TOYOTA CUSTOMER SERVICES

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_X_ Action
_X_ Retain
___ Information

INTEROFFICE MEMORANDUM

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

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

Subject: Safety Recall – 90L **Phase 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 though certain 2011 Camry vehicles equipped with a factory installed metallic accelerator sports pedal.

Recalled Part	Newly Designed Part

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 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 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.

STOP

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

TOYOTA

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 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 though certain 2011 Camry vehicles equipped with a factory installed metallic accelerator sports pedal.

Recalled Part	Newly Designed Part

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 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 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.

STOP

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
				U593477 - U609453
		2011	BF3EK	U117437 - U147785
				U581183 - U602569
			BK3EK	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

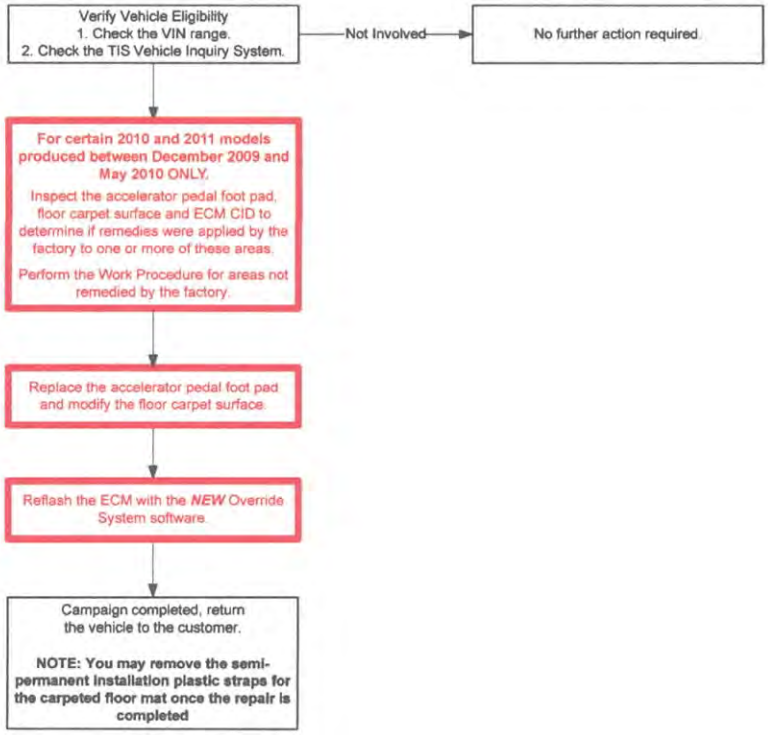
Please refer to the Technical Instructions located on TIS for a list of tools and equipment needed to perform this Safety Recall.

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. <u>Customer Handling</u>

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 though 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

STOP

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:

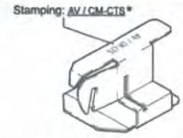
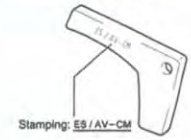
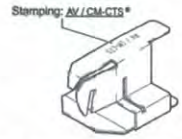
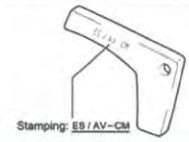
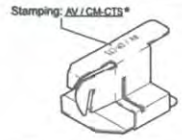
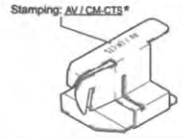
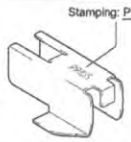
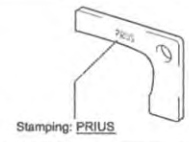
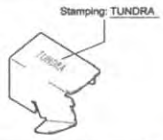
- Please refer to the Toyota Hot Sheet when answering questions and communicating floor mat installation and maintenance. Customers with other questions should be directed to a knowledgeable person in the service department.

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.

APPENDIX – Page 1

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		White		Silver	✔	✔	✔	✔	✔	✔
Camry	Denso		Silver		Silver	✔	✔	✔	✔	✔	✔
	CTS		White		Silver	✔	✔	✔	✔	✔	✔
	Sports Pedal**	Replace the factory installed metallic accelerator sports pedal ***foot pad*** with a newly designed one				✔	✔	✔	✔	✔	✔
Corolla & Matrix	Denso		Silver		Silver	✔	✔	✔‡	✔		✔
	CTS		White		Silver	✔	✔	✔‡	✔		✔
Highlander	Denso		Silver		Silver	✔					✔
	CTS		White		Silver	✔					✔
Prius	Denso		Turquoise		Turquoise	✔					✔
Tundra	CTS		Green		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.

SAMPLE

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.

SAMPLE

What if you have other questions?

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

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

What if you have previously paid for 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.

TOYOTA

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 though 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 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, 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 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	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
X Action
X Retain
___ Information

INTEROFFICE MEMORANDUM

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

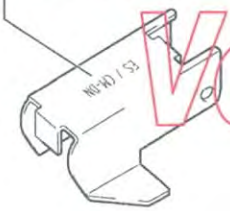
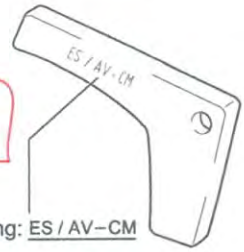
From: Bob Waltz,
Vice President, Product Quality and Service Support

Subject: Safety Recall – 90L **Phase 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 though certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles for potential floor mat interference with the accelerator pedal.

Cutting Template (Color: Red)*	Shape Gauge (Color: Red)*
Stamping: TACOMA	Stamping: TACOMA

Tacoma

Cutting Template (Color: Silver) **	Shape Gauge (Color: Silver) **
Stamping : ES / CM-DN 	 Stamping: ES / AV–CM

Venza

NOTE: Some templates and shape gauges of this design may not contain the stampings.

* 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 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.

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

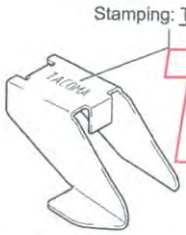
TOYOTA

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

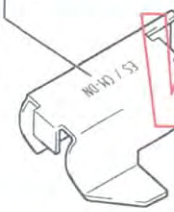
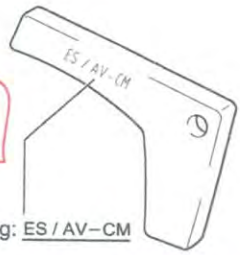
To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Safety Recall – 90L **Phase 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 though certain 2010 Venza and 2005 through certain 2010 Tacoma vehicles for potential floor mat interference with the accelerator pedal.

Cutting Template (Color: Red)*	Shape Gauge (Color: Red)*
Stamping: TACOMA 	Stamping: TACOMA

Tacoma

Cutting Template (Color: Silver) **	Shape Gauge (Color: Silver) **
Stamping : ES / CM-DN 	 Stamping: ES / AV–CM

Venza

NOTE: Some templates and shape gauges of this design may not contain the stampings.

* 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 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.

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. Owner Notification Letter Mailing Date

The owner notification will commence in late July 2010.

If your dealership 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 ***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.

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
			UX42N	Z001302 - Z144707
		2006	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	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

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.

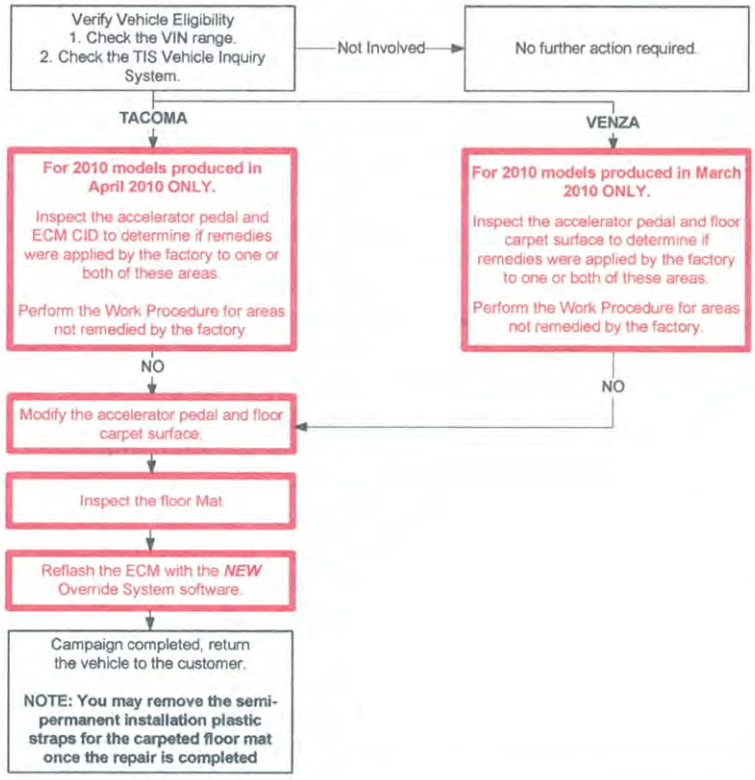
In the event the grommet area requires repair, a new repair part is available. Please refer to TSB-0397-09 for additional information on grommet repair.

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.

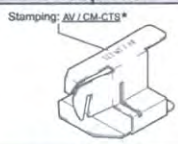
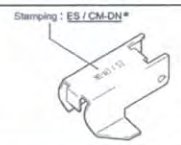
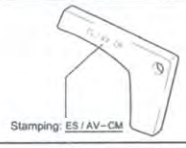
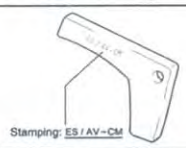
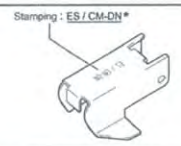
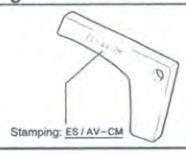
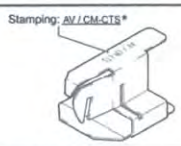
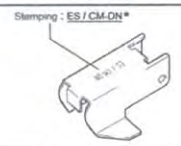
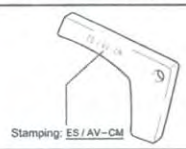
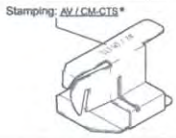
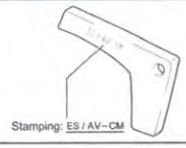
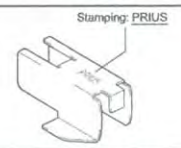
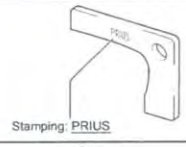
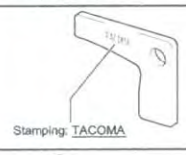
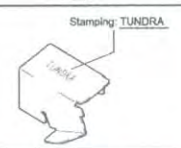
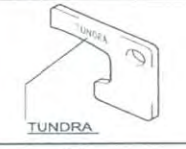
Sales Department:

- 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		White		Silver	✔	✔	✔	✔	✔	✔
Camry	Denso		Silver		Silver	✔	✔	✔	✔	✔†	✔
	CTS		White		Silver	✔	✔	✔	✔	✔†	✔
	Sports Pedal**	Replace the factory installed metallic accelerator sports ***pedal foot*** pad with a newly designed one				✔	✔	✔	✔	✔	✔
Corolla & Matrix	Denso		Silver		Silver	✔	✔	✔‡	✔		✔
	CTS		White		Silver	✔	✔	✔‡	✔		✔
Highlander	Denso		Silver		Silver	✔					✔
	CTS		White		Silver	✔					✔
Prius	Denso		Turquoise		Turquoise	✔					✔
Tacoma	Denso		Red		Red	✔				✔	✔
Tundra	CTS		Green		Green	✔					✔
Venza	Denso		Silver		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.

SAMPLE

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.

SAMPLE

What if you have other questions?

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

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

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

If you have previously paid for your vehicle's accelerator pedal 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.

SAMPLE

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.

SAMPLE

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.

TOYOTA

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 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	04/23/2010
	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.