

TOYOTA

UPDATE – 05/05/2010: Update to Highlander Model Year for CTS Pedal
 UPDATE – 05/03/2010: Part Number Update –
Denso: 90L Service Parts Accelerator Pedals (Shorter Pedal)
CTS: 90L & A0A Service Parts Accelerator Pedals (Shorter Pedal with newly designed friction material)

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

Previous versions of these documents should be discarded.

March, 2010

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

Subject: Supplemental Information for Safety Recall 90L
 Potential Floor Mat Interference with Accelerator Pedal

Although we believe that the majority of customers will be satisfied with the modification of the accelerator pedal, a few customers may request pedal replacement. Customer satisfaction is important to Toyota. Therefore, if a customer is not satisfied with the appearance of the accelerator pedal after it has been modified, please assist us by assuring a replacement pedal is provided at **no charge** to these customers.

Pedal Ordering Process:

Key points from the NAPO communication are:

- A replacement pedal should only be offered to a customer after the modification has been performed and the customer has expressed dissatisfaction with the pedal.
- Accelerator pedal replacement is based upon specific customer request only. Dealers are not to solicit pedal replacement.
- Pedal orders will be manually controlled and released based on Dealer UIO * Repair Order percentage method.
- Order allocation will begin at 5% - 8% of Dealer UIO * Repair Order percentage.
- Dealer orders that exceed their allowable order cap will remain in the system until allocation percentage is increased or PDC Customer Support Leader submits a Special Request Form.
- Dealers should place pedal orders the night before they place their regular daily order. This will allow NAPO time to review and release the order before the PDC processes their daily shipment.

The service parts accelerator pedal part numbers are provided below:

Model Year	Model	Part Number	Replacement Part Name
2005 – 2010	Avalon	04009-51208	CTS** Accelerator Pedal
2007 – 2010	Camry		
2010	Highlander		
2007 – 2010	Camry	04009-51233	Denso* Accelerator Pedal
2008 – 2010	Highlander / Highlander HV		
2004 – 2009	Prius	04000-15147	Denso* Accelerator Pedal
2007 – 2010	Tundra	04000-0440C	CTS** Accelerator Pedal

* **Denso:** 90L Service Parts Accelerator Pedals (Shorter Pedal)

****CTS:** 90L & A0A Service Parts Accelerator Pedals (Shorter Pedal with newly designed friction material)

Warranty Processor Instruction:

The operation code to be used for pedal replacement is:

Safety Recall No.	Op. Code	Description	Flat Rate Hour
90L	9916M1	Replace the accelerator pedal based upon customer request following the modification of the pedal.	0.3 hrs/vehicle

NOTE:

- The above flat rate includes 0.1 hour for campaign administrative cost per unit for the dealership.
- Rental Car: Use "RT" sublet type for Op. Code 9916M1. Customer rental car through the Toyota-Rent-A-Car (TRAC) Program is available for a maximum of four days at a maximum rate of \$35 per day. Special accommodations, not outlined above require DSPM authorization.
- To expedite claim approval, dealers must follow these steps when filing claims for op. code 9916M1:
 1. **All claims using op. code 9916M1 requires DSPM authorization.**
 2. Claims using 9916M1 must be filed as a secondary claim following a pedal modification claim.
 3. All accelerator pedal replacement claims will **not** be automatically processed, but will initially be returned to the dealership. When this occurs, please contact the Dealer "800" Warranty Assistance Line (1-800-421-3407) so we may manually process your claim.

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

TOYOTA

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



Rene Fuentes /TMS/Toyota

05/03/2010 03:07 PM

To TCS_Reg_CSOMs, TCS_Reg_CSFMs

cc TCS_Reg_CRMs, TCS NPO Facility Mgrs All, TCS NPO Customer Support Leaders, TCS NPO Asst Ops Mgrs (PDC), Joe Oates/TMS/Toyota@Toyota, Phyllis Daniel/TCS/Toyota@Toyota, Kim Thomas/TCS/Toyota@Toyota, Chris Gutierrez/TCS/Toyota@Toyota, Merit Medina/TMS/Toyota@Toyota, Sylvia Duran/TMS/Toyota@Toyota, Doug Vos/TMS/Toyota@Toyota, Carole Suwa/TCS/Toyota@Toyota, Ken Elliott/TCS/Toyota@Toyota, Pam_Urbe@Toyota.com, George Morino/TMS/Toyota@Toyota, Sal Berardesco/TMS/Toyota@Toyota, Gary E Smith/TMS/Toyota@Toyota, fletcher Davidson/TCS/Toyota@Toyota, Alok Vaish/TCS/Toyota@Toyota, Mike_Schober@Toyota.com, Dave_Camden@Toyota.com, Greg Kitzens/TMS/Toyota@Toyota, Pete_Padilla@Toyota.com, David Artiago/TCS/Toyota@Toyota, Neil Swartz/TMS/Toyota@Toyota, Marc Giammona/Lexus/Toyota@Toyota, Eduardo Santillano/TCS/Toyota@Toyota, Johnnie Garlington/TCS/Toyota@Toyota

Subject Fw: SSC 90H Corolla Intake Valve 04009-13137

Attached is the daily order summary for the Corolla Intake Valve part 04009-13137. As a reminder,

1. Only the dealers in the below listed 19 cold weather states will have their orders released.
2. Orders should be for critical customers only.
3. All dealer orders outside of the following 19 cold weather states will be canceled.
(AK, CO, DE, IA, ID, IL, KS, MD, ME, MI, MN, MT, ND, NE, NH, NV, NY, PA, SD, VA, VT, WI, WV, WY)

As of Thursday, April 29th, we started processing Special Request orders for dealers that have exceeded their 7 piece allocation. Please remember the following:

1. We will require a completed Special Request Form with an accurate VIN #.
2. The facing PDC CSL should complete the Special Request Form attached below and send to: TCS_NAPO_NAPCC_SPECIAL_ACTIVITIES via email.
3. Please do not transmit an order. NAPO Special Activities Team will confirm order, enter order in APS, release the order and send the PDC CSL a confirmation with the dealer order reference number.
4. All dealers that have exceeded their 7 piece allocation will be canceled. The PDC CSL must submit a Special Request Form with accurate VIN information for the dealer to obtain additional quantities.

Please remind your dealers to place their orders for campaign parts on MAC the night before their regular daily order so that they can be manually allocated in time for the next day's picking and shipping.

Please refer any questions you have about the reports or specific dealer allocation issues to your PDC's Customer Support Leader or PDC Manager.



Special Request Form - Corolla Intake - 04009-13137.xls Corolla Intake Daily Order Summary 5-04-10.xls

Regards,
Rene F. Fuentes
Toyota North American Parts Center
Special Activity Administrator
(909) 975-7634 Office

TOYOTA

Update: 3/30/2010: Update to Customer Handling Pages 9 & 10
Update: 3/19/2010: -Updated sublet - Customer Reimbursement for Accessory Accelerator Pedal Cover.
-Additional information on metallic sports pedal covers
Update: 2/05/2010: Update to VIN Range.

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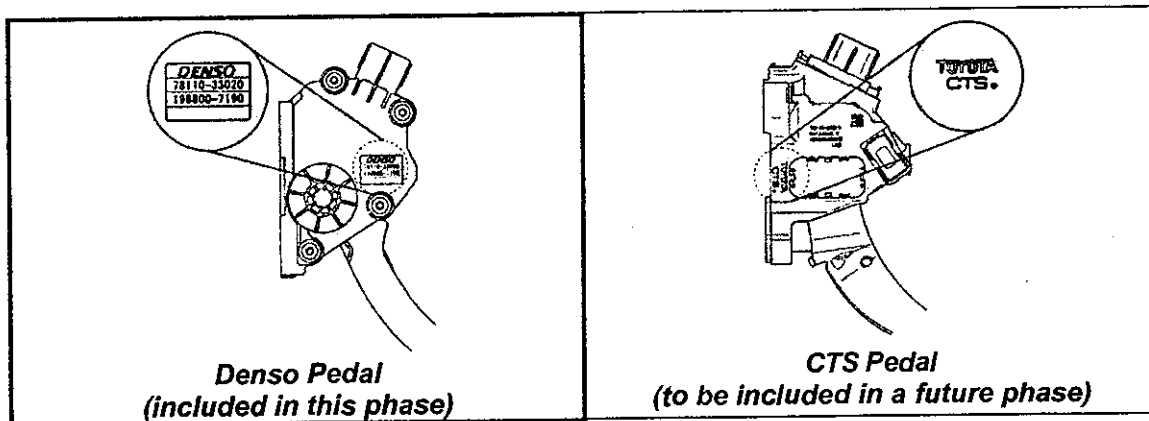
Previous versions of this document should be discarded.

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

Subject: Safety Recall – 90L
Certain 2007 – 2010 Model Year Camry and Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal (January, 2010)
Phase 1 – Vehicles Equipped with Accelerator Pedals manufactured by Denso Corporation

As communicated last 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. **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.**

This notice is to provide you with remedy instructions for affected Camry and Camry Hybrid vehicles equipped with accelerator pedals manufactured by Denso Corporation ("Denso pedals"). A separate notice will be provided for Phase 2 of this recall, which will cover vehicles equipped with accelerator pedals manufactured by CTS Corporation ("CTS pedals").



Note:

- The name of the pedal manufacturer is printed (Denso) or embossed (CTS) on the upper sensor housing on the brake pedal side.
- 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.

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

Campaign Remedy for Vehicles Equipped with Denso Pedals

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 both the rigid plastic accelerator pedal* and the floor surface in the driver's foot-well.
- If the 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 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.

As an additional measure independent of the vehicle-based recall remedy, you should also install a newly designed override system on **non-hybrid** Camry vehicles 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. **The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.**

***Note:**

- *This notice does not apply to Camry vehicles equipped with a **factory installed metallic sports pedal** which are manufactured by Denso. Toyota is currently developing the remedy for those vehicles. We will notify involved vehicle owners as soon as the remedy is available.*
- *If the vehicle is equipped with an **accessory metallic sports pedal cover**, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. The customer may contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.*

1. Owner Notification Letter Mailing Date

The owner notification will commence in early February, approximately one week after your dealership has been notified.

This campaign will be launched in phases.

- The first phase will include certain 2007 through 2010 model year Camry and Camry Hybrid vehicles equipped with Denso accelerator pedals. These owner letters will be mailed over a period of several weeks.
- Additional models, including Camrys equipped with a CTS accelerator pedal will be launched in later phases as the remedy is developed.
- Information on additional phases related to Camry (equipped with a CTS accelerator pedal), Avalon, Corolla, Highlander, 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 Denso pedal equipped Camry 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 repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

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 continue to sell new vehicles (with Denso pedals) 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.

(Vehicles in Dealer Stock Continued. . .)

- In order to assure established customers receive priority for the safety recall, we request that this campaign remedy be performed on in-stock Camry and Camry Hybrid vehicles just prior to vehicle delivery where possible.

3. Dealer Summary Reports

The following SSC 90L Summary Reports will be provided shortly:

- The number of involved vehicles in your dealership's primary marketing area for this phase
- A VIN list containing vehicles in dealer stock
- The suggested initial parts order quantities for this phase

4. Number and Identification of Involved Vehicles

There are approximately 796,000 Camry and Camry Hybrid vehicles (2007 through 2010 model year), equipped with Denso pedals.

MODEL	WMI	MY	VIN RANGE	
			VDS	RANGE
CAMRY	4T1	2007	BE46K	U500024 - U730108
			BK46K	U500028 - U560047
		2008	BE46K	U725848 - U793305
			BK46K	U559317 - U576879
		2009	BE46K	U790316 - U920877
			BK46K	U576373 - U596843
		2010	BF3EK	U500012 - U579848
			BK3EK	U596376 - U609349
	JTN	2007	BE46K	3000053 - 3129796
			BK46K	3000019 - 3031526
		2008	BE46K	3128414 - 3149926
			BK46K	3031540 - 3037065
		2009	BE46K	3149226 - 3194277
			BK46K	3037071 - 3046078
		2010	BF3EK	3000006 - 3005438
			BK3EK	3046058 - 3050417
CAMRY HYBRID	4T1	2007	BB46K	U001025 - U030790
		2008	BB46K	U029356 - U062522
		2009	BB46K	U061175 - U111424
		2010	BB3EK	U109087 - U125678
	JTN	2007	BB46K	3000101 - 3044808
		2008	BB46K	3044111 - 3049003
		2009	BB46K	3048659 - 3053539
		2010	BB3EK	3053459 - 3053755

NOTE:

- Not all vehicles in the VIN range are affected by this SSC.
- If your dealership is contacted by an owner of a Denso pedal equipped Camry who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Please note, the customers with CTS accelerator pedals will be involved in a separate phase.**
- Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

5. Parts Ordering

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 each of 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:

Floor Surface Modification

Part Number	Description	Dlr QUP	Dlr Max Order Qty	Max Qty released
04009-52106	*Tibia, Pad Kit	1	50	Up to 20% of Dlr UIO
78118-41010	Stopper	10	50	Up to 20% of Dlr UIO

*Upper and Lower Tibia Pad

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dlr MaxOrder Qty
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black	4
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers 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 campaign will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, please cut them 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 AWFM's 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.

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.

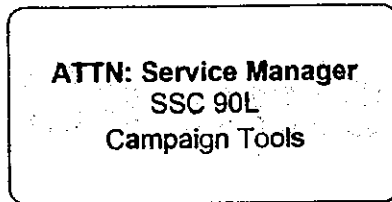
In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

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

6. **Tools and Equipment and Materials**

In a separate shipment scheduled to arrive February 02, 2010, your dealership was sent a campaign tool kit. This kit included the required accelerator template and gauge, an orbital sander and a reciprocating saw.

When received, the campaign tool kit package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



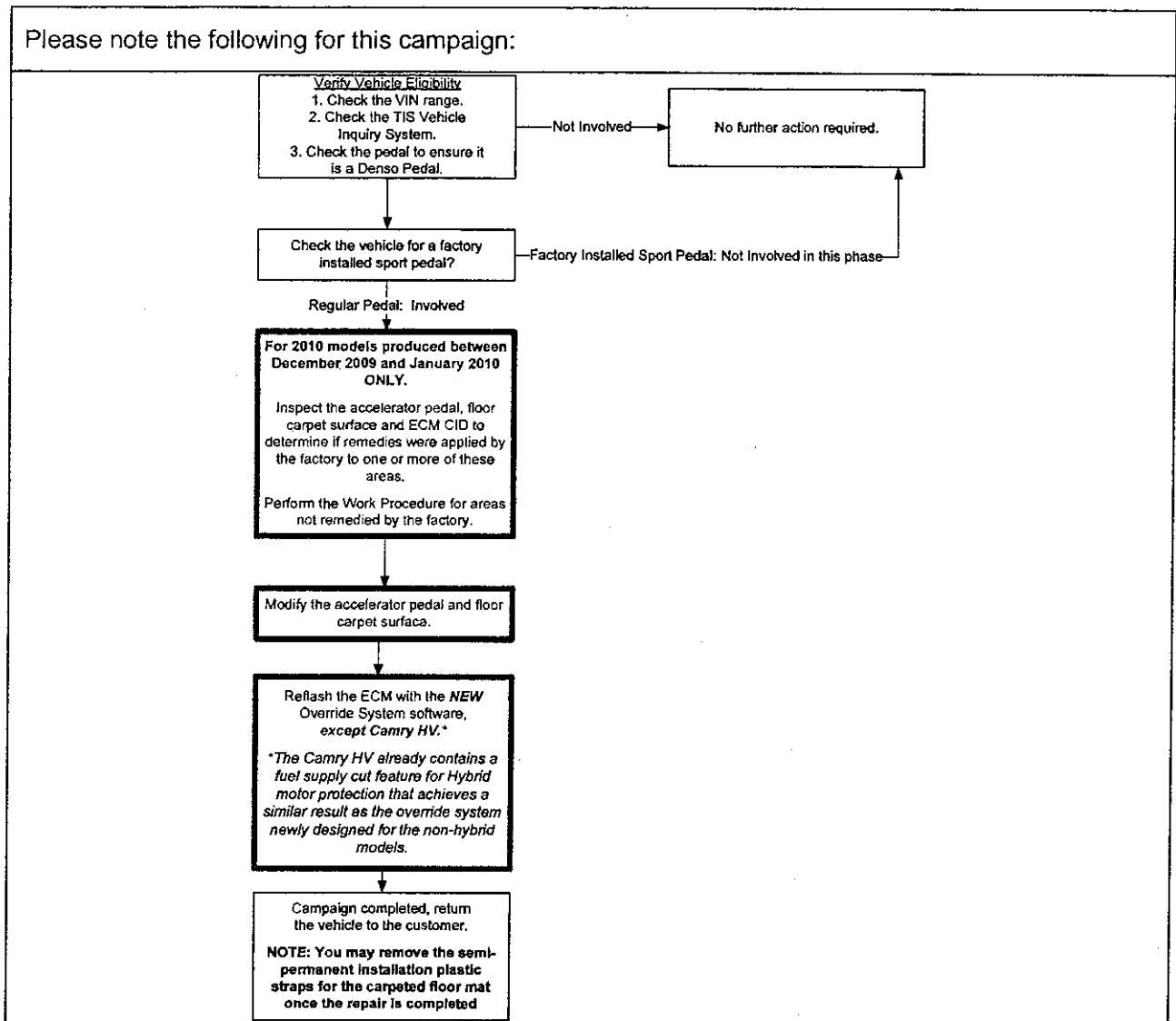
The additionally required tools and equipment are listed in the technical instructions found on TIS.

7. **Repair Procedures**

Refer to TIS for the appropriate Technical Instructions.

NOTE: This campaign supersedes SSC 70F. Claims for SSC 70F will no longer be accepted.

8. **Warranty Processor Instructions**



(Warranty Processor Instructions Continued. . .)

The operation codes to be used for this campaign are:

SSC #	Op. Code	Description	Flat Rate Hour
90L Camry <u>Non-Hybrid</u> Vehicles Equipped with Denso Pedals*	9911M9	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Replacement of the All Weather Floor Mat 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MA	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MB	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911MC	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
90L Camry <u>Hybrid</u> Vehicles Equipped with Denso Pedals	9911MD	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911ME	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911MF	1. Accelerator Pedal and Floor Surface Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle
	9911MG	1. Accelerator Pedal and Floor Surface Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle

- **The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models. Claims filed for ECU Reprogramming on Camry Hybrid vehicles will be debited.**
- The above flat rate time includes 0.1 hour for administrative cost per unit.
- 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.
- AWFM's replaced under this campaign 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 T-SB-0397-09. If necessary, please provide replacement floor mat clips to the customer.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle. **(Sublet type "PC" updated 2/17/2010)**

9. **Customer Handling**

Please consider this campaign 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 campaign remedy. Please ensure that all customer contact personnel are aware of this campaign 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 2007 through 2010 Camry and Camry Hybrid vehicles who have not yet received the campaign 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 Avalon, Camry (equipped with a CTS pedal), Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza vehicles that Toyota is currently developing a campaign remedy. Customers should retain the all weather and/or carpeted driver's floor mat until the campaign remedy is available.
- Some of the Camry vehicles subject to SSC 90L Phase 1 (Potential Floor Mat Interference with Accelerator Pedal) are also subject to LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable SSC/LSC repairs 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 and/or floor surface 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

(Customer Handling Continued. . .)

- 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: _____

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 campaign, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. 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 repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation

[Service Department continued...]

- 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.

10. **Accessory Metallic Sports Pedal Cover**

If a vehicle is equipped with an accessory metallic sports pedal **cover**, the cover will need to be removed to complete the accelerator pedal modification. Once the remedy is complete, due to the nature of the repair, the accessory metallic sports pedal cover **can not** be reinstalled.

If the customer requests that the accessory metallic sports pedal covers be removed from the brake and clutch pedal (were applicable) please utilize the following part numbers when reinstalling the factory **brake** and **clutch** pedal covers.

Part No.	Part Name	Qty/Unit
47121-50020	Camry Brake Pedal Pad Auto Transmission	Depending Upon Need
31321-52010	Camry Brake / Clutch Pedal Pad Manual Transmission	Depending Upon Need

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

**Certain 2007 through 2010 Model Year Camry 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 certain 2007 through certain 2010 model year Camry 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota 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 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, or to ACC. 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.

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 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 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 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
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.

**Certain 2007 through 2010 Model Year Camry 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 certain 2007 through certain 2010 model year Camry Hybrid 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on select Camry models to provide an extra measure of confidence. This system will reduce engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. ***The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.***

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 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 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.

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 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 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 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
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.



Safety Recall 90L - Phase 1

Certain 2007 – 2010 Model Year Toyota Camry and Camry Hybrid Vehicles

Potential Floor Mat Interference with Accelerator Pedal Q&A

February, 2010

Q1: What is the condition?

A1: As communicated last 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. ***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.***

This phase will include Camry and Camry HV vehicles equipped with accelerator pedals which do not require the installation of the "Reinforcement Bar". (Refer to Press Release issued Feb. 1st 2010, and the separate Accelerator Pedal Q&A)

Note: Camry vehicles involved in this Safety Recall and equipped with an accelerator pedal that require the installation of the "Reinforcement Bar" will be included in a separate phase to be launched shortly.

Q2: What is Toyota going to do for vehicles affected by Safety Recall 90L Phase 1?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, any authorized Toyota dealer will modify both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.

If the 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 AWFM's for the driver and the front seat passenger positions will be replaced with newly designed AWFM's.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Camry vehicles 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: Why aren't all Camry vehicles involved in the Safety Recall included in this phase?

A2a: Toyota filed a separate Defect Information Report on January 21, 2010 covering vehicles that require the installation of the reinforcement bar (Safety Recall A0A). Vehicles that also require Safety Recall A0A will be launched in a separate phase shortly.

In addition, certain Camry vehicles are factory equipped with a metallic sports pedal. Toyota is currently developing the remedy for this type of pedal.

Q2b: When will Toyota launch this Safety Recall for the remaining vehicles that also require the reinforcement bar?

A2b: The exact launching timing for the recall has not yet been determined, although Toyota hopes to do so shortly. Additional information will be released as it becomes available.

Q2c: Is there a way to determine if a vehicle is involved in this phase or in a separate phase?

A2c: The identification is printed or embossed on the upper sensor housing on the brake pedal side. Any authorized Toyota dealer can assist customers determine if a specific vehicle is involved in this phase or not.

Q3: Why are vehicles with factory installed metallic accelerator pedals ("sports pedal") not included in this phase?

A3: Toyota is currently developing the remedy for Camry vehicles equipped with a factory installed metallic sports pedal. We will notify involved vehicle owners as soon as the remedy is available.

Q3a: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3a: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Camry 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. The Camry Hybrid, as well as other hybrid vehicles such as the Prius, already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Q4a: Why isn't Toyota installing the override system on Camry Hybrid vehicles as a part of this remedy?

A4a: The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Q4b: Will Toyota be installing the override system on Camry vehicles involved in the separate phase?

A4b: Yes.

Q5: What should owners do until they have the recall remedy performed?

A5: 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.

Q6: 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?

A6: 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

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

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: The newly designed Toyota genuine All Weather Floor Mats (AWFM) will become available for purchase again in March, 2010, for the Camry. Other models will be available in the following months. Please check with your Toyota dealership regularly for specific availability dates.

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: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus

2007 – 2010 ES

2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: 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.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: We are currently in the process of developing the remedies for the remaining models, including Camrys equipped with a factory installed metallic sports pedal. We anticipate it will take several months to develop all of those remedies.

Q9c: 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?

A9c: Toyota will begin mailing Safety Recall Notices by first class mail to certain '07 - '10 Camry owners starting in early February, 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.

Q9d: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9d: 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.

Q10: What if an owner has additional questions or concerns?

A10: 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>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: 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.

Q10c: Why aren't other models included in this safety recall?

A10c: 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).

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q11a: What if a customer has experienced issues with his/her vehicle and is not willing to drive the vehicle until the remedy has been completed?

A11a: 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. **Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and is properly secured.** Until the safety recall remedy is performed on the vehicle, we request that customers take out any removable floor mat.

Q12: What will the modified accelerator pedal look like?

A12: 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.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: 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 beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: 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.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: 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.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA

Update: 3/19/2010: -Updated sublet - Customer Reimbursement for Accessory Accelerator Pedal Cover.
-Additional information on metallic sports pedal covers
Update: 02/05/2010: Update to VIN Range.

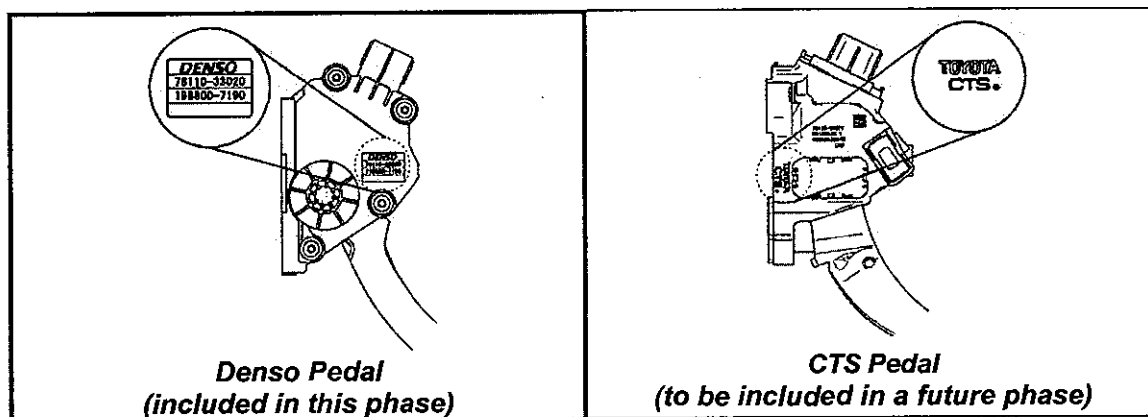
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

Previous versions of this document should be discarded.

To: All Toyota Dealer Principals, Service Managers, Parts Managers
Subject: Safety Recall – 90L
Certain 2007 – 2010 Model Year Camry and Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal (January, 2010)
Phase 1 – Vehicles Equipped with Accelerator Pedals manufactured by Denso Corporation

As communicated last 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. **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.**

This notice is to provide you with remedy instructions for affected Camry and Camry Hybrid vehicles equipped with accelerator pedals manufactured by Denso Corporation ("Denso pedals"). A separate notice will be provided for Phase 2 of this recall, which will cover vehicles equipped with accelerator pedals manufactured by CTS Corporation ("CTS pedals").



Note:

- ***The name of the pedal manufacturer is printed (Denso) or embossed (CTS) on the upper sensor housing on the brake pedal side.***
- ***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.***

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

Campaign Remedy for Vehicles Equipped with Denso Pedals

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 both the rigid plastic accelerator pedal* and the floor surface in the driver's foot-well.
- If the 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 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.

As an additional measure independent of the vehicle-based recall remedy, you should also install a newly designed override system on **non-hybrid** Camry vehicles 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. ***The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.***

***Note:**

- *This notice does not apply to Camry vehicles equipped with a **factory installed metallic sports pedal** which are manufactured by Denso. Toyota is currently developing the remedy for those vehicles. We will notify involved vehicle owners as soon as the remedy is available.*
- *If the vehicle is equipped with an **accessory metallic sports pedal cover**, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. The customer may contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.*

1. Owner Notification Letter Mailing Date

The owner notification will commence in early February, approximately one week after your dealership has been notified.

This campaign will be launched in phases.

- The first phase will include certain 2007 through 2010 model year Camry and Camry Hybrid vehicles equipped with Denso accelerator pedals. These owner letters will be mailed over a period of several weeks.
- Additional models, including Camrys equipped with a CTS accelerator pedal will be launched in later phases as the remedy is developed.
- Information on additional phases related to Camry (equipped with a CTS accelerator pedal), Avalon, Corolla, Highlander, 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 Denso pedal equipped Camry who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

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 continue to sell new vehicles (with Denso pedals) 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 campaign remedy be performed on in-stock Camry and Camry Hybrid vehicles just prior to vehicle delivery where possible.*

3. Dealer Summary Reports

The following SSC 90L Summary Reports will be provided shortly:

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

4. Number and Identification of Involved Vehicles

There are approximately 796,000 Camry and Camry Hybrid vehicles (2007 through 2010 model year), equipped with Denso pedals.

MODEL	WMI	MY	VIN RANGE	
			VDS	RANGE
CAMRY	4T1	2007	BE46K	U500024 - U730108
			BK46K	U500028 - U560047
		2008	BE46K	U725848 - U793305
			BK46K	U559317 - U576879
		2009	BE46K	U790316 - U920877
			BK46K	U576373 - U596843
	JTN	2010	BF3EK	U500012 - U579848
			BK3EK	U596376 - U609349
		2007	BE46K	3000053 - 3129796
			BK46K	3000019 - 3031526
		2008	BE46K	3128414 - 3149926
			BK46K	3031540 - 3037065
		2009	BE46K	3149226 - 3194277
			BK46K	3037071 - 3046078
		2010	BF3EK	3000006 - 3005438
			BK3EK	3046058 - 3050417
CAMRY HYBRID	4T1	2007	BB46K	U001025 - U030790
		2008	BB46K	U029356 - U062522
		2009	BB46K	U061175 - U111424
		2010	BB3EK	U109087 - U125678
	JTN	2007	BB46K	3000101 - 3044808
		2008	BB46K	3044111 - 3049003
		2009	BB46K	3048659 - 3053539
		2010	BB3EK	3053459 - 3053755

NOTE:

- Not all vehicles in the VIN range are affected by this SSC.
- If your dealership is contacted by an owner of a Denso pedal equipped Camry who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Please note, the customers with CTS accelerator pedals will be involved in a separate phase.**
- Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

5. Parts Ordering

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 each of 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:

Floor Surface Modification

Part Number	Description	Dir QUP	Dir Max Order Qty	Max Qty released
04009-52106	*Tibia, Pad Kit	1	50	Up to 20% of Dir UIO
78118-41010	Stopper	10	50	Up to 20% of Dir UIO

*Upper and Lower Tibia Pad

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dir MaxOrder Qty
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black	4
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers 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 campaign will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, please cut them 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 AWFM's 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.

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.

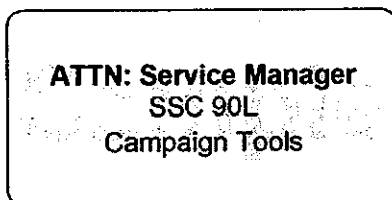
In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

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

6. Tools and Equipment and Materials

In a separate shipment scheduled to arrive February 02, 2010, your dealership was sent a campaign tool kit. This kit included the required accelerator template and gauge, an orbital sander and a reciprocating saw.

When received, the campaign tool kit package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



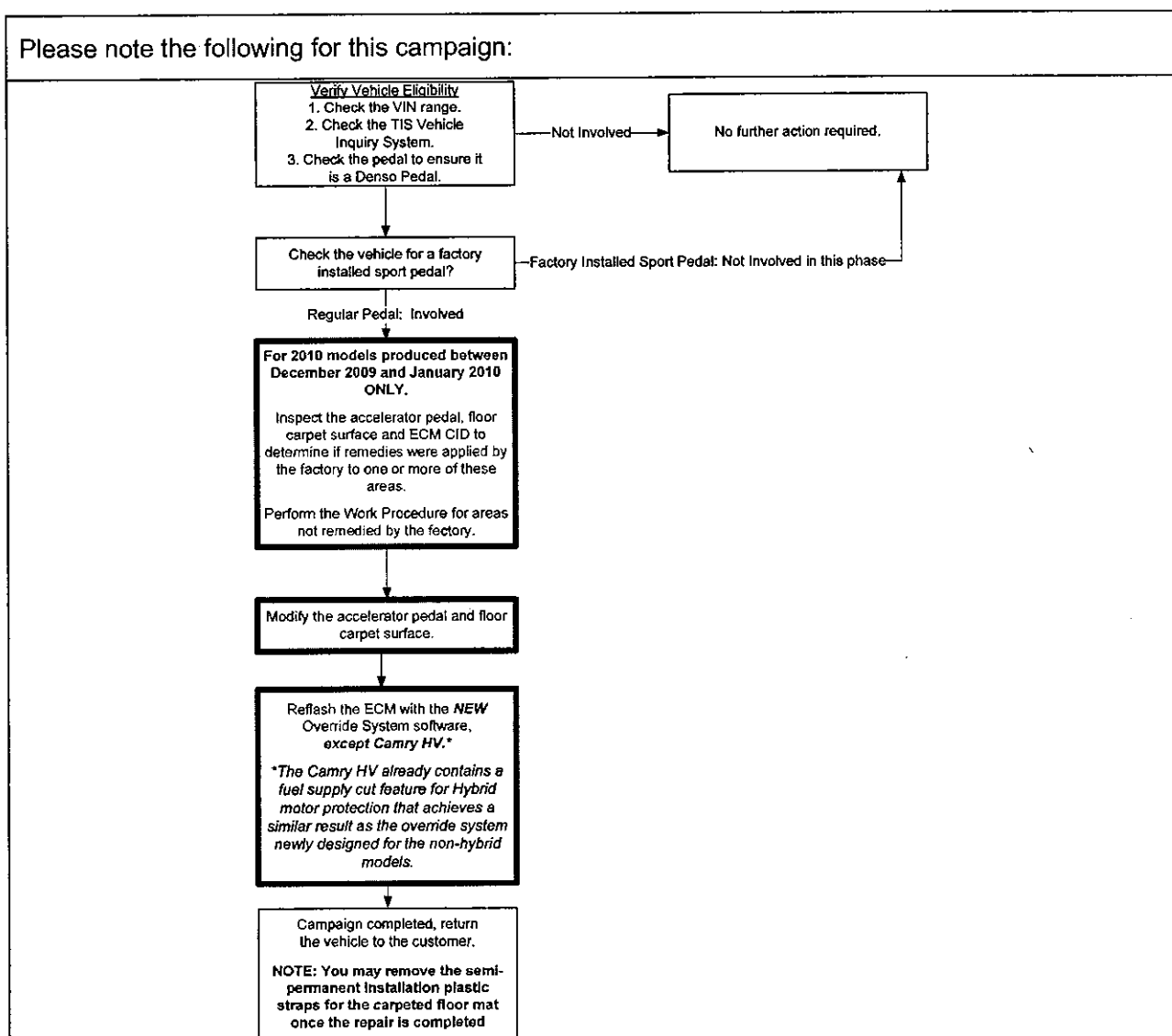
The additionally required tools and equipment are listed in the technical instructions found on TIS.

7. Repair Procedures

Refer to TIS for the appropriate Technical Instructions.

NOTE: This campaign supersedes SSC 70F. Claims for SSC 70F will no longer be accepted.

8. Warranty Processor Instructions



(Warranty Processor Instructions Continued. . .)

The operation codes to be used for this campaign are:

SSC #	Op. Code	Description	Flat Rate Hour
90L Camry <u>Non-Hybrid</u> Vehicles Equipped with Denso Pedals*	9911M9	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Replacement of the All Weather Floor Mat 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MA	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MB	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911MC	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
90L Camry <u>Hybrid</u> Vehicles Equipped with Denso Pedals	9911MD	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911ME	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911MF	1. Accelerator Pedal and Floor Surface Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle
	9911MG	1. Accelerator Pedal and Floor Surface Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle

- **The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models. Claims filed for ECU Reprogramming on Camry Hybrid vehicles will be debited.**
- The above flat rate time includes 0.1 hour for administrative cost per unit.
- 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.
- AWFM's replaced under this campaign 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 T-SB-0397-09. If necessary, please provide replacement floor mat clips to the customer.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle. **(Sublet type "PC" updated 3/19/2010)**

9. Customer Handling

Please consider this campaign 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 campaign remedy. Please ensure that all customer contact personnel are aware of this campaign 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 2007 through 2010 Camry and Camry Hybrid vehicles who have not yet received the campaign 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 Avalon, Camry (equipped with a CTS pedal), Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza vehicles that Toyota is currently developing a campaign remedy. Customers should retain the all weather and/or carpeted driver's floor mat until the campaign remedy is available.
- Some of the Camry vehicles subject to SSC 90L Phase 1 (Potential Floor Mat Interference with Accelerator Pedal) are also subject to LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable SSC/LSC repairs 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 and/or floor surface 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

Service Department:

Since some customers may have misconceptions in relation to this campaign, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. 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 repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation

[Service Department continued...]

- 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

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.

10. Accessory Metallic Sports Pedal Cover

If a vehicle is equipped with an accessory metallic sports pedal **cover**, the cover will need to be removed to complete the accelerator pedal modification. Once the remedy is complete, due to the nature of the repair, the accessory metallic sports pedal cover **can not** be reinstalled.

If the customer requests that the accessory metallic sports pedal covers be removed from the brake and clutch pedal (were applicable) please utilize the following part numbers when reinstalling the factory **brake** and **clutch** pedal covers.

Part No.	Part Name	Qty/Unit
47121-50020	Camry Brake Pedal Pad Auto Transmission	Depending Upon Need
31321-52010	Camry Brake / Clutch Pedal Pad Manual Transmission	Depending Upon Need

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

**Certain 2007 through 2010 Model Year Camry 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 certain 2007 through certain 2010 model year Camry 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota 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 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, or to ACC. 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.

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 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 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 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
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.

**Certain 2007 through 2010 Model Year Camry 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 certain 2007 through certain 2010 model year Camry Hybrid 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on select Camry models to provide an extra measure of confidence. This system will reduce engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions. ***The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.***

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 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 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.

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 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 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 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
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.



Safety Recall 90L - Phase 1

Certain 2007 – 2010 Model Year Toyota Camry and Camry Hybrid Vehicles

Potential Floor Mat Interference with Accelerator Pedal Q&A

February, 2010

Q1: What is the condition?

A1: As communicated last 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. ***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.***

This phase will include Camry and Camry HV vehicles equipped with accelerator pedals which do not require the installation of the "Reinforcement Bar". (Refer to Press Release issued Feb. 1st 2010, and the separate Accelerator Pedal Q&A)

Note: Camry vehicles involved in this Safety Recall and equipped with an accelerator pedal that require the installation of the "Reinforcement Bar" will be included in a separate phase to be launched shortly.

Q2: What is Toyota going to do for vehicles affected by Safety Recall 90L Phase 1?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, any authorized Toyota dealer will modify both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.

If the 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 AWFM's for the driver and the front seat passenger positions will be replaced with newly designed AWFM's.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Camry vehicles 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: Why aren't all Camry vehicles involved in the Safety Recall included in this phase?

A2a: Toyota filed a separate Defect Information Report on January 21, 2010 covering vehicles that require the installation of the reinforcement bar (Safety Recall A0A). Vehicles that also require Safety Recall A0A will be launched in a separate phase shortly.

In addition, certain Camry vehicles are factory equipped with a metallic sports pedal. Toyota is currently developing the remedy for this type of pedal.

Q2b: When will Toyota launch this Safety Recall for the remaining vehicles that also require the reinforcement bar?

A2b: The exact launching timing for the recall has not yet been determined, although Toyota hopes to do so shortly. Additional information will be released as it becomes available.

Q2c: Is there a way to determine if a vehicle is involved in this phase or in a separate phase?

A2c: The identification is printed or embossed on the upper sensor housing on the brake pedal side. Any authorized Toyota dealer can assist customers determine if a specific vehicle is involved in this phase or not.

Q3: Why are vehicles with factory installed metallic accelerator pedals ("sports pedal") not included in this phase?

A3: Toyota is currently developing the remedy for Camry vehicles equipped with a factory installed metallic sports pedal. We will notify involved vehicle owners as soon as the remedy is available.

Q3a: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3a: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Camry 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. The Camry Hybrid, as well as other hybrid vehicles such as the Prius, already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Q4a: Why isn't Toyota installing the override system on Camry Hybrid vehicles as a part of this remedy?

A4a: The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Q4b: Will Toyota be installing the override system on Camry vehicles involved in the separate phase?

A4b: Yes.

Q5: What should owners do until they have the recall remedy performed?

A5: 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.

Q6: 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?

A6: 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

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

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: The newly designed Toyota genuine All Weather Floor Mats (AWFM) will become available for purchase again in March, 2010, for the Camry. Other models will be available in the following months. Please check with your Toyota dealership regularly for specific availability dates.

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: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus

2007 – 2010 ES

2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: 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.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: We are currently in the process of developing the remedies for the remaining models, including Camrys equipped with a factory installed metallic sports pedal. We anticipate it will take several months to develop all of those remedies.

Q9c: 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?

A9c: Toyota will begin mailing Safety Recall Notices by first class mail to certain '07 - '10 Camry owners starting in early February, 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.

Q9d: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9d: 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.

Q10: What if an owner has additional questions or concerns?

A10: 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>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: 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.

Q10c: Why aren't other models included in this safety recall?

A10c: 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).

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q11a: What if a customer has experienced issues with his/her vehicle and is not willing to drive the vehicle until the remedy has been completed?

A11a: 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. **Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and is properly secured.** Until the safety recall remedy is performed on the vehicle, we request that customers take out any removable floor mat.

Q12: What will the modified accelerator pedal look like?

A12: 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.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: 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 beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: 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.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: 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.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA

Update 3/30/2010: Update to Customer Handling Pages 9 & 10

Update 3/19/2010: -Added to the VIN Range: 22 Camry Hybrid Vehicles and 15 Camry Vehicles (2009 Model Year)
-Updated sublet - Customer Reimbursement for Accessory Accelerator Pedal Cover
-Additional Information on metallic sports pedal covers.

Update 02/05/2010: Update to VIN Range.

Previous versions of this document should be discarded.

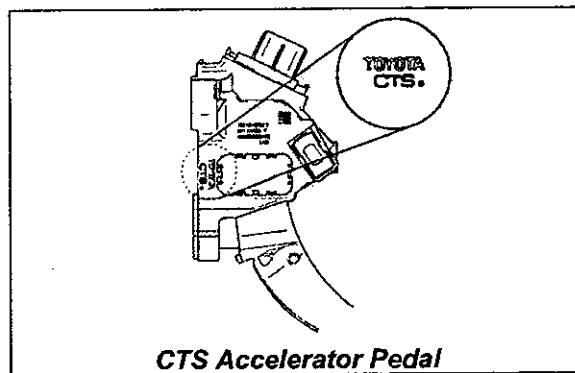
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

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

Subject: Safety Recall – 90L
Certain 2007 – 2010 Model Year Camry & 22, 2009 Model Year Camry Hybrid Vehicles
Potential Floor Mat Interference with Accelerator Pedal
Phase 2 – Vehicles Equipped with Accelerator Pedals manufactured by CTS Corporation

As communicated last 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. **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.**

This notice is to provide you with remedy instructions for affected Camry and Camry Hybrid vehicles equipped with accelerator pedals manufactured by CTS Corporation ("CTS accelerator pedals").



Note:

- ***The name of the pedal manufacturer is embossed (CTS) on the upper sensor housing on the brake pedal side.***
- ***The majority of 2007 – 2010 model year Camry vehicles equipped with CTS accelerator pedals are also involved in Safety Recall A0A (Accelerator Pedal Reinforcement Bar Installation). Please verify TIS for vehicle applicability of both campaigns.***

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

Campaign Remedy for Vehicles Equipped with CTS Accelerator Pedals

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 both the rigid plastic accelerator pedal* and the floor surface in the driver's foot-well.
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), they 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 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.

As an additional measure independent of the vehicle-based recall remedy, a newly designed override system on Camry* vehicles will be installed 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. ***The Camry Hybrid already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.***

***Note:**

- *If the vehicle is equipped with an accessory metallic sports pedal cover, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. The customer may contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.*
- *Most Camry Hybrid vehicles are equipped with Denso accelerator pedals (Denso pedals). Please refer to instructions in phase 1 for Denso pedals.*

1. Owner Notification Letter Mailing Date

The owner notification will commence in early February, approximately one week after your dealership has been notified.

This campaign will be launched in several phases by model and/or pedal manufacturer.

- Phase 1, launched on February 2, 2010, included certain 2007 through 2010 model year Camry and Camry Hybrid vehicles equipped with Denso accelerator pedals.
- Phase 2 includes certain 2007 through 2010 model year Camry vehicles and 22, 2009 model year Camry Hybrid vehicles equipped with a CTS accelerator pedal. These owner letters will be mailed over a period of several weeks.
- Information on additional phases related to Camrys equipped with factory installed metallic sport pedals, as well as Avalon, Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza will be provided prior to the launch of these phases.

If you are contacted by an owner 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 repairs.*** Dealers should perform the repair 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 continue to 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 campaign remedy be performed on in-stock Camry vehicles just prior to vehicle delivery where possible.*

3. Dealer Summary Reports

For your reference, the following summary reports are included for the Service and Parts Manager:

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

4. Number and Identification of Involved Vehicles

There are approximately 786,000 Camry (2007 through 2010 model year) and 22 Camry Hybrid (2009 model year) vehicles, equipped with CTS accelerator pedals.

MODEL	WMI	MY	VDS	VIN Range
				Range
CAMRY	4T1	2007	BE46K	U001001 -U195222
			BK46K	U504376 -U729526
		2008	BE46K	U001003 -U054581
			BE46K	U171709 -U263248
			BK46K	U730123 -U791444
			BE46K	U040415 -U073251
		2009	BE46K	U260017 - U919800
			BK46K	U073252 -U098189
	4T4	2010	BF3EK	U001002 -U112408
			BK3EK	U091136 -U116162
		2007	BE46K	R001003 -R011624
		2008	BE46K	R001816 -R047779
		2009	BE46K	R027105 -R139848
		2010	BF3EK	R001023 -R085180
CAMRY HV*	4T1	2009	BB46K	U107306 - U107555

NOTE:

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

*22 specific Camry Hybrid vehicles are equipped with a CTS Accelerator Pedal. The remaining Camry Hybrid vehicles are equipped with an accelerator pedal that is of a different design and produced by a different supplier. Therefore, only the specific 22 Camry Hybrid vehicles require completion of 90L Phase 2. Updated to reflect the revisions made to the DIR on 2/19/10.

5. Parts Ordering

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 each of 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:

Floor Surface Modification

Part Number	Description	Dlr QUP	Dlr Max Order Qty	Max Qty released
04009-52106	*Tibia, Pad Kit	1	50	Up to 20% of Dlr UIO
78118-41010	Stopper	10	50	Up to 20% of Dlr UIO

*Upper and Lower Tibia Pad

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dlr MaxOrder Qty
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black	4
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers 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 campaign will be placed on Warranty Parts Recovery.

- To assure the AWFM's are rendered unusable, please cut them 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 AWFM's 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.

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.

(Parts Ordering Continued. . .)

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

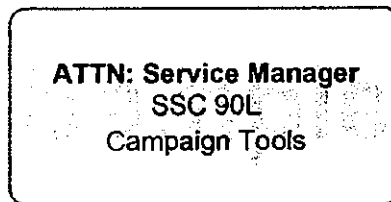
Refer to the Warranty Processor section for customer reimbursement of metallic sports pedal cover. Customers may also call the Customer Experience Center (1-800-331-4331) for additional details on reimbursement consideration.

6. Tools and Equipment and Materials

In early February, 2010, each dealership was provided with a campaign tool kit. This kit included the required accelerator gauge, an orbital sander, a reciprocating saw, and a **Denso** accelerator template.

In a separate shipment scheduled to arrive February 05, 2010, your dealership was sent a CTS accelerator pedal template.

When received, the CTS accelerator template package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



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

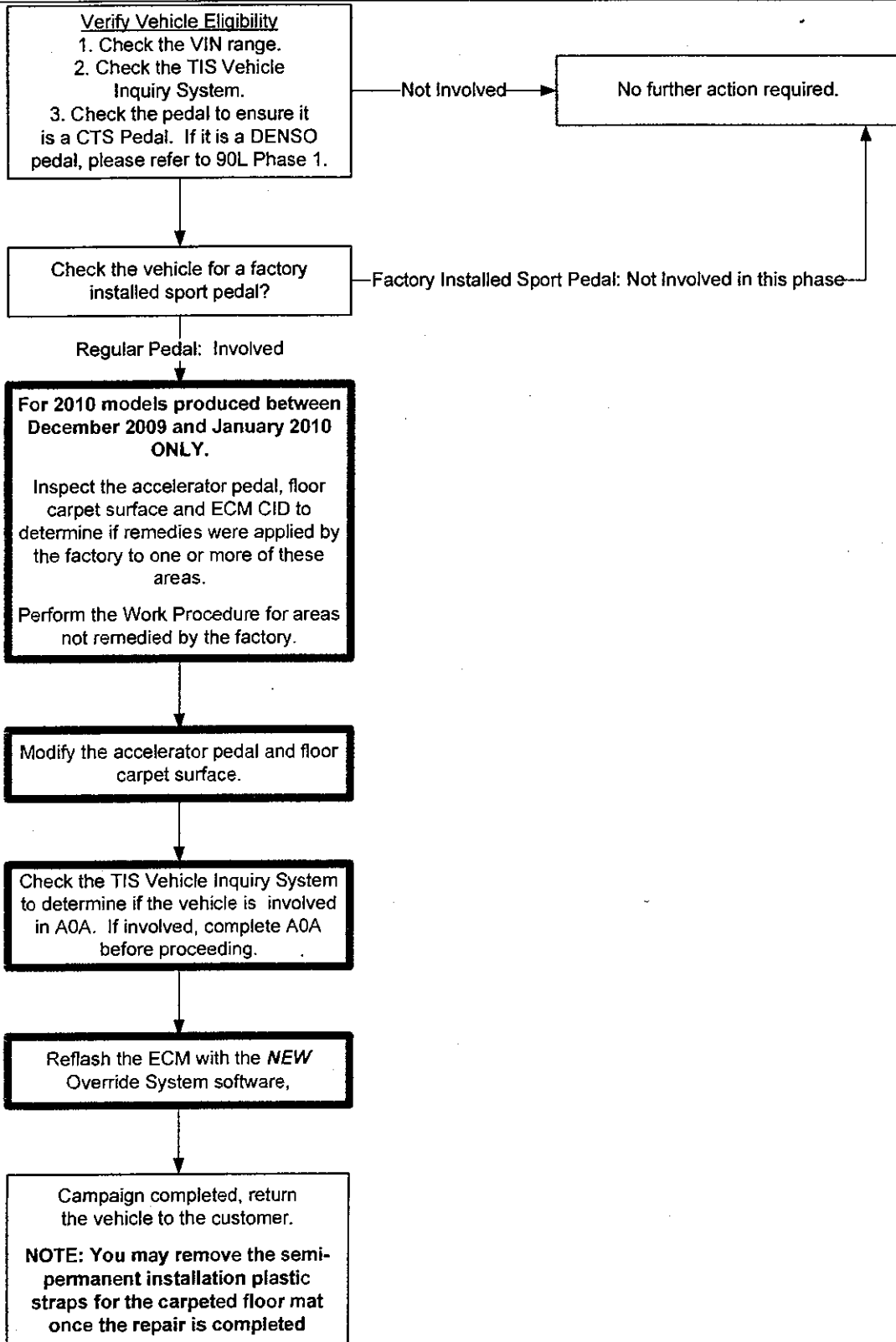
7. Repair Procedures

Refer to TIS for the appropriate Technical Instructions.

NOTE: This campaign supersedes SSC 70F. Claims for SSC 70F will no longer be accepted.

8. **Warranty Processor Instructions**

Please note the following for this campaign:



(Warranty Processor Instructions Continued. . .)

The operation codes to be used for this campaign are:

SSC #	Op. Code	Description	Flat Rate Hour
90L Camry <u>Non-Hybrid</u> Vehicles Equipped with CTS Accelerator Pedals*	9911M9	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Replacement of the All Weather Floor Mat 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MA	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Remove the sound deadening material 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.1 hr/vehicle
	9911MB	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911MC	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
90L Camry <u>Hybrid</u> Vehicles Equipped with CTS Accelerator Pedals	9911MD	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911ME	1. Accelerator Pedal and Floor Surface Modification 2. Remove the sound deadening material 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.6 hr/vehicle
	9911MF	1. Accelerator Pedal and Floor Surface Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle
	9911MG	1. Accelerator Pedal and Floor Surface Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	1.5 hr/vehicle

- **For Op Codes relating to vehicles with DENSO pedals please refer to SSC 90L Phase 1.**
- **The majority of 2007 – 2010 model year Camry vehicles equipped with CTS accelerator pedals are also involved in Safety Recall A0A (Accelerator Pedal Reinforcement Bar Installation). Please verify TIS for vehicle applicability of both campaigns. Please refer to Safety Recall A0A for operation codes and flat rate times.**
- The above flat rate time includes 0.1 hour for administrative cost per unit.
- 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.
- AWFM's replaced under this campaign 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.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle. **(Sublet type "PC" updated 3/19/2010)**

9. Customer Handling

Please consider this campaign 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 campaign remedy. Please ensure that all customer contact personnel are aware of this campaign 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 2007 through 2010 Camry and Camry Hybrid vehicles who have not yet received the campaign 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 Avalon, Corolla, Highlander, Matrix, Prius, Tacoma, Tundra and Venza vehicles that Toyota is currently developing a campaign remedy. Customers should retain the all weather and/or carpeted driver's floor mat until the campaign remedy is available.
- Some of the Camry vehicles subject to SSC 90L Phase 2 (Potential Floor Mat Interference with Accelerator Pedal) are also subject to SSC A0A (Accelerator Pedal Reinforcement Bar) and/or LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable SSC/LSC repairs 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 and/or floor surface 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

(Customer Handling Continued. . .)

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: _____

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 campaign, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. 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 repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation
- Review any approved customer pay maintenance or repair work performed outside the scope of the recall

(Service Department continued...)

- 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.

10. Accessory Metallic Sports Pedal Cover

If a vehicle is equipped with an accessory metallic sports pedal **cover**, the cover will need to be removed to complete the accelerator pedal modification. Once the remedy is complete, due to the nature of the repair, the accessory metallic sports pedal cover **can not** be reinstalled.

If the customer requests that the accessory metallic sports pedal covers be removed from the brake and clutch pedal (were applicable) please utilize the following part numbers when reinstalling the factory **brake** and **clutch** pedal covers.

Part No.	Part Name	Qty/Unit
47121-50020	Camry Brake Pedal Pad Auto Transmission	Depending Upon Need
31321-52010	Camry Brake / Clutch Pedal Pad Manual Transmission	Depending Upon Need

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

**Certain 2007 through 2010 Model Year Camry 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 certain 2007 through certain 2010 model year Camry 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota 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 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, or to ACC. 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.

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, 8:00 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 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 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
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.



Safety Recall 90L - Phase 2

Certain 2007 – 2010 Model Year Toyota Camry & 22, 2009 Model Year Camry Hybrid Vehicles

Potential Floor Mat Interference with Accelerator Pedal Q&A

February, 2010

Q1: What is the condition?

A1: As communicated last 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. ***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.***

Note: This phase will include Camry vehicles equipped with accelerator pedals which are involved in Safety Recall A0A. Please refer to TIS for vehicle eligibility and additional information.

Q2: What is Toyota going to do for vehicles affected by Safety Recall 90L Phase 2?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, any authorized Toyota dealer will modify both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.

If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), they 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 positions will be replaced with newly designed AWFM's.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Camry vehicles 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.

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

Q2a: Why aren't all Camry vehicles involved in phase 1 and phase 2 of this Safety Recall?

A2a: Camry vehicles equipped with a factory metallic sports pedal will be launched in a separate phase. Toyota is currently developing the remedy for this type of pedal.

Q2b: When will Toyota launch this Safety Recall for the remaining vehicles that also require the reinforcement bar?

A2b: The exact launching timing for the recall has not yet been determined, although Toyota hopes to do so shortly. Additional information will be released as it becomes available.

Q3: Why are vehicles with factory installed metallic accelerator pedals ("sports pedal") not included in phase 1 or phase 2 of this campaign?

A3: Toyota is currently developing the remedy for Camry vehicles equipped with a factory installed metallic sports pedal. We will notify involved vehicle owners as soon as the remedy is available.

Q3a: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3a: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Camry 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. The Camry Hybrid*, as well as other hybrid vehicles such as the Prius, already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

Q4a: Why isn't Toyota installing the override system on Camry Hybrid* vehicles as a part of this remedy?

A4a: The Camry Hybrid* already contains a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the override system newly designed for the non-hybrid models.

**Only 22 Camry Hybrid vehicles are involved in Phase 2 of this Safety Recall. The remaining Camry Hybrid vehicles are involved in Phase 1.*

Q5: What should owners do until they have the recall remedy performed?

A5: 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.

Q6: 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?

A6: 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

Q9c: 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?

A9c: Toyota will begin mailing Safety Recall Notices by first class mail to certain '07 - '10 Camry owners starting in early February, 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.

Q9d: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9d: 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.

Q10: What if an owner has additional questions or concerns?

A10: 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>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: 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.

Q10c: Why aren't other models included in this safety recall?

A10c: 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).

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

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: 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.

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: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus

2007 – 2010 ES

2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: 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.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: We are currently in the process of developing the remedies for the remaining models, including Camrys equipped with a factory installed metallic sports pedal. We anticipate it will take several months to develop all of those remedies.

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q12: What will the modified accelerator pedal look like?

A12: 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.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: 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 beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: 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.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: 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.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA

Updated 03/30/2010: Update to Customer Handling Pages 7 & 8
Updated 03/08/2010: Update to 2010 VIN Range.

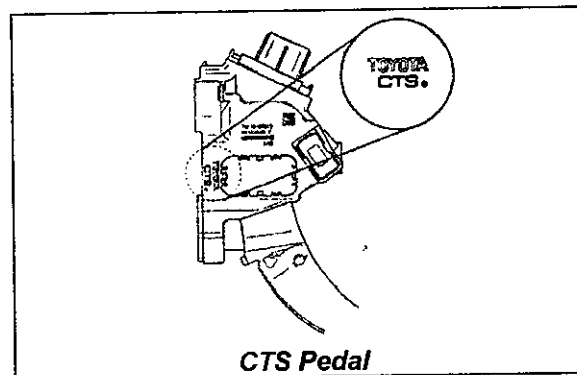
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

Previous versions of this document should be discarded.

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

Subject: Safety Recall – 90L Phase 3
Certain 2005 – 2010 Model Year Avalon Vehicles
Potential Floor Mat Interference with Accelerator Pedal (February, 2010)

Toyota is now launching Phase 3 of Safety Recall 90L on certain 2005 - 2010 Avalon vehicles for potential floor mat interference with the accelerator pedal. All Avalon vehicles are equipped with a CTS pedal. The same templates and gauges provided to dealers for the Camry (Phase 2) will be utilized.



Note:

- The name of the pedal manufacturer is embossed (CTS) on the upper sensor housing on the brake pedal side.
- 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.

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.

Background

As communicated last 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. ***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 (CTS)	02/23/2010	Late February
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander/Highlander HV, 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

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 Vehicles Equipped with CTS Pedals

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 both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
- 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.

As an additional measure independent of the vehicle-based recall remedy, dealerships are requested to install a newly designed override system on **Avalon** vehicles 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.

1. Owner Notification Letter Mailing Date

The owner notification will commence in late February, 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, Matrix, Prius, Tacoma, Tundra and Venza will be provided prior to the launch of these phases.

If a dealer is contacted by an owner of an Avalon 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 repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

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, **if you have remedied the accelerator pedal defect covered by safety recall A0A (or if the vehicle was not covered by that recall)**, 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 Avalon vehicles just prior to vehicle delivery where possible.*

3. Dealer Summary Reports

For your reference, the following summary reports are included for the Service and Parts Manager:

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

4. Number and Identification of Involved Vehicles

There are approximately 330,000 Avalon vehicles (2005 through 2010 model year), equipped with CTS pedals.

Model	WMI	Year	VIN Range	
			VDS	Range
AVALON	4T1	2005	BK36B	U001003 – U062426
		2006		U042154 – U167717
		2007		U149048 – U253880
		2008		U209130 – U324241
		2009		U305357 – U351925
		2010	BK3DB	U351302 – U357519

NOTE:

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

5. Parts Ordering

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 each of 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:

Floor Surface Modification

Part Number	Description	Dlr QUP	Max Qty released
58569-07010	Tibia, Pad Kit	1	Up to 50 % of Dealer UIO
78118-41010	Stopper	10	Up to 50 % of Dealer UIO

To support customers that have Genuine Toyota Avalon All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dlr MaxOrder Qty
*PT908-0710W-02	2PC AWFM BLK AVALON	Black	4
*PT908-0710W-14	2PC AWFM BRN AVALON	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers 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.

(Parts Ordering Instructions Continued. . .)

*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 AWFM's 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.

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

In separate shipments in early February 2010, your dealership was sent a Safety Recall tool kit and CTS pedal template. These shipments included the required accelerator pedal template and gauge, an orbital sander and a reciprocating saw.

When received, the Safety Recall tool kit package would have had fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.

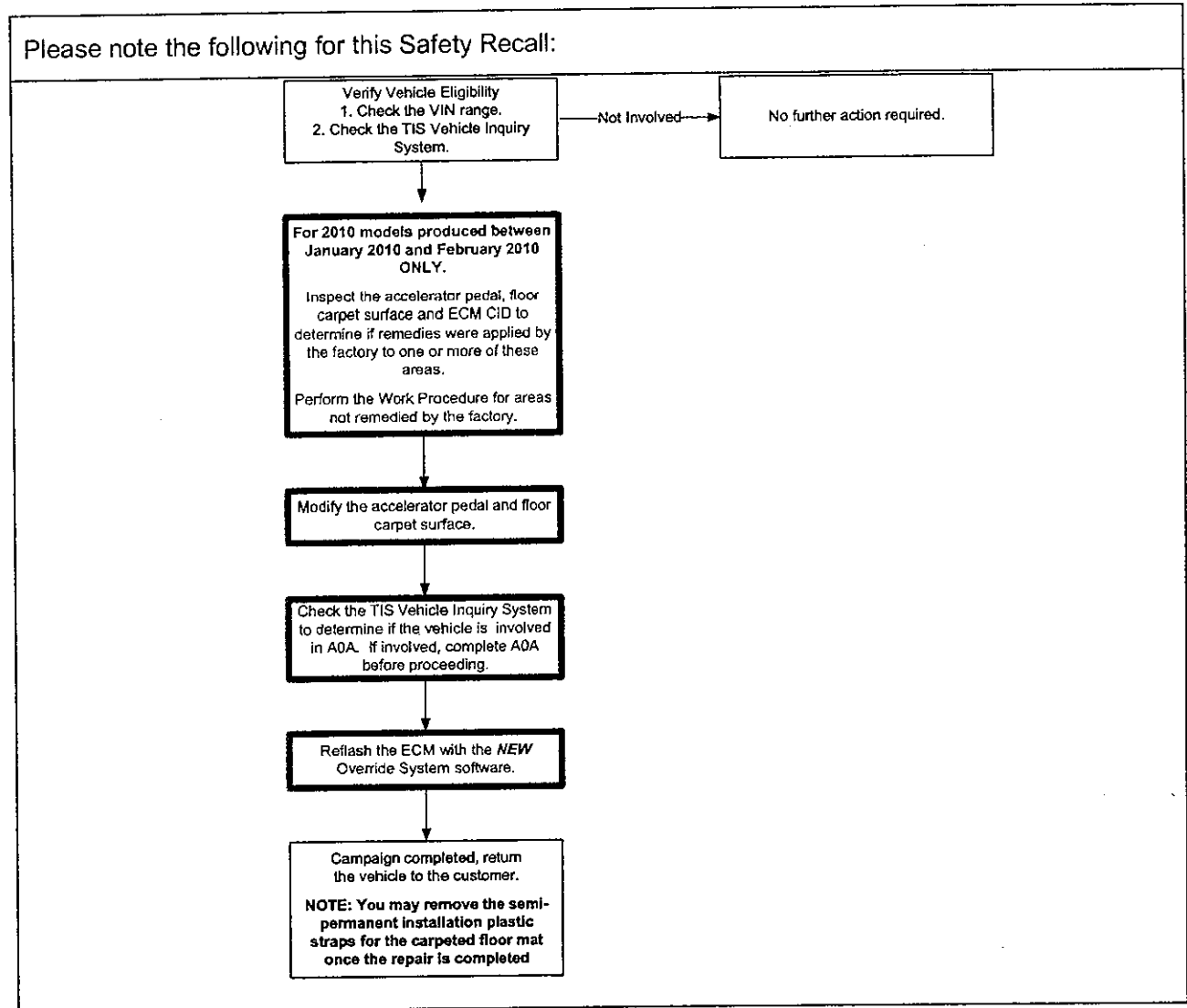
ATTN: Service Manager
SSC 90L
Campaign Tools

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. ***Vehicles involved in this Safety Recall may also be involved in Safety Recall A0A and LSC 90K. Please verify all applicable Safety Recalls and campaigns have been performed prior to returning the vehicle to the customer.***

8. **Warranty Processor Instructions**



(Warranty Processor Instructions Continued. . .)**The operation codes to be used for this Safety Recall are:**

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L Avalon	9911M5	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Remove the sound deadening material</i> 4. <i>Replacement of the All Weather Floor Mat</i> 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911M6	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Remove the sound deadening material</i> 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911M7	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Replacement of the All Weather Floor Mat</i> 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.9 hr/vehicle
	9911M8	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.9 hr/vehicle

- The above flat rate time includes 0.1 hour for administrative cost per unit.
- 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.
- 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.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle.

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 2005 through 2010 Avalon 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.

(Customer Handling Continued. . .)

- 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.
- The majority of the Avalon vehicles subject to Safety Recall 90L (Potential Floor Mat Interference with Accelerator Pedal) are also subject to Safety Recall A0A (Reinforcement Bar) and some maybe involved in LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable Safety Recalls, SSC and LSC repairs 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 and/or floor surface 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: _____

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.

(Customer Handling Continued. . .)

Service Department:

Since some customers may have misconceptions in relation to this Safety Recall, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. 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 repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation
- 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.

**Certain 2005 through 2010 Model Year Avalon 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 certain 2005 through certain 2010 model year Avalon 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. 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.

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 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 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota dealer to make an 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 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, or to ACC. 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.

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, 8:00 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 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 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
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.

**Certain 2005 through 2010 Model Year Avalon 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 certain 2005 through certain 2010 model year Avalon 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota dealer to make an 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 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, or to ACC. 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.

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, 8:00 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 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 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
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.



Safety Recall 90L – Phase 3
Certain 2005 – 2010 Model Year Toyota Avalon Vehicles
Potential Floor Mat Interference with Accelerator Pedal Q&A
February, 2010

Toyota is now launching Phase 3 of Safety Recall 90L on certain 2005 - 2010 Avalon vehicles for potential floor mat interference with the accelerator pedal. The same templates and gauges provided to dealers for the Camry (Phase 2) will be utilized.

Q1: What is the condition?

A1: As communicated last 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. ***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.***

Note: This Safety Recall will include Avalon vehicles equipped with accelerator pedals which are involved in Safety Recall A0A. Please refer to TIS for vehicle eligibility and for additional information.

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 both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
- 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Avalon vehicles 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.

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.

Q2a: Are Avalon Vehicles affected by this Safety Recall also affected by Safety Recall A0A?

A2a: Avalon vehicles affected by this Safety Recall are also involved in Safety Recall A0A. Safety Recall A0A was launched in early February, 2010. Owners will receive notifications for both Safety Recalls, simultaneously, beginning in late February, 2010.

Q3: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Avalon 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.

Q5: What should owners do until they have the recall remedy performed?

A5: 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.

Q6: 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?

A6: 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

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

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: 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.

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: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus

2007 – 2010 ES

2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: 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.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: 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.

Q9c: What is Toyota's timing for announcing the remedy on the affected vehicles?

A9c: Toyota's Timing is as follows: (Additional details will be provided as they become available)

Safety Recall No.	Phase	Model	Dealer	Owner Letter Start
90L	1	2007 – 2010 Camry/Camry HV (For Camry vehicles not involved in A0A)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (For Camry vehicles involved in A0A)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon (Avalon vehicles also involved in A0A)	02/23/2010	Late February
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander/Highlander HV, 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza	TBD	TBD

Q9d: 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?

A9d: Toyota will begin mailing Safety Recall Notices by first class mail to certain '05 - '10 Avalon owners starting in late February, 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.

Q9e: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9e: 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.

Q10: What if an owner has additional questions or concerns?

A10: 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>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: 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.

Q10c: Why aren't other models included in this safety recall?

A10c: 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).

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q12: What will the modified accelerator pedal look like?

A12: 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.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: 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 beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: 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.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: 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.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA

Updated 03/08/2010: Update to 2010 VIN Range.

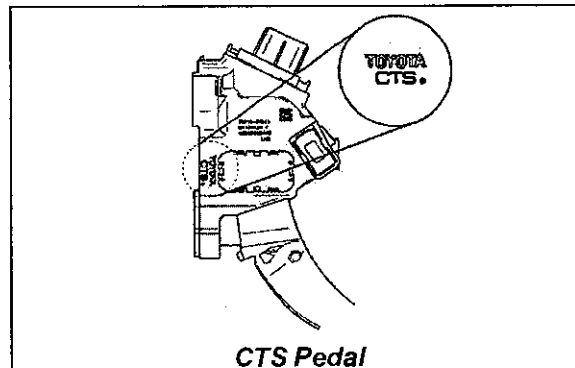
Previous versions of this document should be discarded.

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 3
Certain 2005 – 2010 Model Year Avalon Vehicles
Potential Floor Mat Interference with Accelerator Pedal (February, 2010)

Toyota is now launching Phase 3 of Safety Recall 90L on certain 2005 - 2010 Avalon vehicles for potential floor mat interference with the accelerator pedal. All Avalon vehicles are equipped with a CTS pedal. The same templates and gauges provided to dealers for the Camry (Phase 2) will be utilized.



Note:

- The name of the pedal manufacturer is embossed (CTS) on the upper sensor housing on the brake pedal side.
- 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.

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.

Background

As communicated last 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. **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 (CTS)	02/23/2010	Late February
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander/Highlander HV, 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza	TBD	TBD

A0A – Accelerator Pedal Reinforcement Bar Installation

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 Vehicles Equipped with CTS Pedals

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 both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
- 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, dealerships are requested to install a newly designed override system on **Avalon** vehicles 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.

1. Owner Notification Letter Mailing Date

The owner notification will commence in late February, 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, 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 an Avalon who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

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, **if you have remedied the accelerator pedal defect covered by safety recall A0A (or if the vehicle was not covered by that recall)**, 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 Avalon vehicles just prior to vehicle delivery where possible.*

3. Dealer Summary Reports

For your reference, the following summary reports are included for the Service and Parts Manager:

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

4. Number and Identification of Involved Vehicles

There are approximately 330,000 Avalon vehicles (2005 through 2010 model year), equipped with CTS pedals.

Model	WMI	Year	VIN Range	
			VDS	Range
AVALON	4T1	2005	BK36B	U001003 – U062426
		2006		U042154 – U167717
		2007		U149048 – U253880
		2008		U209130 – U324241
		2009		U305357 – U351925
		2010	BK3DB	U351302 – U357519

NOTE:

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

5. Parts Ordering

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 each of 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:

Floor Surface Modification

Part Number	Description	Dir QUP	Max Qty released
58569-07010	Tibia, Pad Kit	1	Up to 50 % of Dealer UIO
78118-41010	Stopper	10	Up to 50 % of Dealer UIO

To support customers that have Genuine Toyota Avalon All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct color 2-piece mat set below:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color	Dir MaxOrder Qty
*PT908-0710W-02	2PC AWFM BLK AVALON	Black	4
*PT908-0710W-14	2PC AWFM BRN AVALON	Brown	1

Dealer Maximum Order quantities for these new All Weather Floor Mat part numbers are consistent with our historical sales. Manual Allocation Codes are on these two part numbers 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 AWFM's 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.

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.

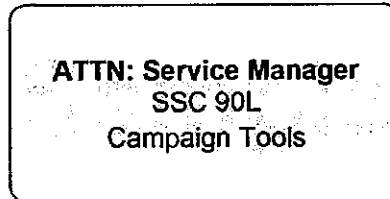
In the event the grommet area requires repair, a new repair part is available. Please refer to T-SB-0397-09 for additional information on grommet repair.

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

6. **Tools and Equipment and Materials**

In separate shipments in early February 2010, your dealership was sent a Safety Recall tool kit and CTS pedal template. These shipments included the required accelerator pedal template and gauge, an orbital sander and a reciprocating saw.

When received, the Safety Recall tool kit package would have had fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



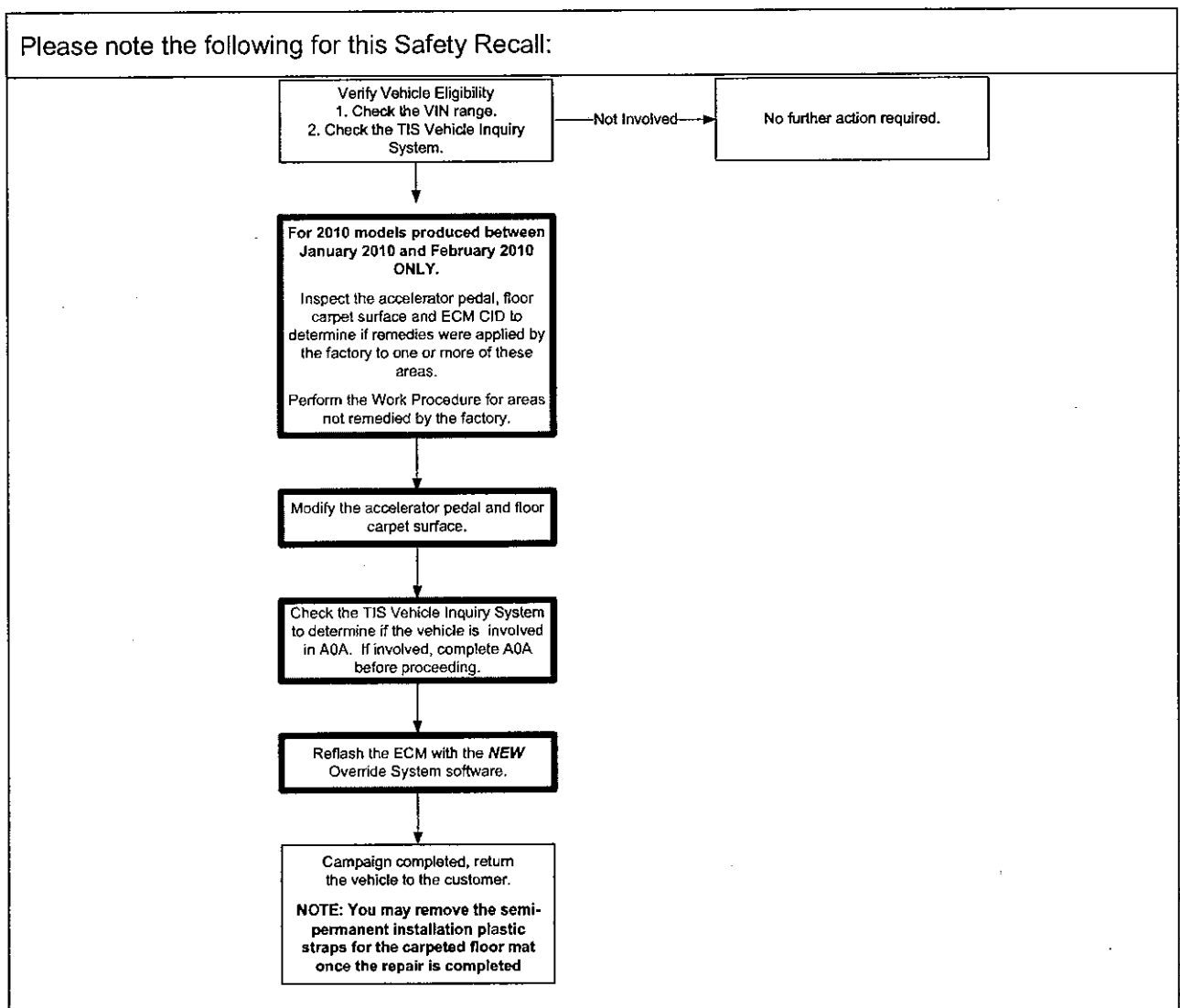
The additional required tools and equipment are listed in the technical instructions found on TIS.

7. **Repair Procedures**

Refer to TIS for the appropriate Technical Instructions. ***Vehicles involved in this Safety Recall may also be involved in Safety Recall A0A and LSC 90K. Please verify all applicable Safety Recalls and campaigns have been preformed prior to returning the vehicle to the customer.***

8. **Warranty Processor Instructions**

Please note the following for this Safety Recall:



(Warranty Processor Instructions Continued. . .)**The operation codes to be used for this Safety Recall are:**

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L Avalon	9911M5	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Remove the sound deadening material</i> 4. <i>Replacement of the All Weather Floor Mat</i> 5. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911M6	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Remove the sound deadening material</i> 4. Inspect the front carpet and floor mat and clean them as appropriate.	2.0 hr/vehicle
	9911M7	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. <i>Replacement of the All Weather Floor Mat</i> 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.9 hr/vehicle
	9911M8	1. Accelerator Pedal and Floor Surface Modification 2. Override System (reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.9 hr/vehicle

- The above flat rate time includes 0.1 hour for administrative cost per unit.
- 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.
- 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.
- If the vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle.

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 2005 through 2010 Avalon 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.

**Certain 2005 through 2010 Model Year Avalon 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 certain 2005 through certain 2010 model year Avalon 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. 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.

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 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 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota dealer to make an 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 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.

- 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.
- The majority of the Avalon vehicles subject to Safety Recall 90L (Potential Floor Mat Interference with Accelerator Pedal) are also subject to Safety Recall A0A (Reinforcement Bar) and some maybe involved in LSC 90K (VVT-i Oil Hose Replacement). It is important that your dealership perform all applicable Safety Recalls, SSC and LSC repairs 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 and/or floor surface 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

Service Department:

Since some customers may have misconceptions in relation to this Safety Recall, a Job Aid has been provided. Please use this document when answering customer questions and explaining the appearance of the modified accelerator pedal. 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 repairs
- Review the work completed
 - Pedal modification
 - Floor surface modification
 - Override system installation
- 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

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.

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, or to ACC. 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.

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, 8:00 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 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 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
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.



Safety Recall 90L – Phase 3
Certain 2005 – 2010 Model Year Toyota Avalon Vehicles
Potential Floor Mat Interference with Accelerator Pedal Q&A
February, 2010

Toyota is now launching Phase 3 of Safety Recall 90L on certain 2005 - 2010 Avalon vehicles for potential floor mat interference with the accelerator pedal. The same templates and gauges provided to dealers for the Camry (Phase 2) will be utilized.

Q1: What is the condition?

A1: As communicated last 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. **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.**

Note: *This Safety Recall will include Avalon vehicles equipped with accelerator pedals which are involved in Safety Recall A0A. Please refer to TIS for vehicle eligibility and for additional information.*

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 both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
- 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Avalon vehicles 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.

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.

Q2a: Are Avalon Vehicles affected by this Safety Recall also affected by Safety Recall A0A?

A2a: Avalon vehicles affected by this Safety Recall are also involved in Safety Recall A0A. Safety Recall A0A was launched in early February, 2010. Owners will receive notifications for both Safety Recalls, simultaneously, beginning in late February, 2010.

Q3: What if a vehicle is equipped with a metallic sports pedal cover? Will the repair be performed on my vehicle?

A3: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover. Please contact the Customer Experience Center (1-800-331-4331) for additional details and reimbursement consideration.

Q4: Can you provide me with additional information regarding the override system?

A4: As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on the Toyota Avalon 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.

Q9: Are there any other Toyota or Lexus vehicles involved?

A9: As outlined in the Consumer Advisory issued by NHTSA and Toyota, the following vehicles are involved:

Lexus

2007 – 2010 ES

2006 – 2010 IS

Toyota

2005 – 2010 Avalon

2007 – 2010 Camry & Camry Hybrid

2004 – 2009 Prius

2005 – 2010 Tacoma

2007 – 2010 Tundra

2009 - 2010 Corolla

2009 - 2010 Matrix

2009 - 2010 Venza

2008 - 2010 Highlander & Highlander Hybrid

Q9a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same safety recall remedy?

A9a: 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.

Q9b: When will the remedy for the remaining vehicles be completed?

A9b: 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.

Q9c: What is Toyota's timing for announcing the remedy on the affected vehicles?

A9c: Toyota's Timing is as follows: (Additional details will be provided as they become available)

Safety Recall No.	Phase	Model	Dealer	Owner Letter <u>Start</u>
90L	1	2007 – 2010 Camry/Camry HV (For Camry vehicles not involved in A0A)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (For Camry vehicles involved in A0A)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon (Avalon vehicles also involved in A0A)	02/23/2010	Late February
	TBD	2009 - 2010 Corolla, 2008 - 2010 Highlander/Highlander HV, 2009 - 2010 Matrix, 2004 – 2009 Prius, 2005 – 2010 Tacoma, 2007 – 2010 Tundra, 2009 - 2010 Venza	TBD	TBD

Q5: What should owners do until they have the recall remedy performed?

A5: 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.

Q6: 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?

A6: 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.

Q6a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A6a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

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

A7: 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.

Q7a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A7a: 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.

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.

Q9d: 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?

A9d: Toyota will begin mailing Safety Recall Notices by first class mail to certain '05 - '10 Avalon owners starting in late February, 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.

Q9e: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A9e: 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.

Q10: What if an owner has additional questions or concerns?

A10: 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>.

Q10a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A10a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q10b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A10b: 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.

Q10c: Why aren't other models included in this safety recall?

A10c: 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).

Q11: Will a rental (TRAC) vehicle be made available for customers by Toyota for this Safety Recall?

A11: The safety recall remedy will take approximately two hours to complete. Therefore a rental vehicle will not be provided.

Q12: What will the modified accelerator pedal look like?

A12: 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.

Q12a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A12a: 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 beginning around April, 2010. Customers who have had the remedy completed will have the opportunity to receive a replacement pedal at no charge if desired.

Q12b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A12b: 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.

Q12c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A12c: 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.

Q13: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A13: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA CUSTOMER SERVICES

Volume: XVI
Number: TC10-024
Date: 4/16/2010
☒ Action
☒ Retain
☐ Information

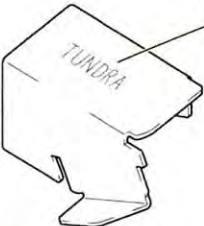
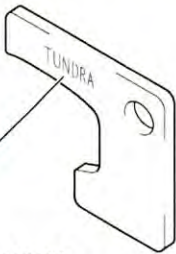
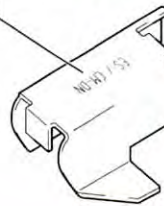

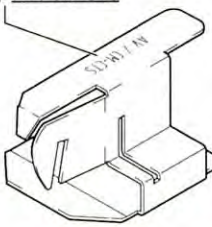
INTEROFFICE MEMORANDUM

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

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

Subject: Safety Recall – 90L **Phase 6**
2007 Through Certain 2010 Model Year Tundra Vehicles and
2008 Through Certain 2010 Model Year Highlander (Non-Hybrid) Vehicles
Potential Floor Mat Interference with Accelerator Pedal (April, 2010)

Toyota is now launching Phase 6 of Safety Recall 90L on 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-Hybrid) vehicles for potential floor mat interference with the accelerator pedal.

<p>Cutting Template (Color: Green)</p> <p>Stamping: <u>TUNDRA</u></p>  <p><i>Tundra</i></p>	<p>Shape Gauge (Color: Green)</p>  <p><u>TUNDRA</u></p>	
<p>Cutting Template (Color: Silver) *</p> <p>Application: DENSO Pedal</p> <p>Stamping: <u>ES / CM-DN</u></p> 	<p>Shape Gauge (Color: Silver) *</p> <p>Application: Both CTS and Denso Pedals</p>  <p>Stamping: <u>ES / AV-CM</u></p>	<p>Cutting Template (Color: White) *</p> <p>Application: CTS Pedal</p> <p>Stamping: <u>AV / CM-CTS</u></p> 
<p>NOTE: Some templates and shape gauges of this design may not contain the stampings.</p>		

* DENSO and CTS cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 and 2 respectively (Camry) of this Safety Recall.

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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	Late April, 2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Late April, 2010
	TBD	2009 – 2010 Corolla, 2009 – 2010 Matrix, 2009 – 2010 Venza	Late April, 2010*	Early May, 2010*
	TBD	2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal)	May, 2010*	May, 2010*

*Tentative

Safety Recall Remedy for Tundra and Highlander (Non-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 on Tundra or Highlander (Non-Hybrid) vehicles).
- 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 AWFM's 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.

*Note (For Tundra Vehicles):

- If the Tundra vehicle is equipped with an **accessory metallic sports pedal cover**, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. Please refer to the Warranty Processor Instructions and the Tundra Accessory Metallic Sports Pedal Cover, found in the Dealer Letter, for additional information.

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-April, 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 Tundra or Highlander (Non-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 437,000 Tundra (2007 through certain 2010 model year) and approximately 227,600 Highlander Non-Hybrid (2008 through certain 2010 model year) vehicles involved in Phase 6 of this Safety Recall.

4. Region/District Summary Reports

The following Safety Recall 90L Phase 6 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 Tundra and/or Highlander (Non-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 these AWFM 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

Make	Part Number	Description	Color	Dlr Max Order Qty
Tundra	PT908-3400W-02	2-Piece AWFM	Black	10
Highlander (Non-Hybrid)	PT908-48G0W-02	2-Piece AWFM	Black	3

The Dealer Maximum Order Quantities for these newly designed All Weather Floor Mats are consistent with our historical sales. 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.

***AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.**

- To assure the AWFMs 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. . .)

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: _____

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 TSB-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 any floor mat 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 accelerator pedal has not been remedied 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:

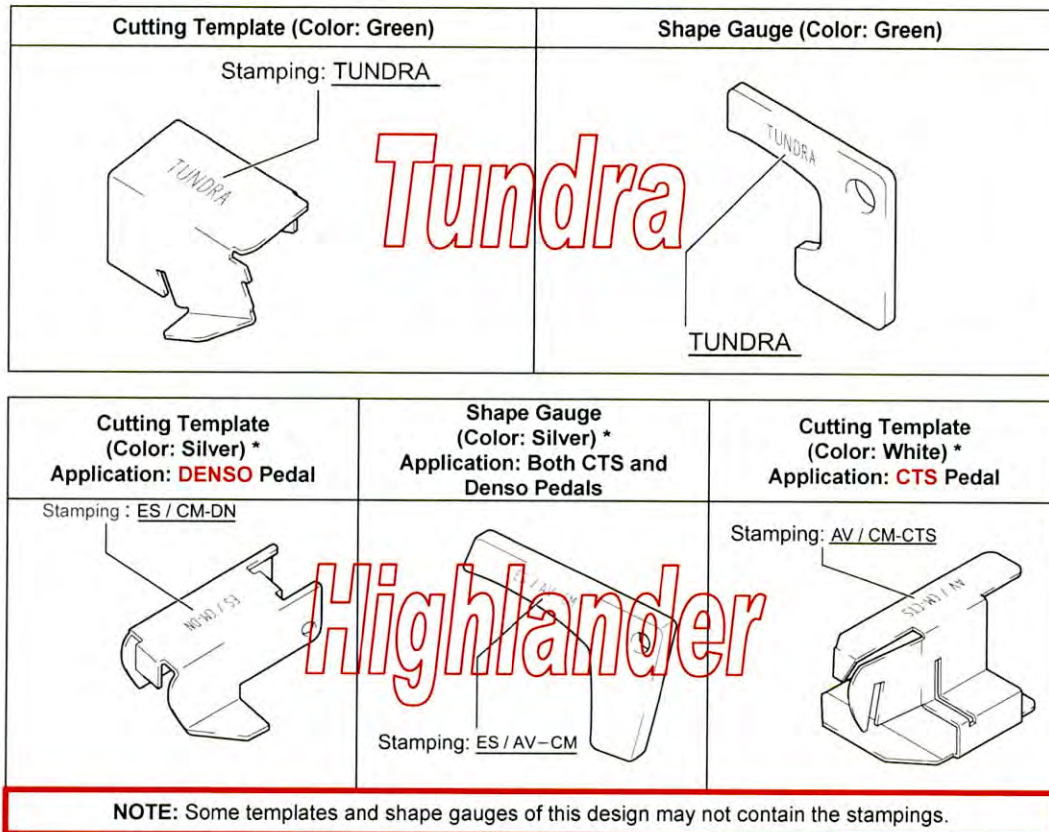
cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private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

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

Subject: Safety Recall – 90L **Phase 6**
2007 Through Certain 2010 Model Year Tundra Vehicles and
2008 Through Certain 2010 Model Year Highlander (Non-Hybrid) Vehicles
Potential Floor Mat Interference with Accelerator Pedal (April, 2010)

Toyota is now launching Phase 6 of Safety Recall 90L on 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-Hybrid) vehicles for potential floor mat interference with the accelerator pedal.



* DENSO and CTS cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 and 2 respectively (Camry) of this Safety Recall.

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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	Late April, 2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Late April, 2010
	TBD	2009 – 2010 Corolla, 2009 – 2010 Matrix, 2009 – 2010 Venza	Late April, 2010*	Early May, 2010*
	TBD	2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal)	May, 2010*	May, 2010*

***Tentative**

Safety Recall Remedy for Tundra and Highlander (Non-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 on Tundra or Highlander (Non-Hybrid) vehicles).
- 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 AWFM's 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.

***Note (For Tundra Vehicles):**

- If the Tundra vehicle is equipped with an **accessory metallic sports pedal cover**, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, the accessory sports pedal cover will not be reinstalled. Please refer to the Warranty Processor Instructions and the Tundra Accessory Metallic Sports Pedal Cover for additional information.

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 April, 2010.

This Safety Recall will be launched in phases.

- Information on additional phases related to Corolla, Matrix, Tacoma, and Venza will be provided prior to the launch of these phases.

If your dealership is contacted by an owner of a Tundra or Highlander (Non-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 Tundra and Highlander (Non-Hybrid) vehicles just prior to vehicle delivery when 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 437,000 Tundra (2007 through certain 2010 model year) and approximately 227,600 Highlander Non-Hybrid (2008 through certain 2010 model year) vehicles involved in Phase 6 of this Safety Recall.

MODEL	WMI	MY	VDS	START - FINISH
HIGHLANDER	5TD	2010	BK3EH	S001052 - S017035
			DK3EH	S001067 - S017033
			EK3EH	S001051 - S008434
			JK3EH	S005002 - S017034
			KK3EH	S003272 - S010381
			XK3EH	S001026 - S005688
			YK3EH	S001030 - S010387
			ZA3EH	S001019 - S003685
			ZK3EH	S001020 - S010385
	JTE	2008	DS41A	2000112 - 2068464
			DS42A	2000113 - 2068462
			DS43A	2000132 - 2068454
			DS44A	2000303 - 2064340
			ES41A	2000106 - 2109849
			ES42A	2000114 - 2109852
			ES43A	2000123 - 2109853
		2009	DA41A	2000103 - 2008472
			DS41A	2068119 - 2094128
			DS42A	2068474 - 2094126
			DS43A	2068125 - 2094127
			DS44A	2068477 - 2094053
			ES41A	2109861 - 2151438
			ES42A	2109857 - 2151439
			ES43A	2109855 - 2151432
		2010	BK3EH	2149446 - 2159090
			DK3EH	2151444 - 2159089
			EK3EH	2151449 - 2156455
			KK3EH	2094137 - 2100238
			XK3EH	2094130 - 2099834
			YK3EH	2094134 - 2100236
			ZA3EH	2008099 - 2009945
			ZK3EH	2094154 - 2100245

Highlander Approximately UIO: 227,600

MODEL	WMI	MY	VDS	START - FINISH
TUNDRA	5TB	2007	BT541	S449772 - S458203
			BT581	S449768 - S458119
			BV541	S449818 - S490980
			BV581	S449815 - S490940
			DT541	S452172 - S458112
			DT581	S451402 - S457120
			DV541	S454929 - S490979
			DV581	S454922 - S490970
			ET541	S451522 - S457443
			ET581	S452313 - S457105
			EV541	S453235 - S473183
			EV581	S452114 - S473116
			RT541	S449776 - S457554
			RT581	S449772 - S457346
			RU541	S449764 - S451516
			RV541	S449790 - S473197
			RV581	S449792 - S473167
	5TB	2008	BT541	S458128 - S465088
			BT581	S460039 - S463353
			BV541	S489753 - S524241
			BV581	S490994 - S524168
			DT541	S458232 - S465032
			DT581	S458211 - S465038
			DV541	S490988 - S524251
			DV581	S490274 - S524192
			ET541	S457566 - S461702
			ET581	S460063 - S460135
			EV541	S473215 - S483286
			EV581	S472420 - S483281
			RT541	S457555 - S461703
			RT581	S457567 - S459791
			RV541	S473199 - S483282
			RV581	S473206 - S483264

(Tundra Continued on Next Page . . .)

(Number and Identification of Involved Vehicles Continued . . .)

MODEL	WMI	MY	VDS	START - FINISH
TUNDRA	5TF	2007	BT541	X001509 – X010233
			BT581	X001504 – X009214
			BV541	X002493 – X032595
			BV581	X002480 – X032589
			CT541	X001009 – X002214
			CV541	X001185 – X005181
			DT541	X009296 – X009985
			DT581	X009401 – X009401
			DV541	X023882 – X032593
			DV581	X022843 – X032590
			ET541	X015154 – X016078
			ET581	X015222 – X015222
			EV541	X025255 – X032800
			EV581	X025031 – X032788
			JT521	X001258 – X002235
			JU521	X001130 – X003335
			JV521	X001122 – X002393
			KT521	X001022 – X002147
			KV521	X001133 – X002462
			LT521	X001572 – X016115
			LU521	X001203 – X006726
			LV521	X003495 – X032768
			MT521	X001506 – X010227
			MV521	X002485 – X032585
			RT541	X001571 – X016317
			RT581	X001570 – X016043
			RU541	X001200 – X006742
			RV541	X003586 – X032799
			RV581	X003587 – X032785
			ST541	X001106 – X002069
			SV541	X001063 – X004748
		2008	BT541	X010234 – X014584
			BT581	X010659 – X013869
			BV541	X032597 – X083158
			BV581	X032603 – X083120
			CT541	X002218 – X002439
			CV541	X005183 – X008862
			DT541	X010580 – X013787
			DT581	X012554 – X012753
			DV541	X032596 – X083159
			DV581	X032602 – X083167
			ET541	X016320 – X027282
			ET581	X022981 – X026381
			EV541	X032809 – X069738
			EV581	X032801 – X069597
			JT521	X002236 – X002401
			JU521	X003336 – X004115
			JV521	X002395 – X003232
			KT521	X002148 – X002358
			KV521	X002463 – X003358
			LT521	X016321 – X027335
			LU521	X006748 – X017477
			LV521	X032804 – X069666
			MT521	X010235 – X014590
			MV521	X032626 – X083124
			RT541	X016318 – X027320
			RT581	X017618 – X020071
			RU541	X006743 – X017473
			RV541	X032802 – X069735
			RV581	X032846 – X069669
			ST541	X002070 – X002160
			SV541	X004749 – X006281

MODEL	WMI	MY	VDS	START - FINISH
TUNDRA	5TF	2008	BT541	X010234 – X014584
			BT581	X010659 – X013869
			BV541	X032597 – X083158
			BV581	X032603 – X083120
			CT541	X002218 – X002439
			CV541	X005183 – X008862
			DT541	X010580 – X013787
			DT581	X012554 – X012753
			DV541	X032596 – X083159
			DV581	X032602 – X083167
			ET541	X016320 – X027282
			ET581	X022981 – X026381
			EV541	X032809 – X069738
			EV581	X032801 – X069597
			JT521	X002236 – X002401
			JU521	X003336 – X004115
			JV521	X002395 – X003232
			KT521	X002148 – X002358
			KV521	X002463 – X003358
			LT521	X016321 – X027335
			LU521	X006748 – X017477
			LV521	X032804 – X069666
			MT521	X010235 – X014590
			MV521	X032626 – X083124
			RT541	X016318 – X027320
			RT581	X017618 – X020071
			RU541	X006743 – X017473
			RV541	X032802 – X069735
			RV581	X032846 – X069669
			ST541	X002070 – X002160
			SV541	X004749 – X006281
		2009	BT541	X014611 – X015672
			BV541	X083229 – X094475
			BV581	X083255 – X092224
			BW541	X083226 – X094474
			BW581	X083224 – X094470
			CT541	X002440 – X002442
			CV541	X008872 – X009340
			CW541	X008870 – X009343
			DT541	X014616 – X015546
			DV541	X083242 – X094456
			DV581	X083244 – X094356
			DW541	X083227 – X094471
			DW581	X083217 – X094450
			ET541	X028344 – X028907
			EV541	X069830 – X073898
			EV581	X069778 – X073903
			JU521	X004131 – X004208
			JV521	X003234 – X003256
			KT521	X002362 – X002376
			KV521	X003364 – X003503
			KW521	X003384 – X003510
			LT521	X027997 – X029309
			LU521	X017497 – X020451
			LV521	X070510 – X073112
			MT521	X014876 – X015419
			MV521	X085497 – X094424
			MW521	X084767 – X094316
			RT541	X027383 – X029316
			RU541	X017498 – X020454
			RV541	X069772 – X073904
			RV581	X070033 – X073900
			ST541	X002171 – X002179
			SV541	X006283 – X006375

(Tundra Continued on Next Page . . .)

(Number and Identification of Involved Vehicles Continued . . .)

MODEL	WMI	MY	VDS	START - FINISH
TUNDRA	5TF	2010	BM5F1	X002356 - X009999
			BW5F1	X093050 - X135335
			BY5F1	X093061 - X135305
			CM5F1	X001001 - X001225
			CW5F1	X009335 - X010660
			CY5F1	X009336 - X010661
			DM5F1	X001019 - X010602
			DW5F1	X093128 - X135354
			DY5F1	X094480 - X135338
			EM5F1	X001006 - X014709
			EY5F1	X073303 - X090404
			FM5F1	X001806 - X014641
			FY5F1	X073300 - X090397
			HM5F1	X002336 - X010368
			HW5F1	X093038 - X135352
			HY5F1	X093142 - X135360
			JM5F1	X001002 - X001136
			JU5F1	X004209 - X004504
			JY5F1	X003257 - X003310

Tundra UIO: 437,000

MODEL	WMI	MY	VDS	START - FINISH
TUNDRA	5TF	2010	KM5F1	X001001 - X001273
			KW5F1	X003513 - X004109
			KY5F1	X003514 - X004096
			LM5F1	X001026 - X012850
			LU5F1	X020324 - X023126
			LY5F1	X074019 - X089015
			MM5F1	X001020 - X010580
			MW5F1	X094824 - X135259
			MY5F1	X093123 - X135219
			RM5F1	X001008 - X014711
			RU5F1	X020455 - X023127
			RY5F1	X073343 - X090403
			SM5F1	X004749 - X013872
			SY5F1	X073306 - X090336
			TM5F1	X001001 - X001187
			TY5F1	X006373 - X006821
			UM5F1	X001021 - X010604
			UW5F1	X093055 - X135364
			UY5F1	X094485 - X135361

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If your dealership is contacted by an owner of a Tundra or Highlander (Non-Hybrid) vehicle 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 Tundra and/or Highlander (Non-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 these AWFM 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

Make	Part Number	Description	Color	Dlr Max Order Qty
Tundra	PT908-3400W-02	2-Piece AWFM	Black	10
Highlander (Non-Hybrid)	PT908-48G0W-02	2-Piece AWFM	Black	3

The Dealer Maximum Order Quantity for these newly designed All Weather Floor Mats are consistent with our historical sales. Dealer orders will be reviewed and released based on availability and dealer order history.

***AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.**

- To assure the AWFMs 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 TSB-0397-09 for additional information on grommet repair.

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

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

6. Tools and Equipment and Materials

Highlander Non-Hybrid Vehicles:

Highlander (Non-Hybrid) vehicles will utilize the same template and gauge that were used for the Camry Pedal modification (Denso & CTS).

Tundra Vehicles:

In a shipment scheduled to arrive April 19, 2010, your dealership was sent a Tundra accelerator pedal template and gauge. When received, the package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.

ATTN: Service Manager
SSC 90L
Campaign Tools

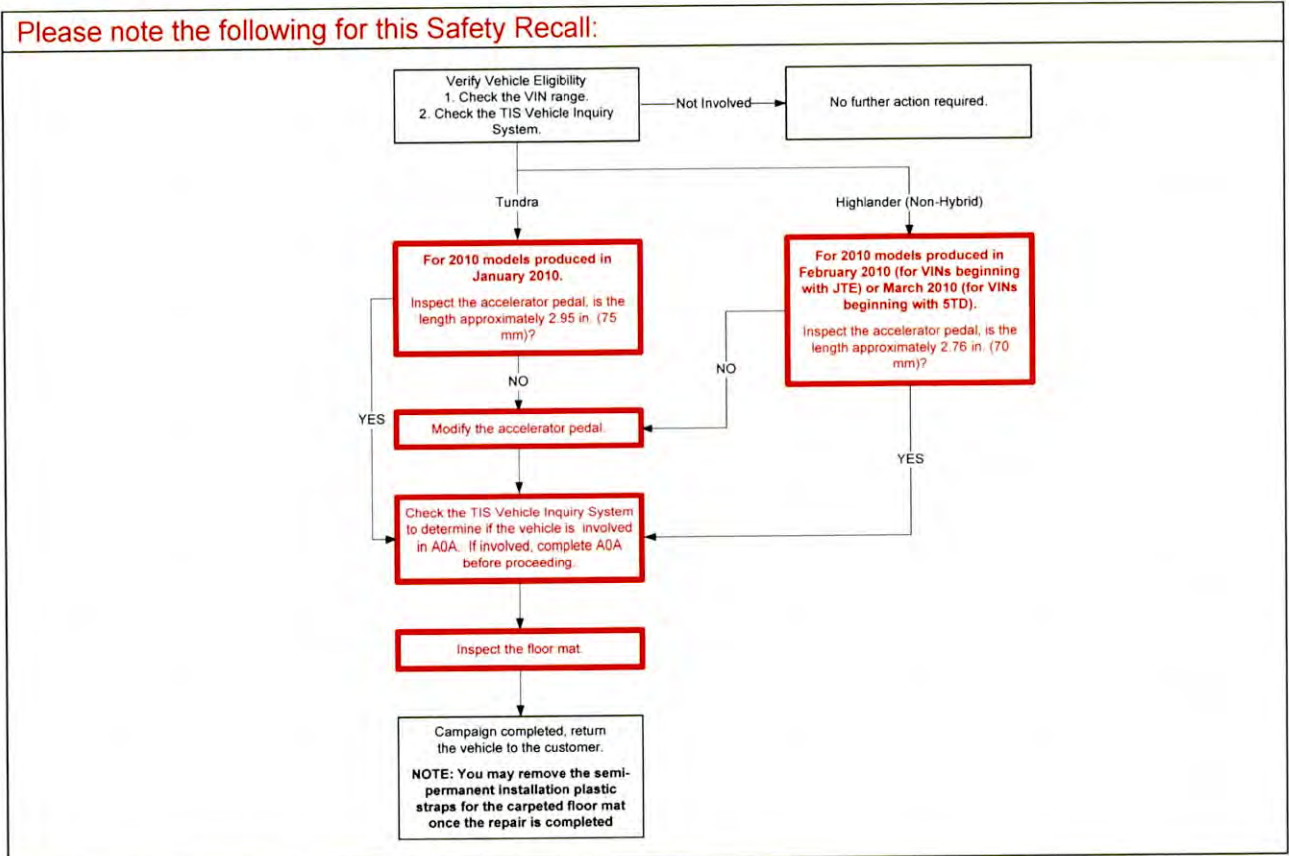
Your dealership will also need to utilize the required orbital sander and reciprocating saw provided in early February 2010. Additional required tools and equipment are listed in the Technical Instructions found on TIS.

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



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

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L Toyota Tundra	9915M7*	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.	0.9 hr/vehicle
	9915M8*	1. Accelerator Pedal Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	0.9 hr/vehicle
90L Toyota Highlander	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.
- *If the Tundra vehicle is installed with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type "PC" at a maximum of \$80.00 per vehicle.

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 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-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, Matrix, Tacoma, 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 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.

10. Tundra Accessory Metallic Sports Pedal Cover

If a Tundra vehicle is equipped with an accessory metallic sports pedal **cover**, the cover will need to be removed to complete the accelerator pedal modification. Once the remedy is complete, due to the nature of the repair, the accessory metallic sports pedal cover **can not** be reinstalled.

If the customer requests that the accessory metallic sports pedal covers be removed from the brake pedal please utilize the following part numbers when reinstalling the factory **brake** pedal covers.





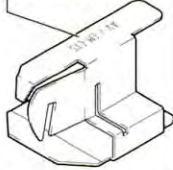



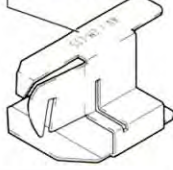

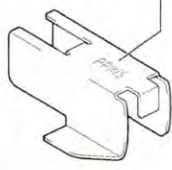
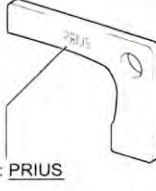


Part No.	Part Name	Qty/Unit
47121-0E010	<i>Tundra</i> Brake Pedal Pad Auto Transmission	Depending Upon Need

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.

APPENDIX

PROCEDURE SUMMARY CHART

Model	Pedal	Pedal Modification				AWFM	Tibia Pad	Rubber Stopper	Carpet Reshape	BOS	Inspect & Clean Carpet as Needed
		Template	Color	Shape Gage	Color						
Avalon	CTS	Stamping: <u>AV / CM-CTS*</u> 	White	 Stamping: <u>ES / AV-CM</u>	Silver	✓	✓	✓	✓	✓	✓
Camry	Denso	Stamping: <u>ES / CM-DN*</u> 	Silver	 Stamping: <u>ES / AV-CM</u>	Silver	✓	✓	✓	✓	✓	✓
	CTS	Stamping: <u>AV / CM-CTS*</u> 	White	 Stamping: <u>ES / AV-CM</u>	Silver	✓	✓	✓	✓	✓	✓
Highlander	Denso	Stamping: <u>ES / CM-DN*</u> 	Silver	 Stamping: <u>ES / AV-CM</u>	Silver	✓					✓
	CTS	Stamping: <u>AV / CM-CTS*</u> 	White	 Stamping: <u>ES / AV-CM</u>	Silver	✓					✓
Prius	Denso	Stamping: <u>PRIUS</u> 	Turquoise	 Stamping: <u>PRIUS</u>	Turquoise	✓					✓
Tundra	CTS	Stamping: <u>TUNDRA</u> 	Green	 <u>TUNDRA</u>	Green	✓					✓

*Some supplemental templates may not have the stamping.

**2007 Through Certain 2010 Model Year Tundra 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 2007 through certain 2010 model year Tundra 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.

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 AWFM's 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 an 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, or to ACC. 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.

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

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 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.

**2008 Through Certain 2010 Model Year Highlander 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 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.

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 AWFM's 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 an 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, or to ACC. 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.

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

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 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.



Safety Recall 90L – Phase 6

2007 Through Certain 2010 Tundra and 2008 Through Certain 2010 Highlander (Non-Hybrid)

Potential Floor Mat Interference with Accelerator Pedal Q&A

April, 2010

Toyota is now launching Phase 6 of Safety Recall 90L on 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-Hybrid) vehicles for potential floor mat interference with the accelerator pedal.

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 (Floor surface modification is **not** necessary on Tundra or Highlander (Non-Hybrid) vehicles).
- 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 AWFM's 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.

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.

Q2a: What if a vehicle is equipped with an accessory metallic sports pedal cover? Will the repair be performed on the vehicle?

A2a: Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover.

Customers may receive reimbursement for their accessory metallic sports pedal covers after the repair is completed. Proof of purchase must be provided to receive reimbursement.

Q3: As an additional measure independent of the vehicle-based recall remedy, will Toyota be installing a Brake Override System (BOS) on the affected Tundra and Highlander (Non-Hybrid) vehicles?

A3: No, the BOS is not installed to these vehicles.

Q3a: Why will Toyota not be installing the Brake Override System (BOS) on 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-Hybrid) vehicles?

A3a: Toyota has determined that the accelerator pedal entrapment can not occur in vehicles where the driver's side floor mat is compatible for the vehicle and properly secured. Additionally, replacement of the older design AWFM with newly designed one and accelerator pedal modification will help reduce the risk of pedal entrapment. This will provide the customer with extra confidence for use of the vehicle.

The brake override system does not address the root cause of accelerator pedal entrapment, which is interference between the accelerator pedal and an unsecured and/or incompatible floor mat. This is why the remedy specifically addresses the floor mat and the pedal configuration.

Q3b: Will Toyota be offering the Brake Override System (BOS) for these vehicles in the future?

A3b: The BOS will not be retrofitted into these vehicles, while it is being developed and will be introduced to the production vehicles on a model by model basis in the near future.

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 AWFM's 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. 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.

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: 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 <u>Start</u>
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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	Late April, 2010
	6	2008 - 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra,	04/16/2010	Late April, 2010
	TBD	2009 - 2010 Corolla, 2009 - 2010 Matrix, 2009 - 2010 Venza	Late April, 2010*	Early May, 2010*
9LG	TBD	2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal)	May, 2010*	May, 2010*
	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	2	2006 – 2010 Lexus IS	4/5/2010	Late April, 2010*

***Tentative**

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

A8a: 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.

Q8b: 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?

A8b: Toyota will begin mailing Safety Recall Notices by first class mail to 2007 through certain 2010 Tundra and 2008 through certain 2010 Highlander (Non-Hybrid) in late April, 2010. The owner letters will be spread over several weeks 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.

Q8c: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A8c: 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.

Q10: What will the modified accelerator pedal look like?

A10: 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.

Q10a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A10a: 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.

Q10b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A10b: 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.

Q10c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A10c: 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.

Q11: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A11: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA

Updated 03/12/2010 – Update to Camry and Highlander Floor Mat Chart.

Previous versions of these documents should be discarded.

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

March, 2010

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

Subject: Supplemental Information for Safety Recall 90L
Potential Floor Mat Interference with Accelerator Pedal

The vehicle is covered by the Potential Floor Mat Interference with Accelerator Pedal Recall (Safety Recall 90L)

Toyota is currently in the process of finalizing the recall remedy for some models. The customer will be notified by first class mail as soon as your dealership is prepared to perform the remedy on the vehicle. Once the customer receives this notification announcing the remedy is available, please request that they contact your dealership to schedule an appointment to have this important remedy performed. Please note that if the remedy has been launched for a particular model, the customer does not need the owner letter to have the remedy performed.

The following models are covered:

2005 – 2010 Avalon	2004 – 2009 Prius
2007 – 2010 Camry	2005 – 2010 Tacoma
2009 – 2010 Corolla	2007 – 2010 Tundra
2008 – 2010 Highlander	2009 – 2010 Venza
2009 – 2010 Matrix	

Please request that customers take out any removable driver's floor mat and NOT replace it with any other floor mat until the Safety Recall remedy is performed on the vehicle.

In the event a customer chooses not to take out any 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 assist any customer that requests assistance in this verification.

In the meantime, please provide customers that are covered by this Safety Recall a copy of the Consumer Safety Advisory Letter as a reminder. Please fill in the model year and model before providing it to them.

Thank you for your assistance.

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.

Enclosed: Consumer Safety Advisory Owner Letter

**Certain [Model Year] through [Model Year] Model Year [model]
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign (Interim Notice)**

[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 certain 200__ through certain 20__ model year [name of model] vehicles. 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. 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.

Toyota is currently developing a campaign remedy and will notify you when it is ready. In the meantime, we are providing important information regarding the issue and steps you may take in the interim.

What is the risk?

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.

What will Toyota do?

We will notify you again as soon as a campaign remedy is available for your vehicle.

What should you do?

We request that you take out **any removable** driver's floor mat and NOT replace it with any other floor mat until the campaign remedy is ready and implemented on your vehicle.

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. Information on proper floor mat installation for your vehicle is enclosed with this notification. Please visit <http://www.toyota.com/floormats> for information on other models.

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, or to ACC. 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.

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, Saturday 7:00 am through 4:00 pm Pacific Time.

Toyota will advise you in a separate letter when a campaign remedy is available for your vehicle. After you receive that separate letter, 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>, if you believe that Toyota has failed or is unable to provide a remedy without charge or within a reasonable time after the earliest date we advise you in writing that a campaign remedy is available for your vehicle.

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.

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

Toyota Carpeted or All-Weather Floor Mat Inspection, Application and Installation Instructions

STOP

Read these important Warnings **BEFORE** installing ANY type of Floor Mat.

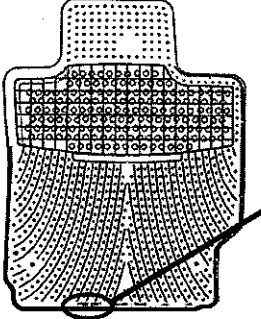
A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. Check for correct model name and part number on the packaging label to confirm vehicle application.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the floor mat upside down or turned over for any reason.
 - Only install the driver's floor mat in the driver's foot area.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats (in the case of Lexus with the carpet floor mats). Follow the floor mat retention clip installation instruction supplied with the clips. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal.
 - Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place.
- The retaining hooks (clips) are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- Carefully read the warning tag attached to the driver's floor mat regarding installation.

B. Floor Mat Inspection Instructions and Application Information

- Before placing a floor mat in a vehicle be familiar with the procedure outlined below.
 - Identify the correct driver's floor mat for the specific vehicle application.
 - Correctly install the driver's floor mat.
- Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks (clips).

NOTE: Use the attached Application Information Chart to verify mat-to-vehicle application.

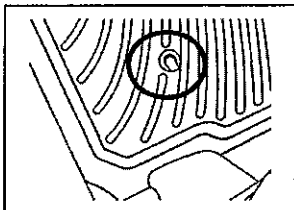


Driver's floor mat part number is located on the bottom of the back side of the mat.

(Sample of Application Information Chart)
See Attachments for details specific to your vehicle.

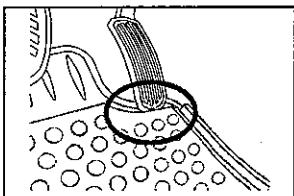
Part Number	Model	Type
PT206-32100 - 45	Camry / Camry Hybrid	Carpeted
PT908-03071 - 02	Camry	All Weather
PT908-03071 - 14	Camry	All Weather

The last 2 digits on the part number indicate the color code



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

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



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



AVALON

2005 – 2010 Model Year Toyota Avalon Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	05	06	07	08	09	10	Color
PT206-07090-02	Avalon	Carpeted					✓	✓	Ivory
PT206-07090-16	Avalon	Carpeted					✓	✓	Graphite
PT206-07090-17	Avalon	Carpeted					✓	✓	Lt Gray
PT206-07090-18	Avalon	Carpeted					✓	✓	Dk Charcoal
PT548-07050-10	Avalon	Carpeted	✓	✓	✓	✓	✓	✓	Ivory
PT548-07050-11	Avalon	Carpeted	✓	✓	✓	✓	✓	✓	Lt Gray
PT548-07050-12	Avalon	Carpeted	✓	✓	✓	✓	✓	✓	Dk Charcoal
PT548-07050-22	Avalon	Carpeted	✓	✓	✓	✓	✓	✓	Graphite
PT548-07070-10	Avalon	Carpeted			✓	✓	✓	✓	Ivory
PT548-07070-11	Avalon	Carpeted			✓	✓	✓	✓	Lt Gray
PT548-07070-12	Avalon	Carpeted			✓	✓	✓	✓	Dk Charcoal
PT548-07070-22	Avalon	Carpeted			✓	✓	✓	✓	Graphite
PT908-07050-02	Avalon	All Weather	✓	✓	✓	✓	✓	✓	Black
PT908-07050-14	Avalon	All Weather	✓	✓	✓	✓	✓	✓	Brown



CAMRY

2007 – 2010 Model Year Toyota Camry Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	'07	'08	'09	'10	Color
PT206-32060-11	Camry / Camry Hybrid	Carpet	✓	✓	✓	✓	Ash
PT206-32060-12	Camry / Camry Hybrid	Carpet	✓	✓	✓	✓	Dk Charcoal
PT206-32060-14	Camry / Camry Hybrid	Carpet	✓	✓	✓	✓	Bisque
PT206-32078-40	Camry Hybrid Special Edition	Carpet	✓				Bisque
PT206-23100-12	Camry / Camry Hybrid	Carpet				✓	Gray
PT206-32100-45	Camry / Camry Hybrid	Carpet				✓	Brown
PT908-03071-02	Camry / Camry Hybrid	All Weather	✓	✓	✓	✓	Black
PT908-03071-14	Camry / Camry Hybrid	All Weather	✓	✓	✓	✓	Brown
PT908-0307F-02	Camry / Camry Hybrid (Front Mat)	All Weather	✓	✓			Black
PT908-0307F-14	Camry / Camry Hybrid (Front Mat)	All Weather	✓	✓			Brown
PT908-32070-02*	Camry / Camry Hybrid Do not use*	All Weather	✓				Black
PT908-32070-14*	Camry / Camry Hybrid Do not use*	All Weather	✓				Brown

*These mats were recalled in 2007. Please place them in your trunk until further notice.



COROLLA

2009 – 2010 Model Year Toyota Corolla Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	09	10	Color
PT206-02090-12	Corolla	Carpeted	✓		Dark Charcoal
PT206-02091-12	Corolla	Carpeted	✓		Dark Charcoal
PT206-02090-41	Corolla	Carpeted	✓		Bisque
PT206-02091-41	Corolla	Carpeted	✓		Bisque
PT206-02093-41	Corolla	Carpeted	✓		Bisque
PT206-02092-12	Corolla	Carpeted	✓	✓	Dark Charcoal
PT206-02093-12	Corolla	Carpeted	✓	✓	Dark Charcoal
PT206-02092-41	Corolla	Carpeted	✓	✓	Bisque
PT206-02093-41	Corolla	Carpeted	✓	✓	Bisque
PT206-02102-45	Corolla	Carpeted		✓	Brown
PT206-02103-45	Corolla	Carpeted		✓	Brown
PT908-02090-02	Corolla	All Weather	✓	✓	Black



HIGHLANDER

2008 – 2010 Model Year Toyota Highlander Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	08	09	10	Color
PT919-48080-11	Highlander	Carpet	✓	✓	✓	Black
PT919-48080-22	Highlander	Carpet	✓	✓	✓	Ash
PT919-48080-41	Highlander	Carpet	✓	✓	✓	Sand Beige
PT919-48081-22	Highlander Hybrid	Carpet	✓	✓	✓	Ash
PT919-48081-41	Highlander Hybrid	Carpet	✓	✓	✓	Sand Beige
PT919-48082-11	Highlander / Highlander Hybrid 3 rd Row	Carpet	✓	✓	✓	Black
PT919-48082-22	Highlander / Highlander Hybrid 3 rd Row	Carpet	✓	✓	✓	Ash
PT919-48082-41	Highlander / Highlander Hybrid 3 rd Row	Carpet	✓	✓	✓	Sand Beige
PT908-48087-22	Highlander	All Weather	✓			Black
PT908-4808G-02	Highlander	All Weather	✓	✓	✓	Black
PT908-48083-02	Highlander – 3 rd Row	All Weather	✓	✓	✓	Black
PT908-48088-22	Highlander Hybrid	All Weather	✓	✓	✓	Black



MATRIX

2009 – 2010 Model Year Toyota Matrix Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	09	10	Color
PT206-12090-14	Matrix – 2WD	Carpeted	✓	✓	Dark Charcoal
PT206-12091-14	Matrix – AWD	Carpeted	✓	✓	Dark Charcoal
PT206-12092-14	Matrix – 2WD	Carpeted	✓	✓	Dark Charcoal
PT206-12093-14	Matrix – AWD	Carpeted	✓	✓	Dark Charcoal
PT908-12090-02	Matrix - AWD	All Weather	✓	✓	Black
PT908-12290-02	Matrix – 2WD	All Weather	✓	✓	Black



PRIUS

2004 – 2009 Model Year Toyota Prius Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	'04	'05	'06	'07	'08	'09	Color
PT208-47045-10	Prius	Carpeted	✓	✓					Ivory
PT208-47045-11	Prius	Carpeted	✓	✓	✓	✓	✓	✓	Dk Gray
PT208-47060-14	Prius	Carpeted			✓	✓	✓	✓	Dk Bisque
PT908-21050-02	Prius	All Weather		✓	✓				Black
PT908-21051-02	Prius	All Weather			✓	✓	✓	✓	Black



TACOMA

2005 – 2010 Model Year Toyota Tacoma Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	05	06	07	08	09	10	Color
PT206-35050-11	Tacoma - Reg Cab	Carpeted	✓	✓	✓				Lt Charcoal
PT206-35050-14	Tacoma - Reg Cab	Carpeted	✓	✓	✓				Oak
PT206-35051-11	Tacoma - Access Cab	Carpeted	✓	✓	✓				Lt Charcoal
PT206-35051-14	Tacoma - Access Cab	Carpeted	✓	✓	✓				Oak
PT206-35052-11	Tacoma - Double Cab	Carpeted	✓	✓	✓				Lt Charcoal
PT206-35052-14	Tacoma - Double Cab	Carpeted	✓	✓	✓				Oak
PT206-35055-11	Tacoma - Acc Cab TRD	Carpeted	✓	✓	✓				Charcoal
PT206-35056-11	Tacoma - Dbl Cab TRD	Carpeted	✓	✓	✓				Charcoal
PT206-35080-11	Tacoma - Reg Cab	Carpeted				✓	✓	✓	Lt Charcoal
PT206-35080-14	Tacoma - Reg Cab	Carpeted				✓	✓		Oak
PT206-35081-11	Tacoma - Access Cab	Carpeted				✓	✓	✓	Lt Charcoal
PT206-35081-14	Tacoma - Access Cab	Carpeted				✓	✓		Oak
PT206-35082-11	Tacoma - Double Cab	Carpeted				✓	✓	✓	Lt Charcoal
PT206-35082-14	Tacoma - Double Cab	Carpeted				✓	✓		Oak
PT206-35085-11	Tacoma - Acc Cab TRD	Carpeted				✓	✓	✓	Charcoal
PT206-35086-11	Tacoma - Dbl Cab TRD	Carpeted				✓	✓	✓	Charcoal
PT206-35090-43	Tacoma - Reg Cab	Carpeted					✓	✓	Sand Beige
PT206-35091-43	Tacoma - Access Cab	Carpeted					✓	✓	Sand Beige
PT206-35092-43	Tacoma - Double Cab	Carpeted					✓	✓	Sand Beige
PT206-35100-13	Tacoma - Reg Cab	Carpeted						✓	Lt Charcoal
PT206-35100-15	Tacoma - Reg Cab	Carpeted						✓	Dk Charcoal
PT206-35101-13	Tacoma - Access Cab	Carpeted						✓	Lt Charcoal
PT206-35101-15	Tacoma - Access Cab	Carpeted						✓	Dk Charcoal
PT206-35102-13	Tacoma - Double Cab	Carpeted						✓	Lt Charcoal
PT206-35102-15	Tacoma - Double Cab	Carpeted						✓	Dk Charcoal
PT206-35105-13	Tacoma - Acc Cab TRD	Carpeted						✓	Lt Charcoal
PT206-35106-13	Tacoma - Dbl Cab TRD	Carpeted						✓	Lt Charcoal
PT908-3505B-02	Tacoma - Reg Cab	All Weather	✓	✓	✓	✓			Black
PT908-3505C-02	Tacoma - Access Cab	All Weather	✓	✓	✓	✓			Black
PT908-3505D-02	Tacoma - Double Cab	All Weather	✓	✓	✓	✓			Black
PT908-3507B-02	Tacoma - Reg Cab	All Weather				✓	✓	✓	Black
PT908-3507C-02	Tacoma - Access Cab	All Weather				✓	✓	✓	Black
PT908-3507D-02	Tacoma - Double Cab	All Weather				✓	✓	✓	Black
PT908-35S8C-02	Tacoma - SE Acc Cab	All Weather				✓			Black
PT908-35S8D-02	Tacoma - SE Dbl Cab	All Weather				✓			Black



TUNDRA

2007 – 2010 Model Year Toyota Tundra Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	07	08	09	10	Color
PT206-34071-11	Tundra - Reg Cab	Carpeted	✓	✓	✓	✓	Graphite
PT206-34071-12	Tundra - Reg Cab	Carpeted	✓				Black
PT206-34071-43	Tundra - Reg Cab	Carpeted	✓	✓	✓	✓	Sand Beige
PT206-34072-11	Tundra-D Cab & Crew Max	Carpeted	✓	✓	✓	✓	Graphite
PT206-34072-12	Tundra-D Cab & Crew Max	Carpeted	✓	✓	✓	✓	Black
PT206-34072-43	Tundra-D Cab & Crew Max	Carpeted	✓	✓	✓	✓	Sand Beige
PT908-3407B-22	Tundra - Reg Cab	All Weather	✓	✓	✓		Black
PT908-3407C-22	Tundra-D Cab & Crew Max	All Weather	✓	✓	✓		Black
PT908-3410B-02	Tundra - Reg Cab	All Weather				✓	Black
PT908-3410C-02	Tundra-D Cab & Crew Max	All Weather				✓	Black



VENZA

2009 – 2010 Model Year Toyota Venza Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	09	10	Color
PT206-0T090-20	Venza	Carpet	✓	✓	Black
PT908-0T090-02	Venza	All Weather	✓	✓	Black

TOYOTA CUSTOMER SERVICES

Volume: XVI
 Number: TC10-031
 Date: 6/9/2010
☒ Action
☒ Retain
☐ Information

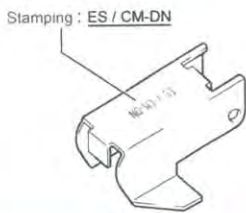

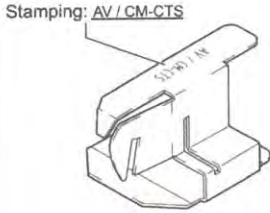
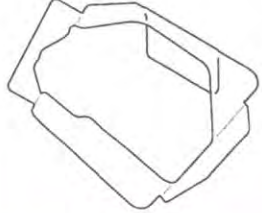
INTEROFFICE MEMORANDUM

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

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

Subject: Safety Recall – 90L **Phase 7**
 2009 Through Certain 2010 Model Year Corolla and Matrix Vehicles
 Potential Floor Mat Interference with Accelerator Pedal (June 2010)

Toyota is now launching Phase 7 of Safety Recall 90L on 2009 through certain 2010 MY Corolla and Matrix vehicles for potential floor mat interference with the accelerator pedal.

Cutting Template (Color: Silver) * Application: DENSO Pedal	Shape Gauge (Color: Silver) * Application: Both CTS and Denso Pedals	Cutting Template (Color: White) * Application: CTS Pedal	Tibia Pad Cutting Template **
 <p>Stamping: <u>ES / CM-DN</u></p>	 <p>Stamping: <u>ES / AV-CM</u></p>	 <p>Stamping: <u>AV / CM-CTS</u></p>	
NOTE: Some templates and shape gauges of this design may not contain the stampings.			

- * DENSO and CTS cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 and 2 respectively (Camry) of this Safety Recall.
- ** A tibia pad cutting template and air saw will be provided to each dealership in early June 2010.

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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	Early June 2010 [†]	Early June 2010 [†]
	TBD	2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal) 2009 – 2010 Venza	June 2010 [†]	June 2010 [†]

[†]Tentative

Safety Recall Remedy for Corolla and Matrix 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 both the rigid plastic accelerator pedal and the floor surface in the driver's foot-well.
- 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 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-June 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 Corolla or Matrix 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 located on TIS.

3. **Number of Vehicles Involved**

There are approximately 701,000 Corolla (2009 through certain 2010 model year) and approximately 79,150 Matrix (2009 through certain 2010 model year) vehicles involved in Phase 7 of this Safety Recall.

4. **Region/District Summary Reports**

The following Safety Recall 90L Phase 7 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 Corolla or Matrix All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the mat set listed on page 3.

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

(Parts Ordering Instructions Continued. . .)

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 these part numbers. Maximum quantity percentages will be increased as additional mailers are released. NAPO will release dealer orders as shown in the matrixes below until further notice:

Floor Surface Modification

Model	Part Number	Description	Dir Max Order Qty
Corolla & Matrix	87268-12040	Rubber Seat (Protector)	100

All Weather Floor Mat (AWFM) Replacement

Make	Part Number	Description	Color	Dir Max Order Qty
Corolla	PT908-0200W-02	2-Piece AWFM	Black	5
Matrix – AWD	PT908-1201W-02	2-Piece AWFM	Black	5
Matrix – 2WD	PT908-1200W-02	2-Piece AWFM	Black	5

The Dealer Maximum Order Quantities for these newly designed All Weather Floor Mats are consistent with our historical sales. 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.

**AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.*

- To assure the AWFMs 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 TSB-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 proposed 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 any floor mat 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 accelerator pedal has not been remedied 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:

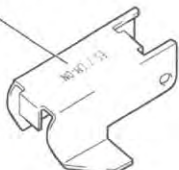

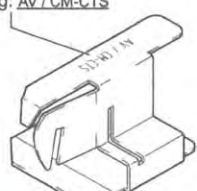
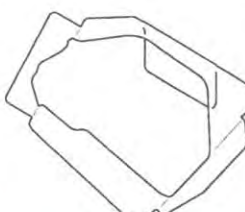
cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private 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	W. Fay	E. Matsuda	J. Stempkowski
G. Borst	N. Fein	K. Kusakawa	S. Sugawara
R. Broughman	F. Fontanella	M. Michels	M. Templin
G. Bryan	H. Fukui	T. Morrison	J. Tetherow
W. Burns	S. Haag	T. Nakagami	P. Uribe
D. Camden	J. Hanson	D. Pettitt	K. Ura
B. Carter	T. Hayakawa	R. Pflughaupt	A. Vaish
G. Christoff	K. Higgins	C. Reynolds	R. Waltz
J. Colon	M. Hosoe	C. Roberts	S. Yamaguchi
B. Cooper	C. Hostetter	R. Sakai	M. Yamanami
R. Daly	Y. Inaba	D. Sakakibara	H. Yoshihashi
F. Davidson	M. King	M. Setta	D. Zellers
T. Doi	J. Lang	A. Smith	
D. Esmond	J. Lentz	R. Specht	

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

Subject: Safety Recall – 90L **Phase 7**
2009 Through Certain 2010 Model Year Corolla and Matrix Vehicles
Potential Floor Mat Interference with Accelerator Pedal (June 2010)

Toyota is now launching Phase 7 of Safety Recall 90L on 2009 through certain 2010 MY Corolla and Matrix vehicles for potential floor mat interference with the accelerator pedal.

Cutting Template (Color: Silver) * Application: DENSO Pedal	Shape Gauge (Color: Silver) * Application: Both CTS and Denso Pedals	Cutting Template (Color: White) * Application: CTS Pedal	Tibia Pad Cutting Template **
Stamping: ES / CM-DN 	 Stamping: ES / AV-CM	Stamping: AV / CM-CTS 	
NOTE: Some templates and shape gauges of this design may not contain the stampings.			

* DENSO and CTS cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 and 2 respectively (Camry) of this Safety Recall.

** A tibia pad cutting template and air saw will be provided to each dealership in early June 2010.

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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	Early June 2010 [‡]	Early June 2010 [‡]
	TBD	2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal) 2009 – 2010 Venza	June 2010 [‡]	June 2010 [‡]

[‡]Tentative

4. Number and Identification of Involved Vehicles

There are approximately 701,000 Corolla (2009 through certain 2010 model year) and approximately 79,150 Matrix (2009 through certain 2010 model year) vehicles involved in Phase 7 of this Safety Recall.

MODEL	WMI	MY	VIN Range	
			VDS	Range
Corolla	1NX	2009	BE40E	Z001001 - Z163790
			BU40E	Z001002 - Z165305
		2010	BE4EE	Z165306 - Z342642
			BU4EE	Z165312 - Z386543
	2T1	2009	BE40E	C001043 - C030479
			BU40E	C001054 - C191051
		2010	BE4EE	C030504 - C042590
			BU4EE	C185955 - C398439
	JTD	2009	BL40E	9013744 - 9095008
				J000111 - J055039
		2010	BU4EE	9093922 - 9108176
				J054618 - J061516
Matrix	2T1	2009	GE40E	C001023 - C005748
			KE40E	C001042 - C030591
			KU40E	C001057 - C191049
			LE40E	C001017 - C011935
		2010	KE4EE	C030606 - C042587
			KU4EE	C191054 - C398418
			LE4EE	C011822 - C017556
			ME4EE	C005690 - C006385

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If your dealership is contacted by an owner of a Corolla or Matrix vehicle 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 Corolla or Matrix All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the mat set listed on page 4.

The necessary parts can be ordered through your dealership's facing PDC. Please refer to the following table 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 these part numbers. Maximum quantity percentages will be increased as additional mailers are released. NAPO will release dealer orders as shown in the matrixes below until further notice:

Floor Surface Modification

Model	Part Number	Description	Dlr Max Order Qty
Corolla & Matrix	87268-12040	Rubber Seat (Protector)	100

All Weather Floor Mat (AWFM) Replacement

Model	Part Number	Description	Color	Dlr Max Order Qty
Corolla	PT908-0200W-02	2-Piece AWFM	Black	5
Matrix – AWD	PT908-1201W-02	2-Piece AWFM	Black	5
Matrix – 2WD	PT908-1200W-02	2-Piece AWFM	Black	5

(Parts Ordering Instructions Continued. . .)

The Dealer Maximum Order Quantity for these newly designed All Weather Floor Mats are consistent with our historical sales. Dealer orders will be reviewed and released based on availability and dealer order history.

*AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFMs 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.

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 TSB-0397-09 for additional information on grommet repair.

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

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

6. Tools and Equipment and Materials

- Corolla and Corolla Matrix vehicles will utilize the same template and gauges that were used for the Camry Pedal modification (Denso & CTS).
- A Corolla/Matrix tibia pad cutting template and air saw* will be provided to each dealership in mid-June 2010.
- In a shipment scheduled to arrive June 9, 2010, your dealership was sent a Corolla/Matrix *tibia pad fixture. This fixture is designed to utilize the reciprocating saw when cutting the tibia pad. When received, the package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.

ATTN: Service Manager
SSC 90L
Campaign Tools

- Your dealership will also need to utilize the required orbital sander and reciprocating saw provided in early February 2010. Additional required tools and equipment are listed in the Technical Instructions found on TIS.

*Both the tibia pad cutting template and the tibia pad fixture are designed for tibia pad modification. Either may be used when modifying the tibia pad. Refer to TIS or your field representative for additional information.

(Parts Ordering Instructions Continued. . .)

The Dealer Maximum Order Quantity for these newly designed All Weather Floor Mats are consistent with our historical sales. Dealer orders will be reviewed and released based on availability and dealer order history.

*AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFMs 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.

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 TSB-0397-09 for additional information on grommet repair.

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- In a shipment scheduled to arrive June 9, 2010, your dealership was sent a Corolla/Matrix *tibia pad fixture. This fixture is designed to utilize the reciprocating saw when cutting the tibia pad. When received, the package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.

ATTN: Service Manager
SSC 90L
Campaign Tools

- Your dealership will also need to utilize the required orbital sander and reciprocating saw provided in early February 2010. Additional required tools and equipment are listed in the Technical Instructions found on TIS.

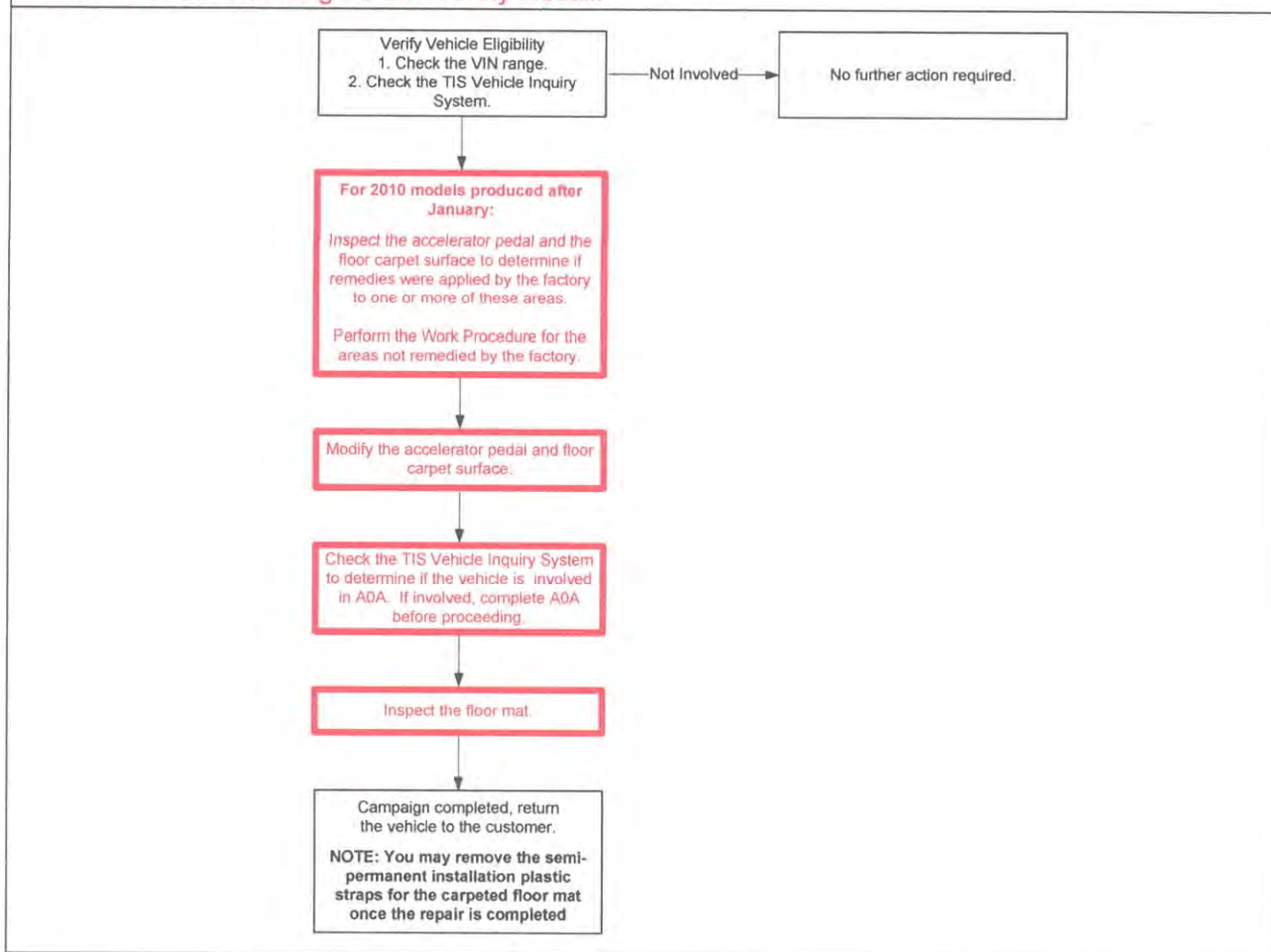
*Both the tibia pad cutting template and the tibia pad fixture are designed for tibia pad modification. Either may be used when modifying the tibia pad. Refer to TIS or your field representative for additional information.

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 Corolla & Matrix	0923C1	1. Accelerator Pedal and Floor Surface Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.1 hr/vehicle
	0923C2	1. Accelerator Pedal and Floor Surface Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	1.1 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 2009 through certain 2010 Corolla and Matrix 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 Tacoma 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 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 and floor surface 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.

















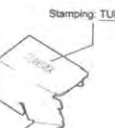
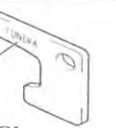
Sales Department:

- 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.

PROCEDURE SUMMARY CHART

Model	Pedal	Pedal Modification				AWFM	Tibia Pad	Rubber Stopper	Carpet Reshape	BOS	Inspect & Clean Carpet as Needed
		Template	Color	Shape Gage	Color						
Avalon	CTS	Stamping: AV / CM-CTS* 	White	 Stamping: ES / AV-CM	Silver	✓	✓	✓	✓	✓	✓
Camry	Denso	Stamping: ES / CM-DN* 	Silver	 Stamping: ES / AV-CM	Silver	✓	✓	✓	✓	✓	✓
	CTS	Stamping: AV / CM-CTS* 	White	 Stamping: ES / AV-CM	Silver	✓	✓	✓	✓	✓	✓
Corolla & Matrix	Denso	Stamping: ES / CM-DN* 	Silver	 Stamping: ES / AV-CM	Silver	✓	✓	✓‡	✓		✓
	CTS	Stamping: AV / CM-CTS* 	White	 Stamping: ES / AV-CM	Silver	✓	✓	✓‡	✓		✓
Highlander	Denso	Stamping: ES / CM-DN* 	Silver	 Stamping: ES / AV-CM	Silver	✓					✓
	CTS	Stamping: AV / CM-CTS* 	White	 Stamping: ES / AV-CM	Silver	✓					✓
Prius	Denso	Stamping: PRIUS 	Turquoise	 Stamping: PRIUS	Turquoise	✓					✓
Tundra	CTS	Stamping: TUNDRA 	Green	 Stamping: TUNDRA	Green	✓					✓

*Some supplemental templates may not have the stamping.

‡Part number is specific to Corolla & Matrix

**2009 Through Certain 2010 Model Year Corolla and Matrix 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 2009 through certain 2010 model year Corolla and Matrix 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.

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 and the floor surface in the driver's foot-well.
- 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 AWFM's 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 an appointment to have these important remedies performed on your vehicle as soon as possible.

The remedy will take approximately one 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. 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.

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

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 1-888-270-0371 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 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
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.



Safety Recall 90L – Phase 7

2009 Through Certain Model Year 2010 Corolla and Matrix Vehicles

Potential Floor Mat Interference with Accelerator Pedal Q&A

June 2010

*Toyota is now launching **Phase 7 of Safety Recall 90L on 2009 through certain 2010 Corolla and Matrix vehicles for potential floor mat interference with the accelerator pedal.***

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 and the floor surface in the driver's foot-well.
- 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.

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: What should owners do until they have the Safety Recall remedy performed?

A3: 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 are properly secured should be installed on the driver's floor.

Q4: 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/or application?

A4: 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.

Q4a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A4a: 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.

Q5: What if a floor mat is an aftermarket rubberized floor mat?

A5: 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.

Q5a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A5a: 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.

Q6: What if a driver experiences accelerator pedal interference. What should they do?

A6: 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.

Q7: Are there any other Toyota or Lexus vehicles involved and what is Toyota's timing for announcing the remedy on the affected vehicles?

A7: 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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/30/2010
	6	2008 - 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra,	04/16/2010	05/05/2010
	7	2009 - 2010 Corolla, 2009 - 2010 Matrix	Early June 2010	Early June 2010
	TBD	2009 - 2010 Venza 2005 – 2010 Tacoma, 2007 – 2010 Camry (Sport Pedal)	June 2010*	June 2010*
9LG	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	2	2006 – 2010 Lexus IS	4/5/2010	4/23/2010

***Tentative**

Q7a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same Safety Recall remedy?

A7a: 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.

Q7b: Why aren't all Toyota vehicles listed in the Consumer Advisory receiving the brake override system (BOS)?

A7b: Toyota Hybrid vehicles are equipped with a fuel supply cut feature for Hybrid motor protection that achieves a similar result as the newly designed brake override system. Therefore affected hybrid vehicles will not receive the newly designed BOS.

There are some additional Toyota models that will not receive the BOS. Toyota has determined that the accelerator pedal entrapment can not occur in vehicles where the driver's side floor mat is compatible for the vehicle and properly secured. Additionally, replacement of the older design AWFM with newly designed one and accelerator pedal modification will help reduce the risk of pedal entrapment. This will provide the customer with extra confidence for use of the vehicle. The brake override system does not address the root cause of accelerator pedal entrapment, which is interference between the accelerator pedal and an unsecured and/or incompatible floor mat. This is why the remedy specifically addresses the floor mat and the pedal configuration.

Q7b: What should a customer do if his/her vehicle is involved in this phase of the Safety Recall, but they haven't received his/her owner letter?

A7b: Toyota will begin mailing Safety Recall Notices by first class mail to owners of 2009 through certain 2010 Corolla and Matrix vehicles. The owner letters will be spread over several weeks 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.

Q7c: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A7c: 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.

Q8: What if an owner has additional questions or concerns?

A8: 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 Time. They may also consult the information posted at <http://www.toyota.com/floormats>.

Q8a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A8a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q8b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these Safety Recalls?

A8b: 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.

Q8c: Why aren't other models included in this Safety Recall?

A8c: 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.

Q9: What will the modified accelerator pedal look like?

A9: 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.

Q9a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A9a: 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.

Q9b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A9b: 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.

Q9c: Will Toyota send another owner letter when the newly designed accelerator pedal becomes available?

A9c: 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.

Q10: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A10: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA CUSTOMER SERVICES

Volume: XVI
 Number: TC10-033
 Date: 7/01/2010
☒ Action
☒ Retain
☐ Information

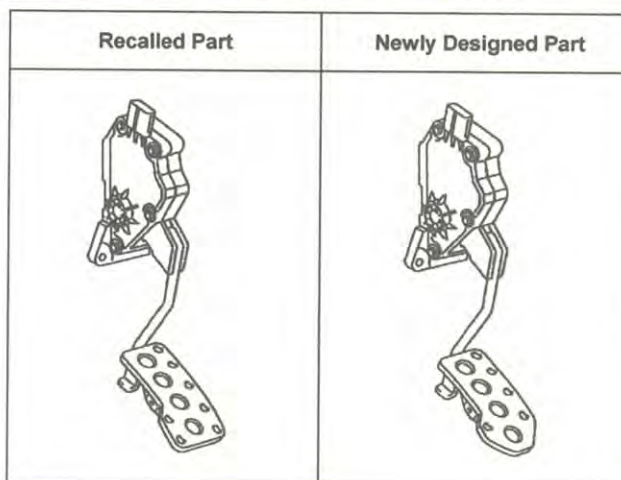
INTEROFFICE MEMORANDUM

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

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

Subject: Safety Recall – 90L **Phase 8**
 2010 Through Certain 2011 Model Year Camry Vehicles
 Equipped with Factory Installed Metallic Accelerator Sports Pedal
 Potential Floor Mat Interference with Accelerator Pedal (July 2010)

Toyota is now launching Phase 8 of Safety Recall 90L on 2010 through certain 2011 Camry vehicles equipped with a factory installed metallic accelerator sports pedal.



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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	06/08/2010	06/21/2010
	8	2010 – 2011 Camry (Sports Pedal)	07/02/2010	Early July 2010
	TBD	2005 – 2010 Tacoma, 2009 – 2010 Venza	June 2010 [‡]	June 2010 [‡]

[‡]Tentative

Safety Recall Remedy

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:

- Replace the factory installed metallic accelerator sports pedal **foot pad** with a newly designed one.
- Modify the floor surface in the drivers foot-well.
- 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 AWFM's 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 as appropriate.

Independent of the vehicle-based recall remedy, as an additional measure of confidence, dealerships are requested to install a newly designed brake override system on Camry vehicles equipped with a factory installed metallic accelerator sports pedal. This system will cut engine power during simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.



NOTE: Repair procedures and customer handling for factory installed metallic accelerator sports pedals are different than accessory metallic sports pedal covers. For information on repair procedure and customer handling for accessory metallic sports pedal covers please refer to 90L phases 1 & 2.

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

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be sent to all Toyota dealers in early July 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 Camry vehicle equipped with a factory installed metallic sports pedal 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 through Dealer Daily/TIS prior to performing the remedy**. Dealers should perform the remedy as outlined in the Technical Instructions located on TIS.

3. **Number of Vehicles Involved**

There are approximately 61,700 Camry (2010 through certain 2011 model year) vehicles equipped with a factory installed metallic accelerator sports pedal involved in Phase 8 of this Safety Recall.

4. **Region/District Summary Reports**

The following Safety Recall 90L Phase 8 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**

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

(Parts Ordering Instructions Continued. . .)

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 placed Manual Allocation Codes on these 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:

Factory Installed Metallic Accelerator Sports Pedal Replacement

Part Number	Description	Dlr MaxOrder Qty
04000-14333	Sports Pedal Foot Pad	50

Floor Surface Modification

Part Number	Description	Dlr QIP	Dlr MaxOrder Qty
04009-52106	Tibia, Pad Kit	1	N/A
78118-41010	Rubber Pad	10	N/A

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct, color 2-piece mat set below. These two accessory part numbers are currently not on Manual Allocation and do not have Dealer Maximum Order Quantity limits:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown

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.

**AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.*

- To assure the AWFMs 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. . .)

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: _____

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 TSB-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 proposed 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 any floor mat 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 accelerator pedal has not been remedied 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:

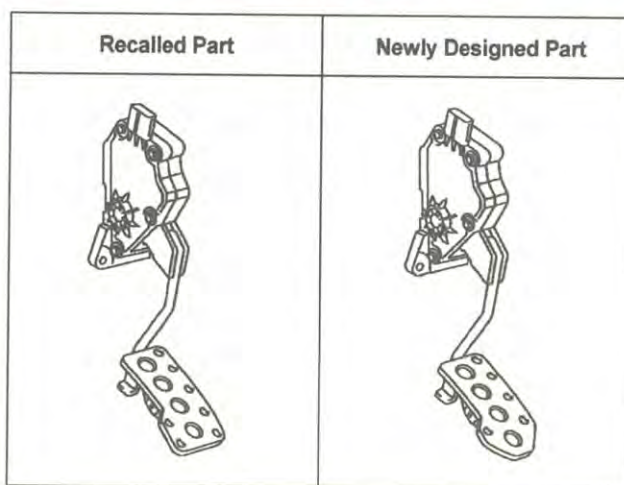
cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private 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

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

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

Subject: Safety Recall – 90L **Phase 8**
2010 Through Certain 2011 Model Year Camry Vehicles
Equipped with Factory Installed Metallic Accelerator Sports Pedal
Potential Floor Mat Interference with Accelerator Pedal (July 2010)

Toyota is now launching Phase 8 of Safety Recall 90L on 2010 through certain 2011 Camry vehicles equipped with a factory installed metallic accelerator sports pedal.



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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	04/08/2010	06/21/2010
	8	2010 – 2011 Camry (Sports Pedal)	07/02/2010	Early July 2010
	TBD	2005 – 2010 Tacoma, 2009 – 2010 Venza	June 2010 [†]	June 2010 [†]

[†]Tentative

Safety Recall Remedy

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:

- Replace the factory installed metallic accelerator sports pedal **foot pad** with a newly designed one.
- Modify the floor surface in the drivers foot-well.
- 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 AWFM's 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 as appropriate.

Independent of the vehicle-based recall remedy, as an additional measure of confidence, dealerships are requested to install a newly designed brake override system on Camry vehicles equipped with a factory installed metallic accelerator sports pedal. This system will cut engine power during simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.



NOTE: Repair procedures and customer handling for factory installed metallic accelerator sports pedals are different than accessory metallic sports pedal covers. For information on repair procedure and customer handling for accessory metallic sports pedal covers please refer to 90L phases 1 & 2.

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 approximately one week after the dealer notification.

If a dealer is contacted by an owner of a Camry vehicle equipped with a factory installed metallic sports pedal 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 through Dealer Daily/TIS prior to performing the remedy**. Dealers should perform the remedy as outlined in the Technical Instructions located 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 ensure 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 remedy be performed on in-stock Camry vehicles just prior to vehicle delivery when 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 61,700 Camry (2010 through certain 2011 model year) vehicles equipped with a factory installed metallic accelerator sports pedal involved in Phase 8 of this Safety Recall.

MODEL	WMI	MY	VIN Range	
			VDS	Range
Camry with Factory installed Sports Pedal	4T1	2010	BF3EK	U001006 - U117432
				U500005 - U581177
			BK3EK	U091182 - U116677
		2011	BF3EK	U593477 - U609453
				U117437 - U147785
			BK3EK	U581183 - U602569
				U116337 - U120322
				U609472 - U613004

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If your dealership is contacted by an owner of a Camry vehicle who has not yet received a notification, please **verify eligibility 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

The necessary parts can be ordered through the dealership's facing PDC. Please refer to the following table 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 placed Manual Allocation Codes on these 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:

Factory Installed Metallic Accelerator Sports Pedal Replacement

Part Number	Description	Dlr MaxOrder Qty
04000-14333	Sports Pedal Foot Pad	50

Floor Surface Modification

Part Number	Description	Dlr QIP	Dlr MaxOrder Qty
04009-52106	Tibia, Pad Kit	1	N/A
78118-41010	Rubber Pad	10	N/A

To support customers that have Genuine Toyota Camry All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the correct, color 2-piece mat set below. These two accessory part numbers are currently not on Manual Allocation and do not have Dealer Maximum Order Quantity limits:

All Weather Floor Mat (AWFM) Replacement

Part Number	Description	Color
*PT908-0310W-02	2PC AWFM BLK CAMRY	Black
*PT908-0310W-14	2PC AWFM BRN CAMRY	Brown

*AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFMs 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 TSB-0397-09 for additional information on grommet repair.

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

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

6. Tools and Equipment

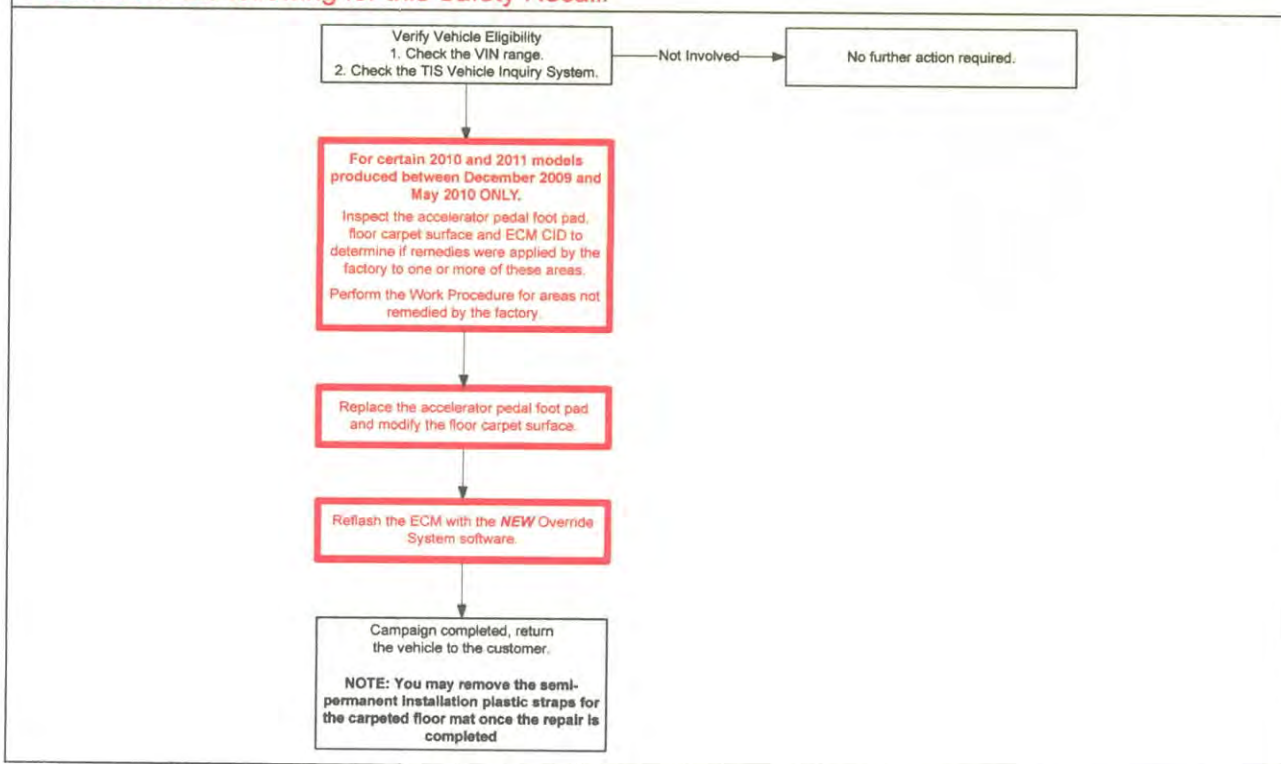
Please refer to the Technical Instructions located on TIS for a list of tools and equipment needed to perform this Safety Recall.

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:



(Warranty Processor Instructions Continued. . .)

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

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L Camry Vehicles Equipped with a Factory Installed Metallic Accelerator Sports Pedal	0928F1	1. Replace the factory installed metallic accelerator sports pedal foot pad 2. Modify the floor surface 3. Install the Override System (Reflash) 4. Remove the sound deadening material 5. Replace the all weather floor mat 6. Inspect the front carpet and floor mat and clean as appropriate.	2.0 hr/vehicle
	0928F2	1. Replace the factory installed metallic accelerator sports pedal foot pad 2. Modify the Floor Surface 3. Install the Override System (Reflash) 4. Remove the sound deadening material 5. Inspect the front carpet and floor mat and clean as appropriate.	2.0 hr/vehicle
	0928F3	1. Replace the factory installed metallic accelerator sports pedal foot pad 2. Modify the floor surface 3. Install the Override System (Reflash) 4. Replace the all weather floor mat 5. Inspect the front carpet and floor mat and clean as appropriate.	1.9 hr/vehicle
	0928F4	1. Replace the factory installed metallic accelerator sports pedal foot pad 2. Modify the floor surface 3. Install the Override System (Reflash) 4. Inspect the front carpet and floor mat and clean as appropriate.	1.9 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 (bubble wrap, tape, 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 2010 through certain 2011 Camry vehicles equipped with a factory installed metallic sports pedal 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.

(Customer Handling Instructions Continued. . .)

- 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 with 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 Tacoma 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 replacement of their Camry vehicle's factory equipped metallic sports pedal accelerator or floor surface modification 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 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 Pad replacement and floor surface 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.


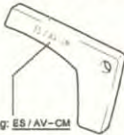












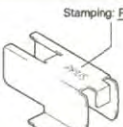
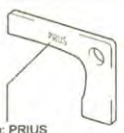
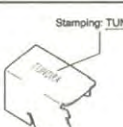
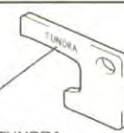
Sales Department:

- 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.

PROCEDURE SUMMARY CHART

Model	Pedal	Pedal Modification				AWFM	Tibia Pad	Rubber Stopper	Carpet Reshape	BOS	Inspect & Clean Carpet as Needed
		Template	Color	Shape Gage	Color						
Avalon	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓	✓
Camry	Denso	Stamping: ES / CM-DH* 	Silver	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓	✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓	✓
	Sports Pedal**	Replace the factory installed metallic accelerator sports pedal <i>foot pad</i> with a newly designed one				✓	✓	✓	✓	✓	✓
Corolla & Matrix	Denso	Stamping: ES / CM-DH* 	Silver	Stamping: ES / AV-CM 	Silver	✓	✓	✓‡	✓		✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓‡	✓		✓
Highlander	Denso	Stamping: ES / CM-DH* 	Silver	Stamping: ES / AV-CM 	Silver	✓					✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓					✓
Prius	Denso	Stamping: PRIUS 	Turquoise	Stamping: PRIUS 	Turquoise	✓					✓
Tundra	CTS	Stamping: TUNDRA 	Green	Stamping: TUNDRA 	Green	✓					✓

*Some supplemental templates may not have the stamping.

**Factory Installed Metallic Sports Pedal – Safety Recall 90L Phase 8.

‡Part number is specific to Corolla & Matrix

**2010 Through Certain 2011 Model Year Camry Vehicles
Equipped with Factory Installed Metallic Accelerator Sports Pedal
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 2010 through certain 2011 model year Camry vehicles equipped with factory installed metallic accelerator sports pedal.

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.

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 replacement of the factory installed metallic accelerator sports pedal **foot pad** with a newly designed one and modification of the floor surface in the driver's foot-well.
- 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota 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 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. 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.

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

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 1-888-270-9377 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 the replacement of your vehicle's factory installed metallic accelerator sports pedal pad or floor surface to be modified to address the same condition described above?

If you have previously paid for replacement of your vehicle's factory installed metallic accelerator sports pedal pad 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
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.



Safety Recall 90L – Phase 8
2010 Through Certain 2011 Model Year Camry Vehicles
Equipped with Factory Installed Metallic Accelerator Sports Pedal
Potential Floor Mat Interference with Accelerator Pedal (July 2010)

Toyota is now launching Phase 8 of Safety Recall 90L on 2010 through certain 2011 Camry vehicles equipped with a factory installed metallic accelerator sports pedal.

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 Camry vehicles affected by Phase 8 of 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:

- Replace the factory installed metallic accelerator sports pedal foot pad with a newly designed one.
- Modify the floor surface in the drivers foot-well.
- 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system on Camry vehicles. This system will cut engine power in case of simultaneous application of both accelerator and brake pedals at certain speeds and driving conditions.

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: What should owners do until they have the Safety Recall remedy performed?

A3: 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 are properly secured should be installed on the driver's floor.

Q4: 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/or application?

A4: 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.

Q4a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A4a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

Q5: What if a floor mat is an aftermarket rubberized floor mat?

A5: 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.

Q5a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A5a: 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.

Q6: What if a driver experiences accelerator pedal interference. What should they do?

A6: 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.

Q7: Are there any other Toyota or Lexus vehicles involved and what is Toyota's timing for announcing the remedy on the affected vehicles?

A7: 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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/30/2010
	6	2008 - 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra,	04/16/2010	05/05/2010
	7	2009 - 2010 Corolla, 2009 - 2010 Matrix	06/08/2010	06/21/2010
	8	2010 – 2011 Camry (Sport Pedal)	07/02/2010	Early July 2010
	TBD	2009 - 2010 Venza 2005 – 2010 Tacoma,	June 2010*	June 2010*
9LG	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	2	2006 – 2010 Lexus IS	4/5/2010	4/23/2010

***Tentative**

Q7a: Will the other Toyota and Lexus vehicles listed in the Consumer Advisory receive the same Safety Recall remedy?

A7a: 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.

Q7b: What should a customer do if his/her vehicle is involved in this phase of the Safety Recall, but they haven't received his/her owner letter?

A7b: Toyota will begin mailing Safety Recall Notices by first class mail to owners of 2010 through certain 2011 Camry vehicles equipped with Factory Installed Metallic Accelerator Sports Pedal. The owner letters will be spread over several weeks 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.

Q7c: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A7c: If the Safety Recall remedy has been launched for the specific model and accelerator pedal, A customer will not need the owner letter to set up an appointment with his/her Toyota dealership.

Q8: What if an owner has additional questions or concerns?

A8: 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 Time. They may also consult the information posted at <http://www.toyota.com/floormats>.

Q8a: What if an owner has previously paid for repairs to replace the Factory Installed Metallic Accelerator Sports Pedal pad and/or modify the floor surface to address this condition?

A8a: Owners that have previously paid for their vehicle's Factory Installed Metallic Accelerator Sports Pedal pad to be replaced and/or floor surface 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

Q8b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these Safety Recalls?

A8b: 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.

Q8c: Why aren't other models included in this Safety Recall?

A8c: 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.

Q9: What will the newly designed factory installed metallic accelerator sports pedal pad look like?

A9: The factory installed metallic accelerator sports pedal pad will be newly designed 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.

Q9a: What if a customer is not satisfied with the appearance of the newly designed factory installed metallic accelerator sports pedal pad?

A9a: 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 factory installed metallic accelerator sports 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.

Q9b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A9b: Customer safety is important to Toyota. We ask that customers have the factory installed metallic accelerator sports pedal pad replaced 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 factory installed metallic accelerator sports pedal pad, they may request the pedal to be replaced.

Q9c: Will Toyota send another owner letter when the newly designed factory installed metallic accelerator sports pedal becomes available?

A9c: There will not be another owner letter sent when the newly designed factory installed metallic accelerator sports pedal is available. If customers are not satisfied with the appearance of the newly pedal pad, we ask that they check with his/her dealership in a few months and to see if the newly designed pedal is available.

Q10: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A10: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.

TOYOTA CUSTOMER SERVICES

Volume: XVI
Number: TC10-028
Date: 7/16/2010
☒ Action
☒ Retain
☐ Information

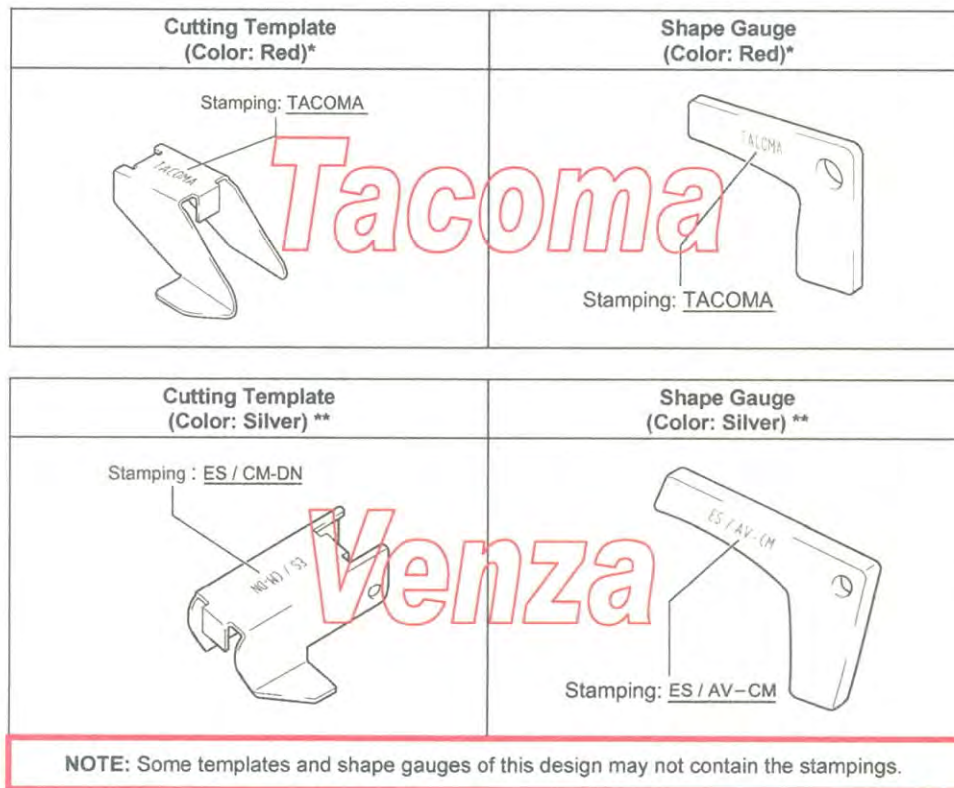
INTEROFFICE MEMORANDUM

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

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

Subject: Safety Recall – 90L **Phase 9**
2009 Through Certain 2010 Model Year Venza Vehicles
2005 Through Certain 2010 Model Year Tacoma Vehicles
Potential Floor Mat Interference with Accelerator Pedal (July, 2010)

Toyota is now launching Phase 9 of Safety Recall 90L on 2009 through certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles for potential floor mat interference with the accelerator pedal.



* Tacoma Cutting template(s) and shape gauge(s) will be provided to each dealership with in a day or two of the launch of this phase of the campaign.

** DENSO cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 (Camry) of this Safety Recall.

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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	06/08/2010	06/21/2010
	8	2007 – 2010 Camry (Sport Pedal)	07/02/2010	7/16/2010
	9	2005 – 2010 Tacoma, 2009 – 2010 Venza	07/16/2010	Late July 2010

Safety Recall Remedy for Venza and Tacoma 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:

Venza

- Modify the rigid plastic accelerator pedal and ***the floor surface in the driver's foot-well by installing a rubber pad.***
- 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 AWFM's 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.

Tacoma

- Modify the rigid plastic accelerator pedal (***floor surface modification is not necessary on Tacoma vehicles.***)
- 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 AWFM's 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.

As an additional measure independent of the vehicle-based recall remedy, dealerships are requested to install a newly designed override system on ***Venza and Tacoma*** vehicles 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.

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 mid-July 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 Venza or Tacoma 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 located on TIS.

3. Number of Vehicles Involved

There are approximately 84,100 Venza's (2009 through certain 2010 model year) and 877,500 Tacoma's (2005 through certain 2010 model year) involved in Phase 9 of this Safety Recall.

4. Region/District Summary Reports

The following Safety Recall 90L Phase 9 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 phase of the Safety Recall.
- A District Summary Report that indicates the **number** of involved vehicles registered in each dealership's primary marketing area for this phase of the Safety Recall.

5. Parts Ordering

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.

Floor Surface Modification (For use on Venza vehicles – Floor surface modification is not necessary on Tacoma vehicles)

Part Number	Description	Dlr QUP	Dlr MaxOrder Qty
78118-41010	Rubber Pad	10	N/A

To support customers that have Genuine Toyota Tacoma **or** Venza All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the 2-piece mat set below. These accessory part numbers are currently not on Manual Allocation and do not have Dealer Maximum Order Quantity limits:

All Weather Floor Mat (AWFM) Replacement

Make	Part Number	Description	Color
Venza	PT908-0T10W-02	2-Piece AWFM	Black
Tacoma ('05-'07 MY)	PT908-3500W-02	2-Piece AWFM	Black
Tacoma – TRD ('08 MY)	PT908-350RW-02	2-Piece AWFM	Black
Tacoma ('08-'10 MY)	PT908-3510W-02	2-Piece AWFM	Black

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.

***AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.**

- To assure the AWFMs 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. . .)

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: _____

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 TSB-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 proposed 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 any floor mat 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 accelerator pedal has not been remedied 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:

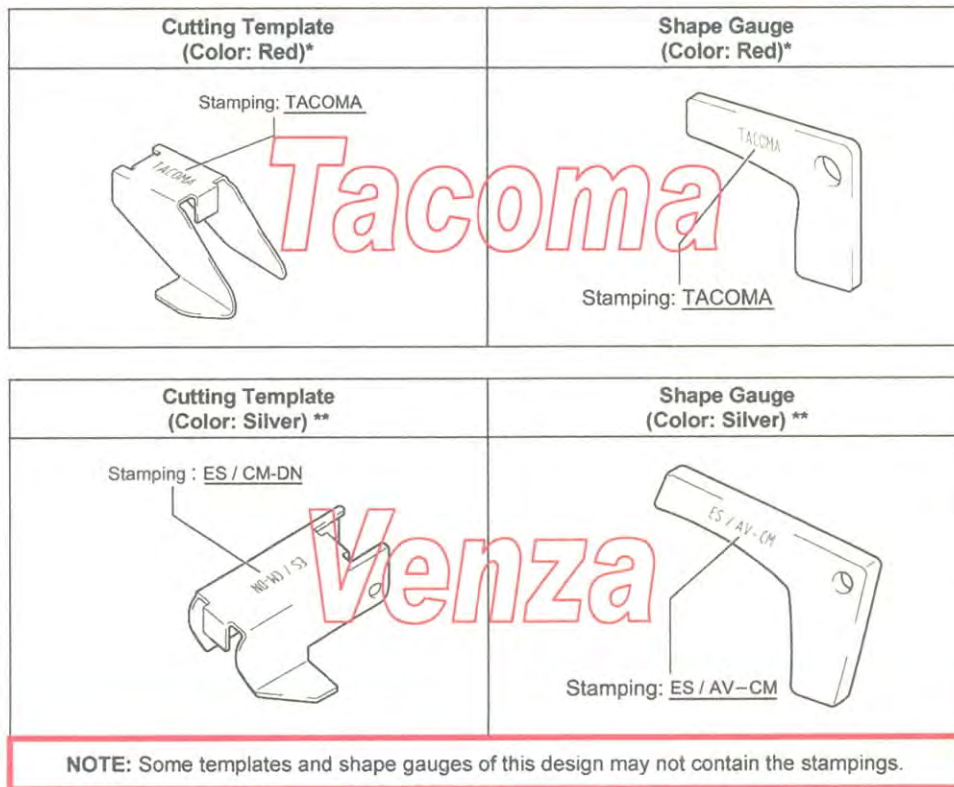
cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private 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

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

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

Subject: Safety Recall – 90L **Phase 9**
2009 Through Certain 2010 Model Year Venza Vehicles
2005 Through Certain 2010 Model Year Tacoma Vehicles
Potential Floor Mat Interference with Accelerator Pedal (July, 2010)

Toyota is now launching Phase 9 of Safety Recall 90L on 2009 through certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles for potential floor mat interference with the accelerator pedal.



* Tacoma Cutting template(s) and shape gauge(s) will be provided to each dealership with in a day or two of the launch of this phase of the campaign.

** DENSO cutting template(s) and shape gauge(s) were provided to each dealership during phase 1 (Camry) of this Safety Recall.

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.**

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 Venza or Tacoma vehicles just prior to vehicle delivery when 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 of the Safety Recall.
- ***A VIN list containing vehicles in dealer stock***

4. **Tools, Equipment and Materials**

In a shipment scheduled to arrive July 19, 2010, your dealership was sent a Toyota Tacoma accelerator pedal template and gauge. When received, the package will have a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.

ATTN: Service Manager
SSC 90L
Campaign Tools

Venza vehicles will utilize the same Denso template and gauge that were used for the Camry Pedal modification.

Your dealership will also need to utilize the required orbital sander and reciprocating saw provided in early February 2010. Additional required tools and equipment are listed in the Technical Instructions found on TIS.

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

5. **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.***

6. Number and Identification of Involved Vehicles

There are approximately 863,000 Tacoma (2005 through certain 2010 model year) and 84,000 Venza (2009 through certain 2010 model year) involved in Phase 9 of this Safety Recall.

MODEL	WMI	MY	VDS	START - FINISH
Tacoma	3TM	2005	JU62N	M001038 - M008091
			KU72N	M001035 - M004841
			LU42N	M001025 - M002890
			MU52N	M001026 - M001900
		2006	JU62N	M007884 - M028771
			KU72N	M004775 - M010145
			LU42N	M002891 - M008847
			MU52N	M001878 - M003617
		2007	JU62N	M028772 - M049700
			KU72N	M010029 - M013697
			LU42N	M008667 - M013600
			MU52N	M003618 - M005093
		2008	JU62N	M049701 - M070800
			KU72N	M013698 - M017962
			LU42N	M013601 - M020109
			MU52N	M005056 - M007830
		2009	JU62N	M070182 - M091906
			KU72N	M017780 - M023467
			LU42N	M020024 - M038092
			MU52N	M007784 - M015694
		2010	JU4GN	M091570 - M106294
			KU4HN	M023403 - M026364
			LU4EN	M037788 - M051927
			MU4FN	M015695 - M021776
	5TE	2005	JU62N	Z001028 - Z144893
			KU72N	Z001077 - Z144860
			LU42N	Z001003 - Z144901
			MU52N	Z001010 - Z144879
			NX22N	Z001023 - Z144884
			NX62N	Z001659 - Z144755
			PX42N	Z001187 - Z144724
			TU22N	Z001007 - Z144886
			TU62N	Z001020 - Z144895
			TX22N	Z001048 - Z144900
			TX62N	Z001181 - Z144873
			UU42N	Z001009 - Z144899
		2006	UX42N	Z001302 - Z144707
			JU62N	Z144959 - Z320618
			KU72N	Z145137 - Z320543
			LU42N	Z145030 - Z320397
			MU52N	Z145150 - Z320296
			NX22N	Z145177 - Z320613
			NX62N	Z145547 - Z320176
			PX42N	Z145459 - Z320265
			TU22N	Z144903 - Z320205
			TU62N	Z144902 - Z320213
			TX22N	Z145349 - Z320497
			TX62N	Z145234 - Z320203
			UU42N	Z144920 - Z320427
			UX42N	Z145491 - Z320247

MODEL	WMI	MY	VDS	START - FINISH
Tacoma	5TE	2007	JU62N	Z320673 - Z469819
			KU72N	Z320671 - Z469635
			LU42N	Z320621 - Z469698
			MU52N	Z320868 - Z469726
			NX22N	Z320620 - Z469653
			NX62N	Z321207 - Z469255
			PX42N	Z320860 - Z469732
			TU22N	Z320619 - Z469759
			TU62N	Z320771 - Z469786
			TX22N	Z321110 - Z469654
			TX62N	Z321199 - Z469583
			UU42N	Z320622 - Z469869
			UX42N	Z320841 - Z469743
		2008	JU62N	Z470196 - Z592508
			KU72N	Z470201 - Z592453
			LU42N	Z469991 - Z592675
			MU52N	Z470099 - Z592635
			NX22N	Z469871 - Z592426
			NX62N	Z469873 - Z592203
			PX42N	Z470165 - Z592599
			TU22N	Z470218 - Z592582
			TU62N	Z470195 - Z592581
			TX22N	Z469874 - Z592319
			TX62N	Z469875 - Z592204
			UU42N	Z469911 - Z592689
			UX42N	Z470171 - Z592595
		2009	JU62N	Z592695 - Z671264
			KU72N	Z592696 - Z668993
			LU42N	Z592756 - Z671368
			MU52N	Z592693 - Z668540
			NX22N	Z592697 - Z671320
			NX62N	Z592974 - Z670223
			PX42N	Z592698 - Z671254
			TU22N	Z592690 - Z671370
			TU62N	Z592694 - Z671356
			TX22N	Z593018 - Z671260
			TX62N	Z592970 - Z671185
			UU42N	Z592691 - Z671420
			UX42N	Z592992 - Z671203
		2010	JU4GN	Z671670 - Z749018
			KU4HN	Z671655 - Z748760
			LU4EN	Z671445 - Z749000
			MU4FN	Z671727 - Z749004
			NX4CN	Z671597 - Z749058
			NX4GN	Z671782 - Z748524
			PX4EN	Z671812 - Z749106
			TU4CN	Z671426 - Z735120
			TU4GN	Z671422 - Z749014
			TX4CN	Z671424 - Z749091
			TX4GN	Z671425 - Z749126
			UU4EN	Z671428 - Z749134
			UX4EN	Z671780 - Z749122

Tacoma UIO: 863,000

MODEL	WMI	MY	VDS	START - FINISH
Venza	4T3	2009	BE11A	U001001 - U009389
			BK11A	U001001 - U026374
			ZE11A	U001001 - U020244
			ZK11A	U001001 - U020296
		2010	BA3BB	U009065 - U014930
			BE11A	U007029 - U007029
			BK3BB	U025471 - U037232
			ZA3BB	U019545 - U029641
			ZE11A	U015108 - U015108
			ZK11A	U015696 - U015696
			ZK3BB	U019725 - U027390

Venza UIO: 84,000

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If your dealership is contacted by an owner of a Venza or Tacoma vehicle 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.

7. **Parts Ordering**

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.

Floor Surface Modification (For use on Venza vehicles – Floor surface modification is not necessary on Tacoma vehicles)

Part Number	Description	Dir QUP	Dir MaxOrder Qty
78118-41010	Rubber Pad	10	N/A

To support customers that have Genuine Toyota Tacoma or Venza All Weather Floor Mats, Toyota will be replacing the customer's existing driver and passenger side front floor mats using the 2-piece mat set below. These accessory part numbers are currently not on Manual Allocation and do not have Dealer Maximum Order Quantity limits:

All Weather Floor Mat (AWFM) Replacement

Model	Part Number	Description	Color
Venza	PT908-0T10W-02	2-Piece AWFM	Black
Tacoma ('05-'07 MY)	PT908-3500W-02	2-Piece AWFM	Black
Tacoma – TRD ('08 MY)	PT908-350RW-02	2-Piece AWFM	Black
Tacoma ('08-'10 MY)	PT908-3510W-02	2-Piece AWFM	Black

*AWFMs replaced under this Safety Recall will be placed on Warranty Parts Recovery.

- To assure the AWFMs 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.

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.

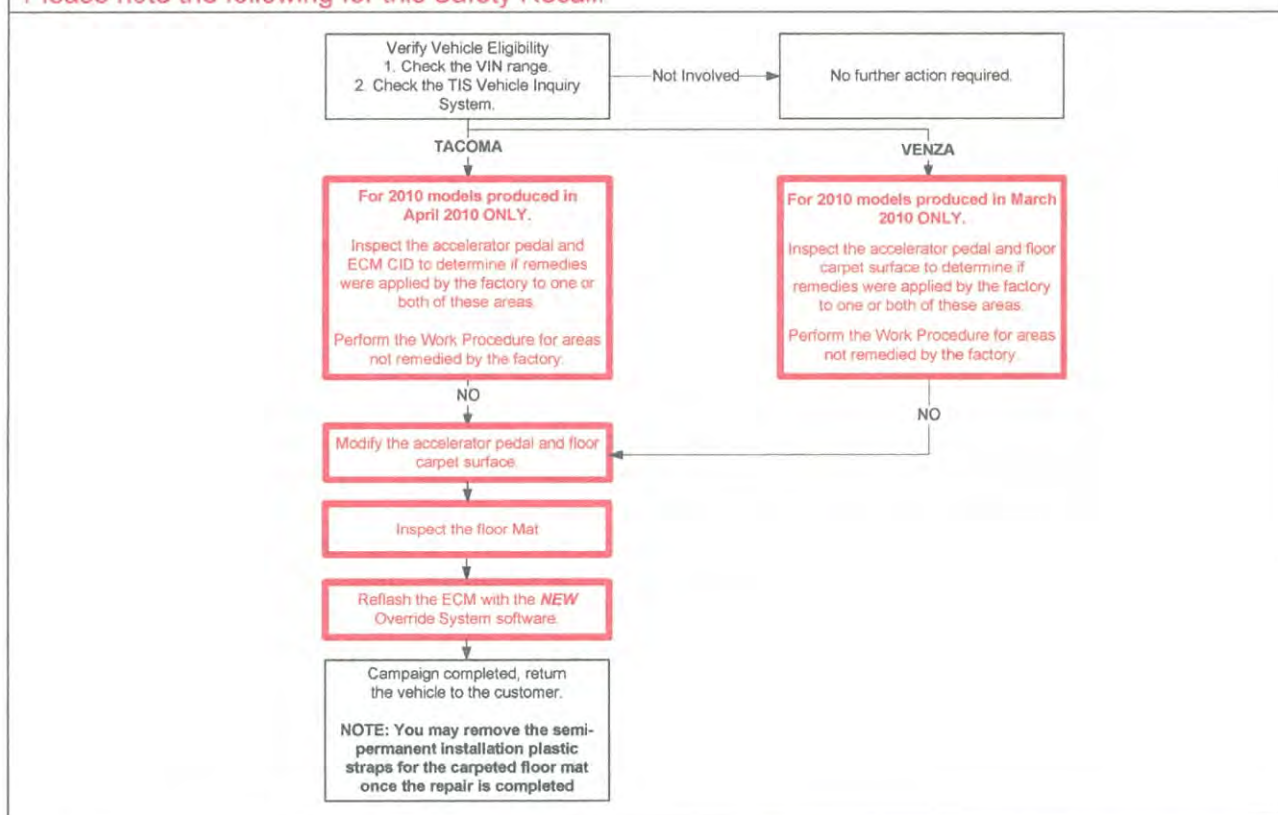
In the event the grommet area requires repair, a new repair part is available. Please refer to TSB-0397-09 for additional information on grommet repair.

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

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

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 Venza	0902G1	1. Accelerator Pedal and Floor Surface Modification 2. Override System (Reflash) installation 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.4 hr/vehicle
	0902G2	1. Accelerator Pedal and Floor Surface Modification 2. Override System (Reflash) installation 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.4 hr/vehicle
90L Tacoma	0902G5	1. Accelerator Pedal Modification. 2. Override system (reflash) installed. 3. Replacement of the All Weather Floor Mat 4. Inspect the front carpet and floor mat and clean them as appropriate.	1.3 hr/vehicle
	0902G6	1. Accelerator Pedal Modification. 2. Override system (reflash) installed. 3. Inspect the front carpet and floor mat and clean them as appropriate.	1.3 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 2009 through certain 2010 model year Venza and 2005 through 2010 model year Tacoma 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.
- 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 and/or floor surface 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 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
- 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.





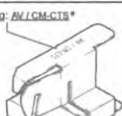









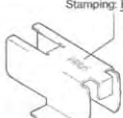
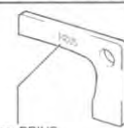


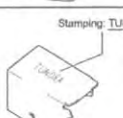
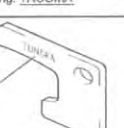


Sales Department:

- 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.

PROCEDURE SUMMARY CHART

Model	Pedal	Pedal Modification				AWFM	Tibia Pad	Rubber Stopper	Carpet Reshape	BOS	Inspect & Clean Carpet as Needed
		Template	Color	Shape Gage	Color						
Avalon	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓	✓
Camry	Denso	Stamping: ES / CM-DN* 	Silver	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓†	✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓	✓	✓†	✓
	Sports Pedal**	Replace the factory installed metallic accelerator sports pedal foot pad with a newly designed one				✓	✓	✓	✓	✓	✓
Corolla & Matrix	Denso	Stamping: ES / CM-DN* 	Silver	Stamping: ES / AV-CM 	Silver	✓	✓	✓‡	✓		✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓	✓	✓‡	✓		✓
Highlander	Denso	Stamping: ES / CM-DN* 	Silver	Stamping: ES / AV-CM 	Silver	✓					✓
	CTS	Stamping: AV / CM-CTS* 	White	Stamping: ES / AV-CM 	Silver	✓					✓
Prius	Denso	Stamping: PRIUS 	Turquoise	Stamping: PRIUS 	Turquoise	✓					✓
Tacoma	Denso	Stamping: TACOMA 	Red	Stamping: TACOMA 	Red	✓				✓	✓
Tundra	CTS	Stamping: TUNDRA 	Green	Stamping: TUNDRA 	Green	✓					✓
Venza	Denso	Stamping: ES / CM-DN* 	Silver	Stamping: ES / AV-CM 	Silver	✓		✓	✓	✓	✓

* Some supplemental templates may not have the stamping.

** Factory Installed Metallic Sports Pedal – Safety Recall 90L Phase 8.

‡ Part number is specific to Corolla & Matrix.

† Non-Hybrid Camry Vehicles ONLY.

**2009 Through Certain 2010 Model Year Venza 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 2009 through certain 2010 model year Venza 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.

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 and the floor surface in the driver's foot-well.
- 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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota dealer to make an appointment to have these important remedies performed on your vehicle as soon as possible.

The remedy will take approximately 1½ 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 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. 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.

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

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 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
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.

**2005 Through Certain 2010 Model Year Tacoma 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 2005 through certain 2010 model year Tacoma 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.

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.

As an additional measure independent of the vehicle-based recall remedy, Toyota will install a newly designed override system in 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 Toyota dealer to make an appointment to have these important remedies performed on your vehicle as soon as possible.

The remedy will take approximately 1½ 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. 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.

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

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 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.



Safety Recall 90L – Phase 9

2009 Through Certain 2010 Venza and 2005 Through Certain 2010 Tacoma Vehicles

Potential Floor Mat Interference with Accelerator Pedal Q&A

July, 2010

Toyota is now launching Phase 9 of Safety Recall 90L on 2009 through certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles for potential floor mat interference with the accelerator pedal.

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:

Venza

- Modify the rigid plastic accelerator pedal and the ***floor surface in the driver's foot-well by installing a rubber pad.***
- 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.

Tacoma

- Modify the rigid plastic accelerator pedal (***floor surface modification is not necessary on Tacoma vehicles.***)
- 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.

As an additional measure independent of the vehicle-based recall remedy, dealerships are requested to install a newly designed override system on ***Venza and Tacoma*** vehicles 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.

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

A3: 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.

Q4: 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?

A4: 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.

Q4a: What if a customer disposed of his/her Toyota genuine All Weather Floor Mat (AWFM)? Will he/she still receive a newly designed one?

A4a: If a customer has disposed of an older design Toyota genuine All Weather Floor Mat (AWFM), he/she may receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

Q5: What if a floor mat is an aftermarket rubberized floor mat?

A5: 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.

Q5a: When will Toyota genuine All Weather Floor Mats (AWFM) be available for purchase?

A5a: 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.

Q6: What if a driver experiences accelerator pedal interference. What should they do?

A6: 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.

Q7: Are there any other Toyota or Lexus vehicles involved and what is Toyota's timing for announcing the remedy on the affected vehicles?

A7: 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 <u>Start</u>
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	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 - 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra,	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 - 2010 Corolla, 2009 - 2010 Matrix,	06/08/2010	06/21/2010
	8	2007 – 2010 Camry (Sport Pedal)	07/02/2010	07/16/2010
	9	2009 - 2010 Venza 2005 – 2010 Tacoma,	7/16/2010	Late July 2010
9LG	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	2	2006 – 2010 Lexus IS	4/5/2010	4/23/2010

***Tentative**

Q7a: 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?

A7a: Toyota will begin mailing Safety Recall Notices by first class mail to owners of 2009 through certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles in late July 2010. The owner letters will be spread over several weeks 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.

Q7b: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A7b: 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.

Q8: What if an owner has additional questions or concerns?

A8: 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>.

Q8a: What if an owner has previously paid for repairs to modify the vehicle's accelerator pedal and/or floor surface to address this condition?

A8a: Owners that have previously paid for their vehicle's accelerator pedal and/or floor surface 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

Q8b: What if an owner has experienced unintended acceleration and his/her vehicle is not involved in either of these safety recalls?

A8b: 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.

Q8c: Why aren't other models included in this safety recall?

A8c: 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.

Q9: What will the modified accelerator pedal look like?

A9: 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.

Q9a: What if a customer is not satisfied with the appearance of the modified accelerator pedal?

A9a: 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.

Q9b: Can I wait to have the accelerator pedal replaced with a newly designed one rather than have my current accelerator pedal modified?

A9b: 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.

Q10: Will Toyota clean the vehicle carpet for those owners that followed the Consumer Safety Advisory and removed his/her floor mats?

A10: Your local Toyota dealership will inspect and clean the driver's carpet and floor mat as appropriate.



George

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.*

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 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.

Owner Notification Mailing Date

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 of the full 2010 model year VIN range in late January.

Implementation at Dealerships

This 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 your dealership as required. Please do not schedule any appointments unless you have parts on-hand to make the repairs.

Part Description	Part Number	Quantity per Vehicle
Upper Tibia Pad	58571-33010	1
Rubber Pad	78118-41010	1
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 December 22, your dealership was 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 AWFM</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 AWFM</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 dealership and the Lexus brand.

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.
- 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 as described in the owner letter, 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.



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 AWFM's 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.

Attachments

CC: Customer Satisfaction Manager
General Manager
Parts Manager

Pre-owned Manager
Sales Manager
Service Manager

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 (1 800-255-3987), 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.



March 18, 2010

To: Lexus Area Managers
From: Al Smith - Vice President, Lexus Customer Services
Subject: Safety Recall - 9LG
Certain 2007 - 2010 Model Year ES 350 Vehicles
Potential Floor Mat Interference with Accelerator Pedal - Updated

In early October, Lexus announced it would initiate a Safety Recall 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 recall 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 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 and remedy completion phase of the campaign and your dealers' degree of involvement. Additional information may be found in the attached dealer letter which has the Lexus Q&A and customer notification letter.

Recall 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. Information on this override system is posted in the Lexus Customer Services website (<http://dealerdaily/ddcontents/lexusps/special/servicecampaign/9LG/brakeoverridesystem.pdf>).

Dealer and Owner Notification Mailing Date

Updated dealer packages will be sent via Next Day UPS delivery to the attention of the Service Manager on March 18, 2010.

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

Owner Lists

A list of vehicles last serviced by your dealers which require the 9LG remedy will be enclosed with the dealer letter.

Dealer Operations in Support of this Safety Recall

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 - 2374931

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 recall 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.

Implementation at Dealerships

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

Parts Availability and Ordering

Dealers should place orders for the needed parts which are on manual allocation. Lexus will review and release dealer orders. It is critical that your dealers do not schedule any appointments unless they have parts on-hand to make the repairs.

Part Description	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, Safety Recall, 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 December shipment, 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 recall 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 AWFM</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 AWFM</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 recall administrative cost per unit for the dealership. Lexus warranty will only accept one claim per vehicle under the terms of the recall. Please ensure that your dealership checks Dealer Daily or TIS to see if the vehicle has been repaired under this recall 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 all weather floor mats will be placed on Warranty Parts Recovery and dealers will be required to return them to Lexus. Dealers should be sure to only return one set of mats per box. 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 should inspect the driver's carpet and clean it if needed. Lexus will reimburse dealers up to a maximum of \$10 per vehicle for this inspection and cleaning. To claim reimbursement, use sublet type "CG."

Warranty operation codes and VIN flagging are available via dealers DMS and TIS.

Customer Handling

Please consider this recall 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 dealership and the Lexus brand.

In the meantime, customers who receive the owner letter may contact your dealers with questions regarding the letter, and/or recall 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:

- Encourage owners of ES and IS vehicles who have not yet received the recall 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://>
- 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.
- Although Lexus is making every effort to replace the Lexus Genuine All Weather Floor Mats (AWFMs) with newly designed ones in the vehicles covered by Safety Recall 9LG, some customers have decided to retain their original Lexus AWFMs. In these cases, we request that the following verbiage be written in the Repair Order and signed by the customer:

The owner of a [MODEL YEAR, MAKE, MODEL], VIN _____, which is covered by Safety Recall 9LG, 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: _____

- 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 Safety Recall 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 Safety Recall 9LG repair. It is important that your dealership perform all applicable Safety Recall/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 recall modification to new and pre-owned vehicles immediately prior to owner delivery. 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 staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your understanding and cooperation.

Attachments

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



March 18, 2010

Subject: Safety Recall - 9LG
Certain 2007 - 2010 Model Year ES 350 Vehicles
Potential Floor Mat Interference with Accelerator Pedal - Updated

Dear Dealer Principal:

In early October, Lexus announced it would initiate a Safety Recall 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 recall 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 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 owner notification and remedy completion phase of the campaign and your dealership's degree of involvement. Additional information may be found in the attached Lexus Q&A and customer notification letter.

Recall 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. Information on this override system is posted in the Lexus Customer Services website (<http://dealer.lexus.com/ddcontents/lexusps/special/servicecampaign/9LG/brakeoverridesystem.pdf>).

Owner Notification Mailing Date

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

Owner Lists

A list of vehicles last serviced by your dealership which require the 9LG remedy is enclosed with this letter.

Dealer Operations in Support of this Safety Recall

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 - 2374931

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 recall 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.

Implementation at Dealerships

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

Parts Availability and Ordering

Dealers should place orders for the needed parts which are on manual allocation. Lexus will review and release dealer orders. It is critical that your dealers do not schedule any appointments unless they have parts on-hand to make the repairs.

Part Description	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, Safety Recall, 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 December shipment, 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 recall 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 AWFM</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 AWFM</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 recall administrative cost per unit for the dealership. Lexus warranty will only accept one claim per vehicle under the terms of the recall. Please ensure that your dealership checks Dealer Daily or TIS to see if the vehicle has been repaired under this recall 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 all weather floor mats will be placed on Warranty Parts Recovery and dealers will be required to return them to Lexus. Dealers should be sure to only return one set of mats per box. 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 should inspect the driver's carpet and clean it if needed. Lexus will reimburse dealers up to a maximum of \$10 per vehicle for this inspection and cleaning. To claim reimbursement, use sublet type "CG."

Warranty operation codes and VIN flagging are available via your DMS and TIS.

Customer Handling

Please consider this recall 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 dealership and the Lexus brand.

In the meantime, customers who receive the owner letter may contact your dealers with questions regarding the letter, and/or recall 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:

- Encourage owners of ES and IS vehicles who have not yet received the recall 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.
- Although Lexus is making every effort to replace the Lexus Genuine All Weather Floor Mats (AWFMs) with newly designed ones in the vehicles covered by Safety Recall 9LG, some customers have decided to retain their original Lexus AWFMs. In these cases, we request that the following verbiage be written in the Repair Order and signed by the customer:

The owner of a [MODEL YEAR, MAKE, MODEL], VIN _____, which is covered by Safety Recall 9LG, 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: _____

- 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 Safety Recall 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 Safety Recall 9LG repair. It is important that your dealership perform all applicable Safety Recall/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 recall modification to new and pre-owned vehicles immediately prior to owner delivery. 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 Safety Recall.

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
 Sales Manager
 Service Manager



Updated 03/12/2010 - Update to IS Floor Mat Chart.

Previous versions of these documents should be discarded.

March, 2010

Subject: Supplemental Information for Safety Recall 9LG
Potential Floor Mat Interference with Accelerator Pedal

Dear Dealer Principal:

The vehicle is covered by the Potential Floor Mat Interference with Accelerator Pedal Recall (Safety Recall 9LG)

Lexus is currently in the process of finalizing the recall remedy for some models. The customer will be notified by first class mail as soon as your dealership is prepared to perform the remedy on the vehicle. Once the customer receives this notification announcing the remedy is available, please request that they contact your dealership to schedule an appointment to have this important remedy performed. Please note that if the remedy has been launched for a particular model, the customer does not need the owner letter to have the remedy performed.

The following Lexus models are covered:

2007 - 2010 ES
2006 - 2010 IS

Please request that customers take out any removable driver's floor mat and NOT replace it with any other floor mat until the Safety Recall remedy is performed on the vehicle.

In the event a customer chooses not to take out any removable floor mat, Lexus 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 assist any customer that requests assistance in this verification.

In the meantime, please provide customers that are covered by this Safety Recall a copy of the Consumer Safety Advisory Letter as a reminder. Please fill in the model year and model before providing it to them.

Thank you for your assistance.

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 understanding and cooperation.

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

Enclosed: Consumer Safety Advisory Letter

CC: Customer Satisfaction Manager
General Manager
Parts Manager
Pre-owned Manager
Sales Manager
Service Manager

**Certain [Model Year] through [Model Year] Model Year [model]
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign (Interim Notice)**

[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 200__ through certain 20__ model year [name of model] vehicles. 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. 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 is currently developing a campaign remedy and will notify you when it is ready. In the meantime, we are providing important information regarding the issue and steps you may take in the interim.

What is the risk?

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.

What will Lexus do?

We will notify you again as soon as a campaign remedy is available for your vehicle.

What should you do?

We request that you take out **any removable** driver's floor mat and NOT replace it with any other floor mat until the campaign remedy is ready and implemented on your vehicle.

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. Information on proper floor mat installation for your vehicle is enclosed with this notification. Please visit <http://www.lexus.com/floormats> for information on other models.

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, or to ACC. 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.

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 to 4:00 pm Pacific Standard Time.

Lexus will advise you in a separate letter when a campaign remedy is available for your vehicle. After you receive that separate letter, 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>, if you believe that Lexus has failed or is unable to provide a remedy without charge or within a reasonable time after the earliest date we advise you in writing that a campaign remedy is available for your vehicle.

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.

Sincerely,

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

Lexus Carpeted or All-Weather Floor Mat Inspection, Application and Installation Instructions

STOP

Read these important Warnings **BEFORE** installing **ANY** type of Floor Mat.

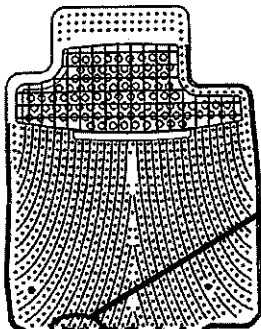
A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. Check for correct model name and part number on the packaging label to confirm vehicle application.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the floor mat upside down or turned over for any reason.
 - Only install the driver's floor mat in the driver's foot area.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats (in the case of Lexus with the carpet floor mats). Follow the floor mat retention clip installation instruction supplied with the clips. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal.
 - Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place.
- The retaining hooks (clips) are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- Carefully read the warning tag attached to the driver's floor mat regarding installation.

B. Floor Mat Inspection Instructions and Application Information

- Before placing a floor mat in a vehicle be familiar with the procedure outlined below.
 - Identify the correct driver's floor mat for the specific vehicle application.
 - Correctly install the driver's floor mat.
- Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks (clips).

NOTE: Use the attached Application Information Chart to verify mat-to-vehicle application.



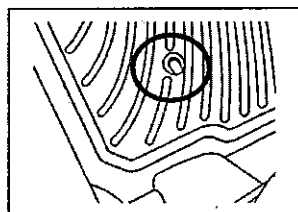
PT908-33072

Driver's floor mat part number is located on the bottom of the back side of the mat.

(Sample of Application Information Chart)
See Attachments for details specific to your vehicle.

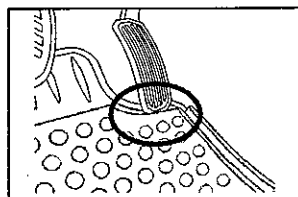
Part Number	Model	Type
PT908-33072-02	ES350	All Weather
PT908-33072-11	ES350	All Weather
PT908-33072-14	ES350	All Weather

The last 2 digits on the part number indicate the color code



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

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



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



ES

2007 – 2010 Model Year Lexus ES Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	'07	'08	'09	'10	Color
PT548-33070-02	ES350	Carpet	✓	✓	✓	✓	Black
PT548-33070-11	ES350	Carpet	✓	✓	✓	✓	Lt Gray
PT548-33070-10	ES350	Carpet	✓	✓	✓	✓	Cashmere
PT548-33080-02	ES350 Special Edition	Carpet			✓	✓	Black
PT548-33080-10	ES350 Special Edition	Carpet			✓	✓	Cashmere
PT548-33080-11	ES350 Special Edition	Carpet			✓	✓	Lt Gray
PT548-33090-01	ES350	Carpet			✓	✓	Brown
PT548-33090-12	ES350	Carpet			✓	✓	Charcoal
PT206-33070-10	ES350	Carpet			✓	✓	Cashmere
PT206-33070-11	ES350	Carpet			✓	✓	Lt Gray
PT206-33090-05	ES350	Carpet			✓	✓	Brown
PT206-33090-15	ES350	Carpet			✓	✓	Charcoal
PT206-33090-25	ES350	Carpet			✓	✓	Black
PT908-33070-02*	ES350 – Do not use*	All Weather	✓				Black
PT908-33070-11*	ES350 – Do not use*	All Weather	✓				Gray
PT908-33070-14*	ES350 – Do not use*	All Weather	✓				Brown
PT908-33071-02*	ES350 – Do not use*	All Weather	✓	✓			Black
PT908-33071-11*	ES350 – Do not use*	All Weather	✓	✓			Gray
PT908-33071-14*	ES350 – Do not use*	All Weather	✓	✓			Brown
PT908-3307F-02	ES350 (Front Mat)	All Weather	✓	✓	✓	✓	Black
PT908-3307F-11	ES350 (Front Mat)	All Weather	✓	✓	✓	✓	Gray
PT908-3307F-14	ES350 (Front Mat)	All Weather	✓	✓	✓	✓	Brown
PT908-33072-02	ES350	All Weather	✓	✓	✓	✓	Black
PT908-33072-11	ES350	All Weather	✓	✓	✓	✓	Gray
PT908-33072-14	ES350	All Weather	✓	✓	✓	✓	Brown

*These mats were recalled in 2007. Please place them in your trunk until further notice.



IS

2006 – 2010 Model Year Lexus IS Vehicles Floor Mat to Vehicle Application Chart

Part Number	Model	Type	06	07	08	09	10	Color
PT208-53006-02	IS-C F-Sport SE	Carpet					✓	Black
PT208-53060-02	IS250/350 2WD	Carpet	✓					Black
PT208-53060-30	IS250/350 2WD	Carpet	✓					Cashmere
PT208-53062-02	IS250/350 AWD	Carpet	✓					Black
PT208-53062-30	IS250/350 AWD	Carpet	✓					Cashmere
PT208-53067-02	IS250/350 2WD	Carpet	✓	✓	✓	✓	✓	Black
PT208-53087-01	IS250/350 2WD	Carpet				✓	✓	Ecu
PT208-53067-30	IS250/350 2WD	Carpet	✓	✓	✓			Cashmere
PT208-53068-02	IS250/350 AWD	Carpet	✓	✓	✓	✓	✓	Black
PT208-53088-01	IS250/350 AWD	Carpet				✓	✓	Ecu
PT208-53068-30	IS250/350 AWD	Carpet	✓	✓	✓			Cashmere
PT208-53087-02	IS-F	Carpet			✓	✓	✓	Black
PT208-53093-02	IS-C	Carpet					✓	Black
PT208-53095-02	IS-C F-Sport	Carpet					✓	Black
PT208-53097-02	IS250/350 F-Sport 2WD	Carpet			✓	✓	✓	Black
PT208-53098-02	IS250/350 F-Sport AWD	Carpet			✓	✓	✓	Black
PT908-53050-02	IS250/350 2WD	All Weather	✓					Black
PT908-53051-02	IS250 AWD	All Weather	✓	✓	✓	✓	✓	Black
PT908-53070-02	IS250/350/F 2WD	All Weather	✓	✓	✓	✓	✓	Black
PT908-53100-02	IS250/350/C	All Weather				✓		Black