TOYOTA CUSTOMER SERVICES

Volume: XVI
Number: TC10-018
Date: 03/22/2010
X Action
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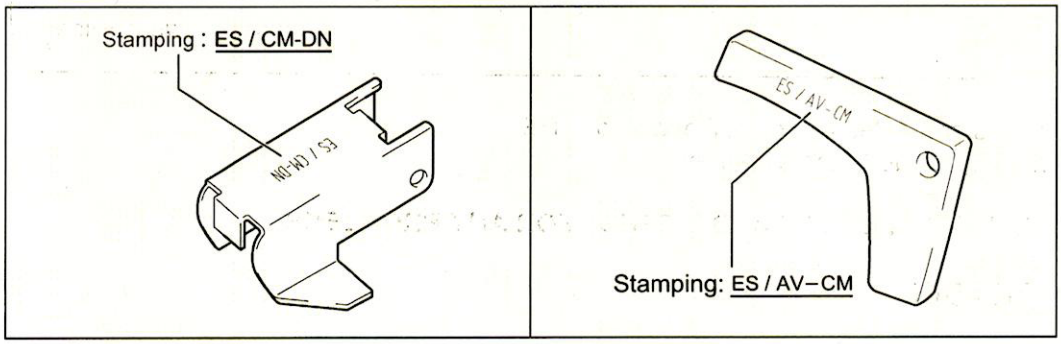
INTEROFFICE MEMORANDUM

To: All Region/Private Distributor General Managers/Vice Presidents

From: Bob Waltz,
Vice President, Product Quality and Service Support

Subject: Safety Recall – 90L **Phase 4**
2008 Through Certain 2010 Model Year Highlander ***Hybrid*** Vehicles
Potential Floor Mat Interference with Accelerator Pedal (March, 2010)

Toyota is now launching Phase 4 of Safety Recall 90L on 2008 though certain 2010 Highlander Hybrid vehicles for potential floor mat interference with the accelerator pedal. All Highlander Hybrid vehicles are equipped with a Denso pedal. The same templates and gauges provided to dealers for the Camry (Phase 1) will be utilized.



Note:

- This condition is separate from the Defect Information Report (DIR) filed on 1/21/2010 in reference to the possibility that certain CTS accelerator pedal mechanisms may, in rare instances, mechanically stick in a partially depressed position or return slowly to the idle position.

Background

The defect is 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 has determined that this defect does not exist in vehicles in which the driver's side floor mat is compatible with the vehicle and properly secured.***

90L – Potential Floor Mat Interference with Accelerator Pedal (Remedy Launch Date)

Safety Recall No.	Phase	Model	Dealer	Owner Letter Start
90L	1	2007 – 2010 Camry/Camry HV (Denso)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (CTS)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon	02/23/2010	03/01/2010
	4	2008 - 2010 Highlander HV	03/23/2010	03/30/2010
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander (Non Hybrid), 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza, 2007 – 2010 Camry (Sport Pedal)	TBD	TBD

A0A – Accelerator Pedal Reinforcement Bar Installation (Note: Highlander HV is not covered by A0A).

Safety Recall No.	Model	Dealer	Owner Letter Start
A0A	2005 – 2010 Avalon, 2007 – 2010 Camry, 2009 – 2010 Corolla, 2010 Highlander, 2009 – 2010 Matrix, 2009 – 2010 RAV4, 2008 – 2010 Sequoia, 2007 – 2010 Tundra	02/02/2010	02/05/2010

Safety Recall Remedy for Highlander Hybrid Vehicles

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify the rigid plastic accelerator pedal (Floor surface modification is not necessary).
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFMs for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.

The Highlander Hybrid contains a fuel supply cut feature for Hybrid motor protection that will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.

The following vital information is provided to inform you and your staff of the dealer and owner notification phase of the Safety Recall and your degree of involvement.

1. **Dealer Letter Mailing Date**

   The attached Dealer Letter will be sent to all Toyota dealers in mid March, 2010.

2. **Owner Notification Mailing Date**

   The owner notification will commence approximately one week after the dealer notification.

   If a dealer is contacted by an owner of a Highlander Hybrid vehicle who has not yet received a notification, dealers are reminded that owners do not need the owner letter to have this important Safety Recall remedy performed. Please instruct them to ***verify eligibility by confirming through Dealer Daily/TIS prior to performing the remedy***. Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

3. **Number of Vehicles Involved**

   There are approximately 40,000 Highlander Hybrid ('08 through certain '10 model year) vehicles covered by this Safety Recall.

4. **Region/District Summary Reports**

   The following Safety Recall 90L Phase 4 Summary Reports will be included in the Region/Dealer Distribution (PD) Service Manager/Customer Service Operations Manager/Director of Service package:

   - Region/PD Summary Report that provides an overview of the entire Region/PD for this Safety Recall.
   - A District Summary Report that indicates the number of involved vehicles registered in each dealership's primary marketing area for this Safety Recall.

5. Parts Ordering

To support customers that have Genuine Toyota Highlander Hybrid All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the mat set below.

The necessary parts can be ordered through the dealership's facing PDC. Please refer to the table below and the Technical Instructions (located on TIS) for part number information.

To ensure that each Toyota Dealer has an adequate supply of service parts to complete customer vehicle repairs based on initial 90L mailing quantities and support repairs on new, pre-owned and TRAC vehicles in dealer inventory, NAPO and CAD have placed Manual Allocation codes on the AWFM part number. Maximum quantity percentages will be increased as additional mailers are released. NAPO will release dealer orders as shown in the matrix below until further notice:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dlr MaxOrder Qty
*PT908-48H0W-02	2PC AWFM BLK Highlander HV	Black	1

The Dealer Maximum Order quantity for this newly designed All Weather Floor Mat is consistent with our historical sales. Manual Allocation Codes are on this part number and dealer orders will be reviewed and released based on availability and dealer order history.

If you have any questions or if a dealer in your region has a specific request / concern regarding the parameters established above, please contact Sal Berardesco in Toyota Dealer Operations at (310) 468-9060. Sal will coordinate all field requests with NAPO Procurement or CAD Accessory Supply.

*AWFM's replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, they should be cut prior to return.
- Floor mats that are not returned will result in the claim being debited.
- If a customer has disposed of their older design Toyota genuine AWFM, he/she may receive the replacement AWFMs for the driver and front passenger seating positions upon proof-of-purchase of the original set. Please return a copy of the proof-of-purchase stapled to the repair order in an envelope in lieu of the actual AWFM for warranty parts recovery.

Although Toyota is making every effort to replace the Toyota Genuine All Weather Floor Mats (AWFMs) with newly designed ones in the vehicles covered by the 90L Safety Recall, some customers may decide to retain their original Toyota AWFMs. In these cases, we request that the following verbiage be written in the Repair Order and signed by the customer:

To Be Signed by Customers Who Decline to Have an All Weather Floor Mat Replaced Under Safety Recall 90L

The owner of a [MODEL YEAR, MAKE, MODEL], VIN _____, which is covered by Safety Recall 90L, has declined to have the All-Weather Floor Mat (AWFM) in his or her vehicle replaced as a part of the Safety Recall remedy. The customer has been advised that the new AWFM will reduce the risk of accelerator pedal entrapment. The customer understands and accepts this and agrees to not hold [DEALER], Toyota Motor Sales, or any other Toyota company responsible in the event that the current AWFM interferes with the accelerator pedal.

The customer also understands and accepts that it will be his or her responsibility to advise and inform any other potential driver or future owner of this vehicle that the AWFM has not been replaced as part of this recall.

Customer's Name (Printed): _____

Customer's Signature: _____

Date: _____

(Parts Ordering Instructions Continued. . .)

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the monthly Return Program.

It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

Part No.	Part Name	Qty/Unit
58297-50020	Retainer, Floor Clamp	Depending Upon Need

6. What if a customer does not want Safety Recall 90L performed?

Although Toyota is making every effort to quickly remedy all vehicles covered by Safety Recall 90L, in rare cases customers may decline the remedy. In these cases, ***we request the involvement of the Region/Private Distributor Field Technical Specialist (FTS)*** to work with the dealership to investigate why the customer has declined by following these steps:

- Please work with the dealer to determine why the customer has declined the remedy for Safety Recall 90L.
  1. Utilize the Safety Recall 90L Q&A and ASM Job Aid to educate the customer on the remedy.
  2. Remind the customer (as stated in the Owner's Letter) that if they are not satisfied with the modification of the accelerator pedal after it is completed, a replacement accelerator pedal will be offered.
- ***If the customer continues to decline***, please conduct the following:
  3. ***Complete a Field Technical Report (FTR)*** to document details on why the customer declined the remedy.
  4. The dealer ***MUST*** document the following statement on the repair order with the customer's signature.

The owner of a [MODEL YEAR, MAKE, MODEL], VIN _____, which is covered by Safety Recall 90L, has declined to have their pedal modified or is unhappy with the pedal modification and chooses to have their original pedal reinstalled. The customer has been advised that the modified pedal will reduce the risk of accelerator pedal entrapment. The customer understands and accepts this and agrees to not hold [DEALER], Toyota Motor Sales, or any other Toyota company responsible in the event that there is ever any floor mat/pedal entrapment.

The customer also understands and accepts that it will be his or her responsibility to advise and inform any other potential driver or future owner of this vehicle that the accelerator pedal has not been replaced as part of this recall.

Customer's Name (Printed): _____

Customer's Signature: _____

Date: _____

Note: The dealer must **NOT** file any Safety Recall claim at this time. This is to allow the current or subsequent customer to be able to accept the remedy in the future. The Safety Recall must remain open until the remedy is completed.

Enclosed:

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

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

TOYOTA

Update 3/29/2010: Customer Handling pages 6 & 7

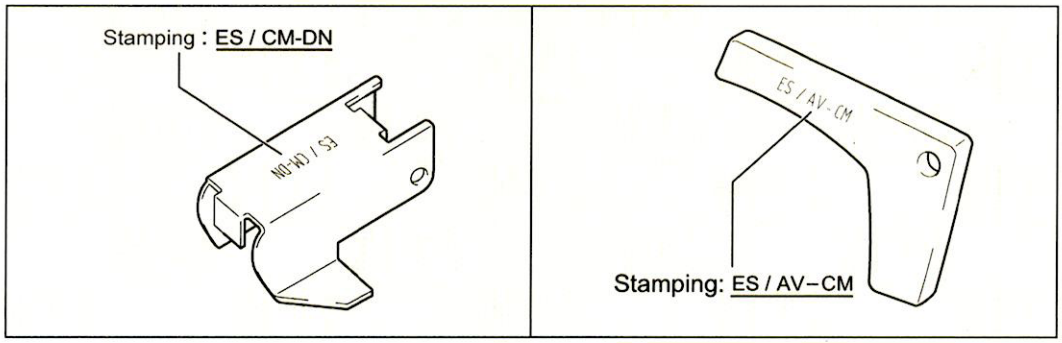
Previous versions of this document should be discarded.

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

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

Subject: Safety Recall – 90L **Phase 4**
2008 Through Certain 2010 Model Year Highlander ***Hybrid*** Vehicles
Potential Floor Mat Interference with Accelerator Pedal (March, 2010)

Toyota is now launching Phase 4 of Safety Recall 90L on 2008 through certain 2010 Highlander Hybrid vehicles for potential floor mat interference with the accelerator pedal. All Highlander Hybrid vehicles are equipped with a Denso pedal. The same templates and gauges provided to dealers for the Camry (Phase 1) will be utilized.



Note:

- This condition is separate from the Defect Information Report (DIR) filed on 1/21/2010 in reference to the possibility that certain CTS accelerator pedal mechanisms may, in rare instances, mechanically stick in a partially depressed position or return slowly to the idle position.

Background

The defect is 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 has determined that this defect does not exist in vehicles in which the driver's side floor mat is compatible with the vehicle and properly secured.***

90L – Potential Floor Mat Interference with Accelerator Pedal (Remedy Launch Date)

Safety Recall No.	Phase	Model	Dealer	Owner Letter Start
90L	1	2007 – 2010 Camry/Camry HV (Denso)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (CTS)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon	02/23/2010	03/01/2010
	4	2008 - 2010 Highlander HV	03/23/2010	03/30/2010
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander (Non-Hybrid), 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza, 2007 – 2010 Camry (Sport Pedal)	TBD	TBD

A0A – Accelerator Pedal Reinforcement Bar Installation (Note: Highlander HV is NOT Covered by A0A).

Safety Recall No.	Model	Dealer	Owner Letter Start
A0A	2005 – 2010 Avalon, 2007 – 2010 Camry, 2009 – 2010 Corolla, 2010 Highlander, 2009 – 2010 Matrix, 2009 – 2010 RAV4, 2008 – 2010 Sequoia, 2007 – 2010 Tundra	02/02/2010	02/05/2010

Safety Recall Remedy for Highlander Hybrid Vehicles

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify the rigid plastic accelerator pedal (Floor Surface Modification is not necessary).
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFMs for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.

The Highlander Hybrid contains a fuel supply cut feature for Hybrid motor protection that will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.

The following vital information is provided to inform you and your staff of the owner notification phase of the Safety Recall and your degree of involvement.

1. **Owner Notification Letter Mailing Date**

   The owner notification will commence in late March, 2010, approximately one week after your dealership has been notified.

   This Safety Recall will be launched in phases.

   - Information on additional phases related to Corolla, Highlander (Non-Hybrid), Matrix, Prius, Tacoma, Tundra and Venza will be provided prior to the launch of these phases.

   If your dealership is contacted by an owner of a Highlander Hybrid vehicle who has not yet received a notification, dealers are reminded that owners do not need the owner letter to have this important Safety Recall remedy performed. Please ***verify eligibility by confirming through Dealer Daily/TIS prior to performing the remedy***. Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

2. **Vehicles in Dealer Stock**

   - As required by Federal law, dealers are not to deliver any new vehicles in their inventory which are involved in a safety recall unless the defect has been remedied. However, because this defect does not exist in vehicles in which the driver's side floor mat is compatible with the vehicle and properly secured, you may sell new vehicles that have not received the full remedy if you assure the driver's position floor mat is semi-permanently secured or place the front driver's and passenger's floor mats in the trunk on any vehicles in stock prior to sale or lease. Vehicle safety recall completion can be verified through TIS.
   - *In order to assure established customers receive priority for the safety recall, we request that this Safety Recall remedy be performed on in-stock Highlander Hybrid vehicles just prior to vehicle delivery where possible.*

3. Dealer Summary Reports

For your reference, the following summary reports will be included with the Service and Parts Manager package:

- ***The number of involved vehicles in your dealership's primary marketing area for this phase***
- ***A VIN list containing vehicles in dealer stock***

4. Number and Identification of Involved Vehicles

There are approximately 40,000 Highlander Hybrid (2008 through certain 2010 model year) vehicles covered by this Safety Recall.

Model	WMI	Year	VIN Range	
			VDS	Range
Highlander Hybrid	JTE	2008	EW41A	2000108 - 2025890
			EW44A	2000110 - 2025892
		2009	EW41A	2025893 - 2037770
			EW44A	2025894 - 2037778
		2010	BW3EH	2037781 - 2043676
			JW3EH	2037352 - 2043677

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If your dealership is contacted by an owner of a Highlander Hybrid who has not yet received a notification, please ***verify eligibility by confirming through Dealer Daily/TIS prior to performing the remedy***.
- Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

5. Parts Ordering

To support customers that have Genuine Toyota Highlander Hybrid All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the mat set below.

The necessary parts can be ordered through your dealership's facing PDC. Please refer to the table below and the Technical Instructions (located on TIS) for part number information.

To ensure that each Toyota Dealer has an adequate supply of service parts to complete customer vehicle repairs based on initial 90L mailing quantities and support repairs on new, pre-owned and TRAC vehicles in dealer inventory, NAPO and CAD have placed Manual Allocation codes on the following part numbers. Maximum quantity percentages will be increased as additional mailers are released. NAPO will release dealer orders as shown in the matrix below until further notice:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dlr MaxOrder Qty
*PT908-48H0W-02	2PC AWFM BLK Highlander HV	Black	1

The Dealer Maximum Order Quantity for this newly designed AWFM is consistent with our historical sales. Manual Allocation Codes are on this part number and dealer orders will be reviewed and released based on availability and dealer order history.

Any questions, request or concerns regarding the parameters established above should be directed to your regional representative.

*AWFM's replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, they should be cut prior to return.
- Floor mats that are not returned will result in the claim being debited.
- If a customer has disposed of their older design Toyota genuine AWFM, he/she may receive the replacement AWFMs for the driver and front passenger seating positions upon proof-of-purchase of the original set. Please return a copy of the proof-of-purchase stapled to the repair order in an envelope in lieu of the actual AWFM for warranty parts recovery.

(Parts Ordering Instructions Continued. . .)

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the monthly Return Program.

It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

Part No.	Part Name	Qty/Unit
58297-50020	Retainer, Floor Clamp	Depending Upon Need

6. Tools and Equipment and Materials

The same template and gauge used for the Camry Denso Pedal modification will be utilized for Phase 4 (Highlander Hybrid pedal modification) of this campaign.

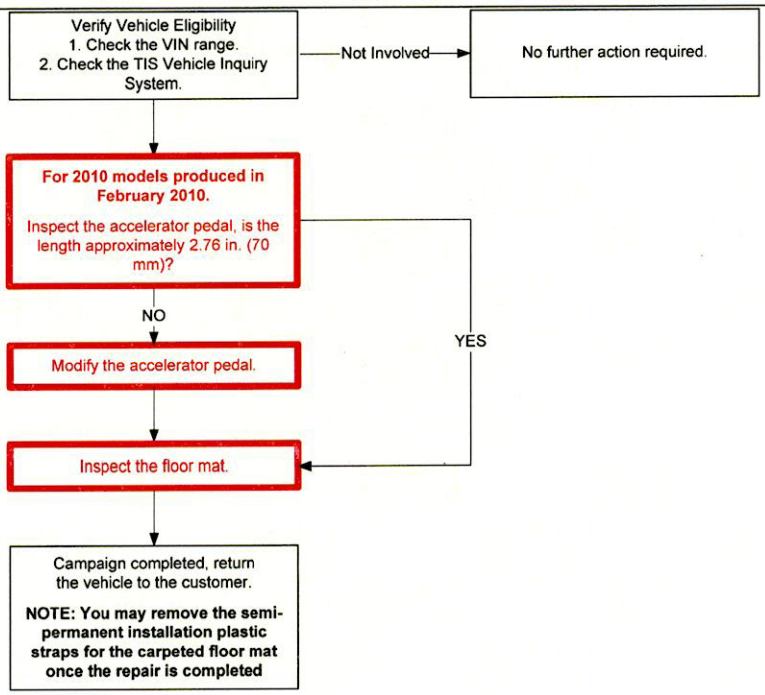
The additional required tools and equipment are listed in the technical instructions found on TIS.

7. Repair Procedures

Refer to TIS for the appropriate Technical Instructions. ***Please verify all applicable Safety Recalls and campaigns have been performed prior to returning the vehicle to the customer.***

8. Warranty Processor Instructions

Please note the following for this Safety Recall:



The operation codes to be used for this Safety Recall are:

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L Highlander Hybrid	9915M1	1. Accelerator Pedal Modification 2. *Replacement of the All Weather Floor Mat* 3. Inspect the front carpet and floor mat and clean them as appropriate.	*0.8* hr/vehicle
	9915M2	1. Accelerator Pedal Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	*0.8* hr/vehicle

- The above flat rate time includes 0.1 hour for administrative cost per unit.
- Additional materials used for the remedy on each vehicle (replacement saw blades (amortized over several repairs), replacement sanding disks (amortized over several repairs), etc.) can be claimed as a sublet type "ZZ" at a rate of $1.00 per vehicle.
- AWFM's replaced under this Safety Recall will be placed on Warranty Parts Recovery.
- The above flat rate time includes the necessary time to repair the floor carpet grommets on an as needed basis. Please refer to TSB 0397-09. If necessary, please provide replacement floor mat clips to the customer.

9. Customer Handling

Please consider this Safety Recall a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or Safety Recall remedy. Please ensure that all customer contact personnel are aware of this Safety Recall and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated. In addition, please:

- Encourage owners of '08 through certain '10 Highlander Hybrid vehicles who have not yet received the Safety Recall remedy letter to take out any removable driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle.
- If a customer chooses not to remove the floor mat currently installed in his/her vehicle, they must 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. Mats should also not be flipped over with the bottom-side up. Information on proper floor mat installation can be found in the January 2010 Sales Hot Sheet and on http://www.toyota.com/floormats.
- Assist any customer who asks to verify correct floor mat application and secure installation.
- Advise owners of affected Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza vehicles that Toyota is currently developing a Safety Recall remedy. Customers should retain the all weather and/or carpeted driver's floor mat until the Safety Recall remedy is available.
- It is important that your dealership perform all applicable Safety Recalls, SSC and LSC remedies in a single service visit and correctly submit the associated warranty claims.
- Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371).
- If an owner has previously paid for their vehicle's accelerator pedal to be modified to address this specific condition, they are requested to mail a copy of the repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience Center, WC10
19001 South Western Avenue, Torrance, CA 90509

- Although Toyota is making every effort to replace the Toyota Genuine All Weather Floor Mats (AWFMs) with newly designed ones in the vehicles covered by the 90L Safety Recall, some customers may decide to retain their original Toyota AWFMs. In these cases, we request that the following verbiage be written in the Repair Order and signed by the customer:

To Be Signed by Customers Who Decline to Have an All Weather Floor Mat Replaced Under Safety Recall 90L

The owner of a [MODEL YEAR, MAKE, MODEL], VIN _____, which is covered by Safety Recall 90L, has declined to have the All-Weather Floor Mat (AWFM) in his or her vehicle replaced as a part of the Safety Recall remedy. The customer has been advised that the new AWFM will reduce the risk of accelerator pedal entrapment. The customer understands and accepts this and agrees to not hold [DEALER], Toyota Motor Sales, or any other Toyota company responsible in the event that the current AWFM interferes with the accelerator pedal.

The customer also understands and accepts that it will be his or her responsibility to advise and inform any other potential driver or future owner of this vehicle that the AWFM has not been replaced as part of this recall.

Customer's Name (Printed): _____

Customer's Signature: _____

Date: _____

(Customer Handling Instructions Continued. . .)

What if a customer does not want Safety Recall 90L performed?
Although Toyota is making every effort to quickly remedy all vehicles covered by Safety Recall 90L, in rare cases customers may decline the remedy. In these cases, we request you work with the customer following these steps:

1. Determine why the customer has declined the Safety Recall 90L remedy. Utilize the Safety Recall 90L Q&A and ASM Job Aid to educate the customer on the remedy as necessary.
2. Remind the customer (as stated in the Owner's Letter) that if they are not satisfied with the modification of the accelerator pedal after it is completed, a replacement accelerator pedal will be offered.
3. ***Immediately*** contact your Field Technical Specialist (FTS) for further instructions.

Service Department:
Since some customers may have misconceptions in relation to this Safety Recall. Two key elements of customer satisfaction and retention are to ensure you have time during the reception and write-up process to accurately address all of the customer's questions and concerns. Next, and most important, is a quality service delivery.
Make sure your delivery process includes:

- Assemble the paperwork and store it in a location that is easy to access
- The customer keys are organized and stored in a secure location
- Staffing allows you to have extra time to review the details of the remedy
- Review the work completed (Pedal modification)
- Review any approved customer pay maintenance or repair work performed outside the scope of the recall
- Review the "Customer Health Check" that was performed on their vehicle
- Review any multipoint inspection that was performed with the customer's approval
- Present and explain the "Toyota Owner Card" to the customer
- Review proper floor mat installation utilizing the January 2010 Sales Hot Sheet
- Ask the customer if they have any questions or concerns. If necessary, direct them to the Toyota Customer Experience Center or http://www.toyota.com/floormats
- Offer to set the next appointment for scheduled maintenance for customer
- Request the customer's vehicle to be staged for delivery
- Provide the keys to the customer and thank them for their business



To ensure owners retain the newly designed language regarding steps to be taken in the event they experience accelerator interference, please encourage the customer to place their owner letter in the vehicle's owner's manual. If the customer no longer has their letter, please print the attached sample copy and provide it to them.

Note: For dealerships that retain a copy of the customer's owner letter with the repair order, please make a photocopy and return the original to the owner.

Sales Department:

- Please refer to the Toyota Hot Sheet when answering questions and communicating floor mat installation and maintenance. Customers with other questions should be directed to a knowledgeable person in the service department.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.

2008 through Certain 2010 Model Year Highlander Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign

Please make an appointment with your local Toyota Dealer to have this important remedy completed.

[VIN]
Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect which relates to motor vehicle safety exists in 2008 through certain 2010 model year Highlander Hybrid vehicles.

What is the Condition?

- The defect is 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 has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.

SAMPLE

What will Toyota do?

- To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal on your vehicle, any Toyota dealer will remedy your vehicle at **NO CHARGE** to you. The remedy will entail modifying the accelerator pedal.
- If your vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it will be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFMs for the driver and the front seat passenger will be replaced with newly designed ones at **NO CHARGE** to you.
- Before the vehicle is returned to you, Toyota will inspect the driver's carpet and will clean it if necessary at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

Please contact your authorized Toyota dealer to make appointment to have these important remedies performed on your vehicle as soon as possible.

The remedy will take approximately 1 hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Until these important remedies are completed, we request that you take out ***any removable*** driver's floor mat, place it in the trunk, and NOT replace it with any other floor mat until the campaign remedy has been implemented on your vehicle. ***If you have an optional genuine Toyota All Weather Floor Mat, please bring it to the dealership at the time of your remedy.***

In the event you choose not to take out your removable floor mat, Toyota strongly recommends that you ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Please visit http://www.toyota.com/floormats for additional information.

What should you do if you experience accelerator pedal interference?

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 you 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 by firmly and steadily pushing the Engine Start/Stop button for at least three seconds. Do NOT tap the Engine Start/Stop button. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

Please place this letter in your Owner's Manual for future reference.

SAMPLE

What if you have other questions?

Please visit http://www.toyota.com/floormats for further information. Your local Toyota dealer will be more than happy to answer any of your questions as well. If you require further assistance, you may contact the ***Toyota Customer Experience Center at 1-888-270-9371*** Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time. Your satisfaction is extremely important to us. In the event you are not satisfied with the modification of your accelerator pedal after it is completed, a replacement accelerator pedal will be offered. Customers who have had the remedy completed will have the opportunity to receive a new pedal at no charge if desired.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, D.C. 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to http://www.safercar.gov.

What if you have previously paid for your vehicle's accelerator pedal or floor surface to be modified to address the same condition described above?

If you have previously paid for your vehicle's accelerator pedal to be modified to address the same condition described above, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the vehicle lessee within ten days of your receipt of this letter.

We have sent this notice in the interest of your continued satisfaction with our products.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

TOYOTA

Safety Recall 90L – Phase 4
2008 through Certain 2010 Model Year Toyota Highlander HV Vehicles
Potential Floor Mat Interference with Accelerator Pedal Q&A
March, 2010

Toyota is now launching Phase 4 of Safety Recall 90L on 2008 through certain 2010 Highlander Hybrid vehicles for potential floor mat interference with the accelerator pedal. The same templates and gauges provided to dealers for the Camry (Phase 1) will be utilized.

Q1: What is the condition?

A1: The defect is 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 has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.***

Q2: What is Toyota going to do for vehicles affected by Safety Recall 90L?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify the rigid plastic accelerator pedal.
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFMs for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.

The Highlander Hybrid is already equipped with a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the newly designed brake override system.

While this Safety Recall is performed, dealerships will also verify if the vehicle is eligible for other Safety Recalls and Service Campaigns. Dealerships will make every effort to assure all applicable remedies are performed on the vehicle during the service appointment.

Q3: Does the Highlander Hybrid have the Brake Override System (BOS)?

A3: The Highlander Hybrid is already equipped with a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the newly designed brake override system.

Q4: What should owners do until they have the recall remedy performed?

A4: Toyota has determined that the pedal entrapment can only occur in vehicles where the driver's side floor mat is not compatible with the vehicle and/or not properly secured.

To help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any ***removable*** driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle. After the campaign remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

Q5: What if a customer chooses not to remove the floor mat currently installed in his/her vehicle, but would like to verify the installation and applicability?

A5: To help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any ***removable*** driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle. If the customer chooses not to take out the floor mat, please direct the customer to his/her local Toyota dealership's Parts or Service Department to verify whether the Toyota floor mat is designed specifically for the vehicle and to ensure that it is correctly installed. The floor mat should be removed before driving to the dealership. The dealership will ensure that the vehicle is equipped with the proper floor mat and that it is properly installed. After the campaign remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

Q5a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A5a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFMs for the driver and front passenger seating positions upon proof-of-purchase of the original set.

Q6: What if a floor mat is an aftermarket rubberized floor mat?

A6: Driver's floor mat interference is possible if the floor mat is incompatible or incorrectly installed. Therefore, consumers need to make sure the floor mats are compatible for his/her 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.

Q6a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A6a: The newly designed Toyota genuine All Weather Floor Mats (AWFM) will become available for purchase again in a few months. Please check with your Toyota dealership regularly for specific availability dates.

Q7: What if a driver experiences accelerator pedal interference. What should they do?

A7: 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 by firmly and steadily pushing the Engine Start/Stop button for at least three seconds. Do NOT tap the Engine Start/Stop button. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

Q8: Are there any other Toyota or Lexus vehicles involved and what is Toyota's timing for announcing the remedy on the affected vehicles?

A8: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following chart illustrates the affected vehicles and the Remedy Launch Date (Additional details will be provided as they become available).

Safety Recall No.	Phase	Model	Launch Day	Owner Letter Start
90L	1	2007 – 2010 Camry/Camry HV (Denso)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (CTS)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon (CTS)	02/23/2010	03/01/2010
	4	2008 - 2010 Highlander HV	03/23/2010	03/30/2010
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander, 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza	TBD	TBD
9LG	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	TBD	2006 – 2010 Lexus IS	TBD	TBD

Q8a: Of the vehicles listed in the Consumer Advisory issued by NHTSA, which vehicles are also affected by Safety Recall A0A – Accelerator Pedal Reinforcement Bar?

A8a: The following vehicles are affected by Safety Recall A0A:

Safety Recall No.	Model	Launch Day	Owner Letter Start
A0A	2005 – 2010 Avalon, 2007 – 2010 Camry, 2009 – 2010 Corolla, 2010 Highlander (Non-Hybrid), 2009 – 2010 Matrix, 2009 – 2010 RAV4, 2008 – 2010 Sequoia, 2007 – 2010 Tundra	02/02/2010	02/05/2010

Q8b Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A8b: We are currently in the process of developing the remedies for the remaining vehicles. We will notify owners as soon as the remedy for their vehicle is available.

Q8c: When will the remedy for the remaining vehicles be completed?

A8c: We are currently in the process of developing the remedies for the remaining models. We anticipate it will take several months to develop all of those remedies.

Q8d: What should customers do if his/her vehicle is involved in this phase of the Safety Recall, but they haven't received his/her owner letter?

A8d: Toyota will begin mailing Safety Recall Notices by first class mail to '08 though certain '10 Highlander Hybrid owners starting in late March, 2010. The owner letters will be spread over several months consistent with parts supply and repair capacity. We ask customers for their patience as we mail the letters.

Until these important remedies are completed, to help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any ***removable*** driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle. After the campaign remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

In the event a customer chooses not to take out the removable floor mat, Toyota strongly recommends that the customer ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Please visit http://www.toyota.com/floormats for additional information.

Q8e: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A8e: If the safety recall remedy has been launched for the specific model and accelerator pedal, customers will not need the owner letter to set up an appointment with his/her Toyota dealership.

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 at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time. They may also consult the information posted at http://www.toyota.com/floormats.

Q9a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal to address this condition?

A9a: Owners that have previously paid for their vehicle's accelerator pedal to be modified to address this specific condition are requested to mail a copy of the repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience Center, WC10
19001 South Western Avenue, Torrance, CA 90509

Q9b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A9b: If an owner of a Toyota vehicle that is not covered by these recalls believes that he/she has experienced unintended acceleration with their vehicle, they are requested to immediately contact an authorized Toyota dealer. The Toyota dealer will evaluate the consumer's complaint.

Q9c: Why aren't other models included in this safety recall?

A9c: Other models are not involved in this safety recall. Toyota does not have reason to believe that the vehicle's accelerator pedal or floor is configured in a way that creates an unreasonable risk of pedal entrapment. Nevertheless, there is a risk of accelerator pedal entrapment in any vehicle if inappropriate or unsecured floor mats are in use. Please check the driver's side floor area and remove any improperly installed floor mat. Never use an all weather floor mat on top of a removable carpeted mat, never install an all weather floor mat upside down, and never use an all weather floor mat that is incompatible with your vehicle.

Note: Please reference the specific Q&A for models requiring the reinforcement bar (included in the separate Safety Recall).

Q10: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A10: The safety recall remedy will take approximately one hour to complete. Therefore a rental vehicle will not be necessary.

Q11: What will the modified accelerator pedal look like?

A11: The accelerator pedal will be modified to slightly decrease the overall foot pad and pedal arm length. Any local Toyota dealer will be more than happy to go over the entire repair with the customer. We ask that they make an appointment as soon as possible.

Q11a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A11a: The change in appearance to the pedal is not noticeable once it is installed in a vehicle. However, in the event a customer is not satisfied, a replacement accelerator pedal will be offered. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q11b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A11b: Customer safety is important to Toyota. We ask that customers have the pedal modified as soon as possible to make the vehicle more resistant to an unsecured or incompatible driver's floor mat interfering with the accelerator pedal. Once a newly designed accelerator pedal is available, if the customer is not satisfied with the appearance of the modified pedal, they may request the pedal to be replaced.

Q11c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A11c: There will not be another owner letter sent when the newly designed accelerator pedal is available. If customers are not satisfied with the appearance of the modified accelerator pedal, we ask that they check with his/her dealership in a few months and to see if the newly designed pedal is available.

Q12: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A12: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.