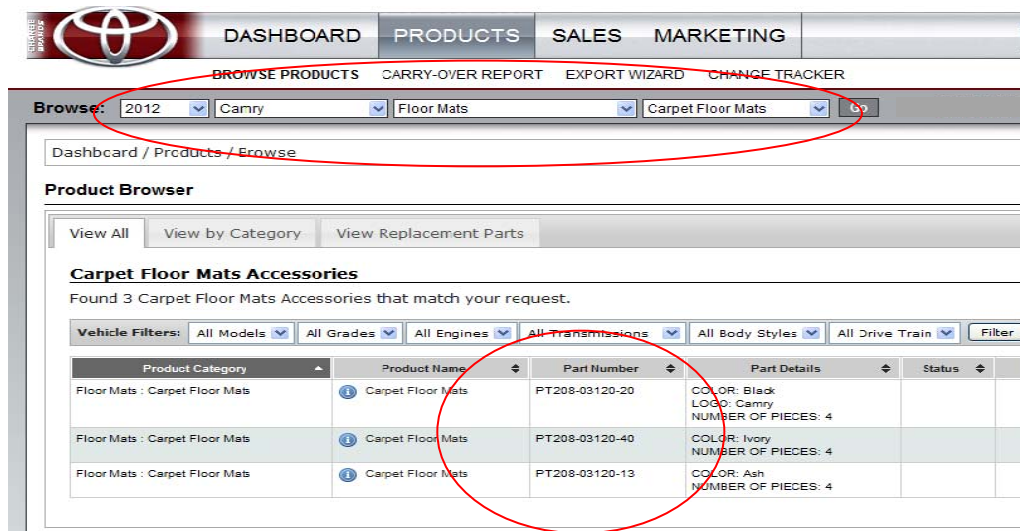
From the opening screen, enter your Region and Dealer code and Click GO.



You will be brought to the opening dashboard. From here the pull down menus will help you filter down to the exact MY, Model, Category (Floor Mats) and Sub Categories (Type of Floor Mats) for your vehicle. Click GO



The system will automatically display the correct floor mats and part number for your vehicle.





New Vehicle Delivery Checklist

Toyota vehicles undergo one of the most demanding inspection processes in the automotive industry. Hundreds of inspections are conducted at the factory, our U.S. port of entry inspection centers and your authorized Toyota dealer. The following checklist is our assurance that your vehicle is clean, in excellent condition, has a full tank of gas, and is not missing any promised items.

Vehicle Identification Number _____

Dealership Name _____
(Please Print)

Quality Inspection

- We have performed a quality Pre-Delivery Inspection on your new vehicle. Our factory-trained service professionals have verified that all systems and controls are operating properly.

Vehicle Inspection

- Exterior Clean and Undamaged
- Interior Clean and Undamaged
- Full tank of fuel or gas voucher
- Vehicle Delivered with all features promised

Products or Services Due to Customer

Description of any Products/Services Due To the Customer Date Promised

_____	_____
_____	_____
_____	_____

Explain Vehicle Features and Benefits

- Thoroughly explained Major Features and Demonstrated Operation of Controls

Explain New Vehicle Publications

- Reviewed Owner's Manual
- Reviewed Pocket Reference Guide
- Reviewed Owner's Warranty Information Booklet
- Reviewed Scheduled Maintenance Guide
- Reviewed www.ToyotaGuide.com

Dealer Staff Introductions

(Provide Business Cards)

- Service Manager
- Parts Manager
- Customer Relations Manager

For New Customers:

- Introduced the Customer to the Parts and Service Departments
- Reviewed Hours of Operation & Provide Parts and Service Departments Telephone Numbers

During Normal Business Hours:

- Scheduled First Service Appointment:

Date _____ Time _____

Proper Floor Mat Installation and Care

- Verified that the correct driver's floor mat is installed.
- Explained proper driver's floor mat installation using the retaining hooks (clips).
- Explained floor mat care: Never install the driver's floor mat with the bottom-side up, do not place another floor mat(s) on top of an existing mat, regularly verify the driver's floor mat is properly secure. e.g., after carwash, interior cleaning, etc.

Customer Acknowledgement

I have inspected my new Toyota and acknowledge that all Pre-Delivery and Delivery Checklist items have been reviewed with me by the dealership representative.

Customer Signature _____

Name (Please Print) _____

Dealership Representative Signature _____

Name (Please Print) _____

To Receive Future Contacts About Products, Services, Events and Promotions please register at:

www.ToyotaOwnersOnline.com