

# TOYOTA CUSTOMER SERVICES

Volume: XVI  
Number: TC09-041  
Date: 11/25/2009  
 Action  
 Retain  
 Information

To: All Region/Private Distributor General Managers/Vice Presidents  
From: Bob Waltz, Vice President, Product Quality and Service Support  
Subject: Toyota Consumer Safety Advisory  
Safety Campaign (Special Service Campaign) – 90L  
Dealer Notification on Potential Floor Mat Interference with Accelerator Pedal

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In early October, Toyota announced it will initiate a Safety Campaign (Special Service Campaign) for potential floor mat interference with the accelerator pedal. The condition involves the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. Toyota issued a consumer safety advisory on September 29 on this issue and has, as an interim measure, commenced mailing safety notices to certain Toyota and Lexus owners on October 30. **Today, Toyota has announced the details of the vehicle-based remedy to address this issue.**

## Remedy:

- **The specific measures of the vehicle-based remedy are as follows:**
  - The shape of the accelerator pedal will be reconfigured to address the risk of floor mat entrapment, even when an older-design all-weather floor mat or other inappropriate floor mat is improperly attached, or is placed on top of another floor mat. For the ES 350, Camry, and Avalon models involved, the shape of the floor surface underneath will also be reconfigured to increase the space between the accelerator pedal and the floor.
  - Vehicles with any genuine Toyota or Lexus accessory all-weather floor mat will be provided with newly-designed replacement driver-side and front passenger-side all-weather floor mats.
- Toyota is in the process of completing development of these actions and will begin notifying ES 350, Camry, and Avalon owners via first-class mail. Technical and reimbursement instructions will be distributed shortly before the notification begins, also at this time specific VINs will be loaded into TIS for inquiry purposes. The remaining five models will launch on a rolling schedule during 2010.

## Extra Measure of Confidence:

In addition to the vehicle-based remedy, Toyota intends to add a supplemental function to the software for the Camry and Avalon and Lexus ES 350, IS 350, and IS 250 models. These models will have a brake override system installed, which will cut engine power in the case of simultaneous application of both the accelerator and brake pedals.

## Involved Vehicles:

<b>Toyota</b>	<b>Lexus</b>
2005 – 2010 Avalon	2007 – 2010 ES
2007 – 2010 Camry	2006 – 2010 IS
2004 – 2009 Prius	
2005 – 2010 Tacoma	
2007 – 2010 Tundra	

### 1. Dealer Daily Posting Dates

- The attached Dealer Daily Message will be posted on November 25, 2009.
- Dealers will be provided with operation codes and technical/repair information in the near future.

### 2. Owner Notification Mailing Date

The owner notification will commence in mid-December, 2009.

### 3. Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers.)

We appreciate your full and immediate cooperation in assuring the completion of all verification and training tasks.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

Enclosures

- cc: Region Assistant General Managers  
Region Customer Service Operations Managers  
Region Service Managers/Directors/VPs  
Region Parts Managers/Directors/VPs  
Region Customer Services Field Managers  
Region Technical Services and Training Managers  
Region District Service and/or Parts Managers  
Region Customer Relations Managers  
Region PDC Managers  
Region Field Technical Specialists  
Region Service Training Specialists  
Region Vehicle Operations Managers  
All NAPC General Managers  
All TMS Sales Administration Managers  
All TMS Product Quality & Service Support Managers  
All Field Product Engineers

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|--------------|---------------|---------------|----------------|
| K. Aoki      | T. Doi        | E. Matsuda    | G. Smith       |
| J. Beseda    | D. Esmond     | K. Kusakawa   | R. Specht      |
| G. Borst     | W. Fay        | M. Michels    | J. Stempkowski |
| R. Broughman | N. Fein       | I. Miller     | S. Sugawara    |
| G. Bryan     | F. Fontanella | T. Morrison   | M. Templin     |
| W. Burns     | Y. Funo       | T. Nakagami   | J. Tetherow    |
| D. Camden    | S. Haag       | D. Pettitt    | P. Uribe       |
| B. Carter    | J. Hanson     | R. Pflughaupt | A. Vaish       |
| G. Christoff | K. Higgins    | C. Reynolds   | S. Yamaguchi   |
| J. Colon     | M. Hosoe      | C. Roberts    | M. Yamanami    |
| B. Cooper    | R. Ito        | R. Sakai      | N. Yamamoto    |
| R. Daly      | M. King       | D. Sakakibara | H. Yoshihashi  |
| D. Danzer    | J. Lang       | M. Setta      | D. Zellers     |
| F. Davidson  | J. Lentz      | A. Smith      |                |

Mark Kubota / TMS Toyota Customer Services  
Quality Compliance  
November 25, 2009  
Approved By: Bob Waltz

To: All Toyota Dealers  
From: Toyota Customer Services

**Safety Campaign (Special Service Campaign) – 90L  
Dealer Notification on Potential Floor Mat Interference with Accelerator Pedal**

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**Remedy:**

- **The specific measures of the vehicle-based remedy are as follows:**
  - The shape of the accelerator pedal will be reconfigured to address the risk of floor mat entrapment, even when an older-design all-weather floor mat or other inappropriate floor mat is improperly attached, or is placed on top of another floor mat. For the ES 350, Camry, and Avalon models involved, the shape of the floor surface underneath will also be reconfigured to increase the space between the accelerator pedal and the floor.
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- Toyota is in the process of completing development of these actions and will begin notifying ES 350, Camry, and Avalon owners via first-class mail. Technical and reimbursement instructions will be distributed shortly before the notification begins, also at this time specific VINs will be loaded into TIS for inquiry purposes. The remaining five models will launch on a rolling schedule during 2010.

**Extra Measure of Confidence:**

In addition to the vehicle-based remedy, Toyota intends to add a supplemental function to the software for the Camry and Avalon and Lexus ES 350, IS 350, and IS 250 models. These models will have a brake override system installed, which will cut engine power in the case of simultaneous application of both the accelerator and brake pedals.

**Involved Vehicles:**

<b>Toyota</b>	<b>Lexus</b>
2005 – 2010 Avalon	2007 – 2010 ES
2007 – 2010 Camry	2006 – 2010 IS
2004 – 2009 Prius	
2005 – 2010 Tacoma	
2007 – 2010 Tundra	

**Notification Schedule**

- Toyota will begin sending dealer notifications in mid-December, 2009.
- Owner letters will be mailed approximately one week after dealer notification.

**Customer and Media Contacts**

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- **In the event you are contacted by the News media**, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate.)

Thank you for your cooperation.



**Special Service Campaign  
Potential Floor Mat Interference with Accelerator Pedal**

**Q1: Which vehicles are involved?**

**Toyota**

2005 – 2010 Avalon  
2007 – 2010 Camry  
2004 – 2009 Prius  
2005 – 2010 Tacoma  
2007 – 2010 Tundra

**Lexus**

2007 – 2010 ES  
2006 – 2010 IS

**Q2: What is the condition?**

A2: There is a risk for floor mat entrapment of accelerator pedals in certain Toyota and Lexus models when an unsecured or incompatible driver's floor mat is used

**Q3: When will the campaign remedy be launched?**

A3: Toyota will notify dealers of this remedy campaign in mid-December 2009. Toyota intends to begin owner notification in late December, on a rolling schedule, beginning with ES, Camry and Avalon. The IS, Prius, Tacoma and Tundra will follow, beginning around the end of March 2010. In the interim, Toyota recommends that owners remove **any** driver-side floor mat from the specific models identified and **NOT** replace it with any other floor mat. Toyota will contact owners when the campaign remedy for there specific vehicle is available.

**Q4: How will Toyota remedy the vehicles? What is the campaign remedy?**

A4: Toyota's remedy plan is to modify or replace the accelerator pedals on the subject vehicles to address the risk of floor mat entrapment. In the Lexus ES, Camry and Avalon models, additional modifications to the floor surface are included to help improve the pedal clearance. In addition, Toyota will replace any Toyota or Lexus all-weather floor mat in a subject vehicle with a newly designed mat. For those customers who have the previous design all-weather floor mat but do not want the newly designed all-weather floor mat, Toyota will recover the previous design all-weather floor mat and reimburse its price.

In addition to the campaign remedy, Toyota will add a supplemental function to the software for owners of ES, Camry, Avalon and IS models that will ensure that the brake overrides the accelerator in the event that both pedals are being applied at the same time. This software supplement will reduce the consequences of pedal entrapment, should it occur.

**Q5: What should customers do?**

A5: Until customers receive notification from Toyota for their specific vehicle remedy, we request that customers take out any **removable** driver's floor mat and **NOT** replace it with any other floor mat.

**Q6: What if a customer would like to verify the installation and applicability of the floor mats currently installed in their vehicle?**

A6: Please direct the customer to their local Toyota dealership's Parts or Service Department to verify whether the Toyota floor mat is designed specifically for their vehicle and correctly installed. The floor mat should be removed before driving to the dealership.

**Q7: What if a floor mat is an aftermarket rubberized floor mat?**

A7: Driver's floor mat interference is possible in any make or model vehicle with any combination of floor mats. Therefore, consumers need to make sure the floor mats are compatible for their model and model year. Also, they need to be sure they are properly secured using the appropriate retention device (clips). Driver's floor mats should never be stacked. Consumers should never place any floor mat – aftermarket or not -- on top of another driver's floor mat. Floor mats should also not be flipped over with the bottom-side up.

**Q8: What if a driver experiences accelerator pedal interference. What should they do?**

A8: Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends the driver take the following actions:

First, if it is possible and safe to do so, pull-back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do not pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

**Q9: What if an owner has additional questions or concerns?**

A9: Owners with questions or concerns, are asked to please contact the Toyota Customer Experience Center (1 800 331-4331) or Lexus Customer Assistance Center (1 800 255-3987), or consult the information posted at <http://www.toyota.com/floormats> and <http://www.lexus.com/floormats>