



December 21, 2009

To: Lexus Area Managers
From: Jerry Marcotti, Service and Parts Field Operations Manager
Subject: Safety Campaign (Special Service Campaign) - 9LG
Certain 2007 - 2010 Model Year ES 350 Vehicles
Potential Floor Mat Interference with Accelerator Pedal

In early October, Lexus announced it would 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. *Lexus 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.*

Lexus has developed a campaign remedy for ES 350 vehicles. The remedy for affected IS vehicles is still being developed. Please continue to use the previously communicated instructions and guidelines for floor mat installation in ES vehicles and IS vehicles until customers are notified with regard to the campaign remedy for their vehicles. Please familiarize your associates so they may assist customers in addressing any questions they may have.

The following vital information is provided to inform you and your staff of the dealer and owner notification phase of the campaign and your area's degree of involvement. Additional information may be found in the attached dealer letter which contains the Lexus Q&A and customer notification letter.

Campaign Remedy

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal on the affected vehicles, both the accelerator pedal and the floor surface in the driver's foot-well will be modified.

If the vehicle is equipped with a set of optional genuine Lexus All Weather Floor Mats (AWFM), an inspection will be made to determine if the AWFM set is of an older design. If it is, the driver and the front seat passenger floor mat will be replaced with a newly designed product.

Independent of the vehicle-based recall remedy, a newly designed override system will be installed onto the vehicle to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. It is critical that your dealerships fully explain this override system feature to customers so that they understand this extra measure of safety and its operation.

Dealer and Owner Notification Mailing Date

Dealer packages will be sent via Next Day UPS delivery to the attention of the service manager on December 21, 2009.

In late December, 2009, Lexus will begin sending the owner notification. Owner mailings will be sent in phases. A sample of the owner letter is attached for your reference.

Owner Lists

No owner lists will be provided for this campaign at this time.

Dealer Operations in Support of this Safety Campaign

We recommend each dealership continue to designate two associates with complementary schedules to become intimately familiar with all aspects of the remedy and Q&A, as well as other enclosed materials. These two associates should coordinate all operations related to this activity.

Identification of Involved Vehicles

Model	WMI	Year	VIN Range	
			VDS	Range
ES 350	JTH	2007	BJ46G	2000052 - 2154865
		2008	BJ46G	2124795 - 2274244
		2009	BJ46G	2272246 - 2342372
		2010	BK1EG	2321902 - TBD

Note: Not all vehicles in the VIN range may be affected. Dealers should always consult Dealer Daily or TIS to confirm VIN eligibility and to assure that the SSC is applicable. This will verify the vehicle is involved and has not already been completed by another dealer. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

Lexus will advise you and your dealers of the full 2010 model year VIN range in late January.

Implementation at Dealerships

This dealer SSC package contains the repair instructions, warranty claim procedures, and parts information. All associates who have a part in this campaign should be familiar with its contents.

Parts Availability and Ordering

Lexus will place orders for these parts for each dealer as required. **It is critical that your dealers do not schedule any appointments unless they have parts on-hand to make the repairs.**

Part/Example	Part Number	Quantity per Vehicle
Upper Tibia Pad	58571-33010	1
Rubber Pad	78118-41010	1
Retainer, Floor Clamp	58297-50020	2
ES 350 AWFM Black (2 pc)	PT908-3310W-02	1
ES 350 AWFM Gray (2 pc)	PT908-3310W-11	1
ES 350 AWFM Brown (2 pc)	PT908-3310W-14	1

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Special Service Campaign (SSC), Limited Service Campaign (LSC) and Customer Satisfaction Program (CSP) parts do not earn obsolescence credits and are not returnable under the Monthly Return Program. Please order parts based only on confirmed appointments and immediate customer needs. Please reference Service and Parts Operations Communication 2009-01 for additional details.

In the event the grommet area requires repair, a new repair part is available:

Part Description	Part Number	Quantity per Vehicle
Retainer, Floor Clamp	58297-50020	Depending upon need.

Tools, Equipment and Materials

In a separate shipment scheduled to arrive on December 22, your dealers were sent a campaign tool kit. This kit included the required accelerator template and gauge, an orbital sander and a reciprocating saw. The additionally required tools, equipment and materials are listed on page three of the technical instructions enclosed with this letter.

Warranty Claim Submission

Dealers are required to submit SSC claims using the information described below:

SSC	Opcode	Description	Labor Hours
9LG	9911M1	1. Accelerator Pedal and Floor Surface Modification 2. ECU Reprogramming <i>3. Remove the sound deadening material</i> <i>4. Replacement of the AWF</i>	1.8
	9911M2	1. Accelerator Pedal and Floor Surface Modification 2. ECU Reprogramming <i>3. Remove the sound deadening material</i>	1.8
	9911M3	1. Accelerator Pedal and Floor Surface Modification 2. ECU Reprogramming <i>3. Replacement of the AWF</i>	1.7
	9911M4	1. Accelerator Pedal and Floor Surface Modification 2. ECU Reprogramming	1.7

- Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership. Lexus warranty will only accept one claim per vehicle under the terms of the SSC. Please ensure that your dealership checks Dealer Daily or TIS to see if the vehicle has been repaired under this SSC prior to servicing a vehicle.
- Additional materials used for repairing each vehicle (i.e., industrial tape, double-stick tape, 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.
- The collected floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to Lexus. Floor mats that are not returned will result in the claim being debited.
- The above flat rate time includes the necessary time to repair the floor carpet grommets on an as needed basis.

Dealers may submit a separate claim for those vehicles whose owners requested dealer assistance with inspection and repositioning of the driver's floor mat with the zip ties. The following operation code applies to these instances.

SSC	Opcode	Description	Labor Hours
9LG	9915K1	Inspect and reposition driver's floor mat with zip ties	0.1

Warranty operation codes and VIN flagging will be available via your DMS system and TIS on January 18, 2009.

Customer Handling

Please consider this campaign as a great opportunity to focus on assuring customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealers and the Lexus brand.

In the meantime, customers who receive the owner letter may contact your dealers with questions regarding the letter, and/or campaign remedy. Please make sure that your dealers welcome them and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated. In addition, dealers should continue to do the following please:

- Encourage owners of ES and IS vehicles who have not yet received the campaign remedy letter 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. Mats should also not be flipped over with the bottom-side up.
- Information on proper floor mat installation can be found on <http://www.lexus.com/floormats>.
- Advise owners of affected IS vehicles that Lexus is currently working on a campaign remedy. ***Customers should retain the all weather and/or carpeted driver's floor mat until the campaign remedy is available.***
- Assist any customer who asks to verify correct floor mat application and secure installation.
- Owners with additional questions or concerns are asked to please contact the Lexus Customer Assistance Center (1-800-255-3987).

Some of the ES 350 vehicles subject to SSC 9LG (Potential Floor Mat Interference with Accelerator Pedal) are also subject to LSC 9LH (VVT-i Oil Hose Replacement). Lexus will only accept sublet charges for customer care amenities (car wash, fuel fill, rental, pick up and delivery) on the dealer claim for the SSC 9LG repair. It is important that your dealership perform all applicable SSC/LSC repairs in a single service visit and correctly submit the associated warranty claims.

If a customer has previously paid for their vehicle's accelerator pedal or floor surface to be modified to address the same condition described above, please instruct them to mail a copy of their repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Toyota Motor Sales, U.S.A., Inc
Lexus Customer Assistance, L201
19001 South Western Avenue
Torrance, CA 90509

Corrective Actions for Vehicles in Dealer Stock

Dealers should perform this campaign modification to new and pre-owned vehicles immediately prior to owner delivery. LCCS vehicles should receive the campaign only as parts become available, in the meantime, please take out any removable, driver's side floor mat or ensure the correct application is semi-permanently installed. Please ensure that a warranty claim is

filed for these vehicles as the work is performed so that they may be correctly identified as completed.

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 Special Service Campaign.

Thank you for your understanding and cooperation.

Lexus, A Division of Toyota Motor Sales, USA, Inc.

Attachments

CC: Assistant Area General Managers
Customer Satisfaction Managers
Customer Services Field Managers
Customer Services Operations Managers
District Service and Parts Managers
District Technical Managers
Field Product Engineers



December 21, 2009

Subject: Safety Campaign (Special Service Campaign) - 9LG
Certain 2007 - 2010 Model Year ES 350 Vehicles
Potential Floor Mat Interference with Accelerator Pedal

Dear Dealer Principal:

In early October, Lexus announced it would 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. *Lexus 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.*

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

Campaign Remedy

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal on the affected vehicles, both the accelerator pedal and the floor surface in the driver's foot-well will be modified.

If the vehicle is equipped with a set of optional genuine Lexus All Weather Floor Mats (AWFM), an inspection will be made to determine if the AWFM set is of an older design. If it is, the driver and the front seat passenger floor mat will be replaced with a newly designed product.

Independent of the vehicle-based recall remedy, a newly designed override system will be installed onto the vehicle to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. It is critical that your dealership fully explains this override system feature to customers so that they understand this extra measure of safety and its operation.

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In the meantime, customers who receive the owner letter may contact your dealership with questions regarding the letter, and/or campaign remedy. 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 ES and IS vehicles who have not yet received the campaign remedy letter 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. Mats should also not be flipped over with the bottom-side up.
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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 Special Service Campaign.

Thank you for your understanding and cooperation.

Lexus, A Division of Toyota Motor Sales, USA, Inc.

Attachments

CC: Customer Satisfaction Manager
General Manager
Parts Manager

Pre-owned Manager
Sales Manager
Service Manager



Special Service Campaign (SSC) - 9LG (Safety Recall) Q&A
Certain 2007 - 2010 Model Year Lexus ES Vehicles
Potential Floor Mat Interference with Accelerator Pedal
December, 2009

Q1: What is the condition?

A1: As communicated earlier this past fall, 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. *Lexus 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 Lexus going to do?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, any Lexus dealer will remedy the involved vehicle. The remedy will entail modification to both the accelerator pedal and the floor surface in the driver's foot-well.

If the vehicle is equipped with a set of optional genuine Lexus 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 a newly designed one.

As an additional measure independent of the vehicle-based recall remedy, Lexus will install a newly designed override system onto the vehicle to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.

Q2a: Will customers receive a loaner vehicle during the vehicle remedy process?

A2a: Lexus will make every effort to minimize customer inconvenience during the customer's appointment. This includes providing a loaner vehicle.

Q2b: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A2b: 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, we will re-notify them once a newly designed accelerator pedal is available.

Q2c: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A2c: Customer safety is important to Lexus. We ask that customers have the accelerator 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.

Q2d: When will the newly designed accelerator pedal become available?

A2d: The newly designed accelerator pedal will become available in a few months.

Q2e: Why will it take so long for the newly designed accelerator pedal to become available?

A2e: Lexus is making every effort to provide the newly designed accelerator pedal as soon as possible. We request your patience and understanding as we make these arrangements.

Q2f: When will newly designed accelerator pedals become incorporated in vehicle production?

A2f: ES 350 vehicle production will begin utilizing the newly designed accelerator pedal in late January, 2009.

Q2g: Why will it take so long for customers to begin receiving newly designed accelerator pedals?

A2g: Lexus is making every effort to provide the newly designed accelerator pedal to customers as soon as possible. We apologize for the delay and request your patience and understanding as we make arrangements to produce additional parts.

Q2h: Will Lexus send another owner letter when the newly designed accelerator pedal becomes available?

A2h: If you are not satisfied with the appearance of the modified accelerator pedal, Lexus or your local Lexus dealer will contact you when the newly designed pedal becomes available.

Q3: Can you provide me with additional information regarding the override system?

A3: As an additional measure independent of the vehicle-based recall remedy, Lexus will install a newly designed override system onto the vehicle to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.

Q4: Are there any warning that this condition exists?

A4: Lexus has determined that the pedal entrapment can only occur in vehicles where the driver 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 campaign remedy has been completed on the vehicle. After the campaign remedy has been completed only floor mats designed specifically for the vehicle and are properly secured should be installed on the driver's floor.

Q5: What if a customer would like to verify the installation and applicability of the floor mats currently installed in their vehicle?

A5: Please direct the customer to their local Lexus dealership's Parts or Service Department to verify whether the Lexus floor mat is designed specifically for their vehicle and correctly installed. The floor mat should be removed before driving to the dealership.

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

A6: Driver's floor mat interference is possible if the mat is incompatible or incorrectly installed. 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.

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, Lexus 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 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 Lexus or Toyota vehicle involved?

A8: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are also involved:

Lexus

2006 - 2010 IS

Toyota

2005 - 2010 Avalon

2007 - 2010 Camry

2004 - 2009 Prius

2005 - 2010 Tacoma

2007 - 2010 Tundra

Q8a: Will the other Lexus and Toyota vehicles listed in the Consumer Advisory receive the same campaign remedy?

A8a: We are currently in the process of developing a remedy for the remaining vehicles. We will notify owners as soon as it is available.

Q8b: When will the remedy for the remaining vehicles be completed?

A8b: Lexus is currently in the process of developing the remedy and it is very difficult to determine a specific time. However, we anticipate it will take several months.

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

A9: Owners with questions or concerns, are asked to please contact the Lexus Customer Assistance Center (1800-255-3987), or consult the information posted at <http://www.lexus.com/floormats>.

**Certain 2007 through 2010 Model Year ES 350
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign**

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

[VIN]

Dear Lexus Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect which relates to motor vehicle safety exists in certain 2007 through certain 2010 model year ES 350 vehicles.

What is the Condition?

- As we notified you earlier this past fall, 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. Lexus 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.

What will Lexus 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 Lexus dealer will remedy your vehicle at **NO CHARGE** to you. The remedy will entail modification to both the accelerator pedal and the floor surface in the driver's foot-well.
- If your vehicle is equipped with a set of optional genuine Lexus 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 AWFM's for the driver and the front seat passenger will be replaced with newly designed ones at **NO CHARGE** to you.

As an additional measure independent of the vehicle-based recall remedy, Lexus will install a newly designed override system onto your vehicle to provide an extra measure of confidence. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. This installation will also be conducted at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

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

The remedy will take approximately two hours. 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 them 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 Lexus 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, Lexus 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.lexus.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, Lexus 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 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.

What if you have other questions?

Please visit <http://www.lexus.com/floormats> for further information. Your local Lexus dealer will be more than happy to answer any of your questions as well. If you require further assistance, you may contact the **Lexus Customer Assistance Center at 1-800-255-3987** Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard 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 beginning around April 2010. 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 Lexus 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 or floor surface 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
Lexus Customer Assistance, L201
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.

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

Thank you for driving a Lexus.

Sincerely,

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