



Via Overnight Mail
February 24, 2011

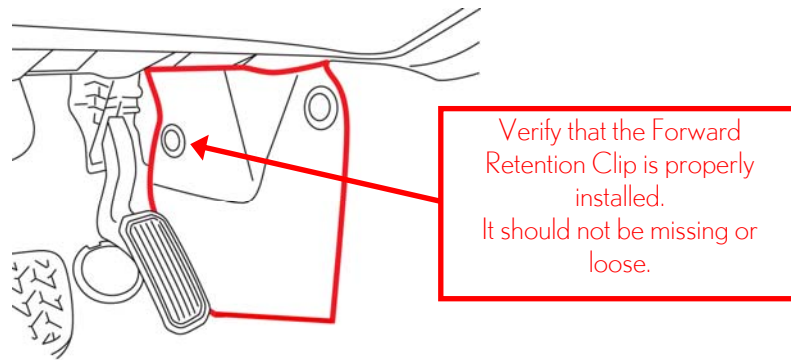
Subject: Safety Recall BLC (Interim B2C) - **Interim Notice**
Certain 2004 - Early 2007 Model Year RX 330, RX 350 and RX 400h Vehicles
Driver's Side Floor Carpet Cover and Retention Clip

Dear Dealer Principal:

On Thursday, February 24, 2011, Lexus will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a Safety Recall on certain 2004 through early 2007 model year RX 330, RX 350 and RX 400h vehicles to replace the driver's side Floor Carpet Cover and Retention Clips.

Background

In certain 2004 through early 2007 model year RX 330, RX 350 and RX 400h vehicles, if the forward retention clip used to secure the driver's side floor carpet cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may temporarily become stuck in a partially depressed position rather than return to the idle position. An accelerator pedal temporarily stuck in a partially depressed position may increase the risk of a crash.



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

Interim Owner Notification

Lexus is currently preparing replacement parts for this Safety Recall. In the meantime, we are communicating the recall status and current actions:

- To assure transparency with owners, Lexus will mail an *interim* owner notification beginning in early March, 2011 advising owners of this Safety Recall and the fact that they will receive a second notice when parts become available in greater quantities.
- The interim owner notification letter will advise owners: (1) of this safety recall, (2) of the fact they will receive a future notice once parts have been produced in sufficient quantities, (3) of what to do if they experience this condition during the interim period and (4) instructions on how to verify the retention clips are installed properly.
- Customers may visit your dealership and request assistance in determining if the retention clips and floor carpet cover is properly installed. Please assist the customer by verifying the retention clips are installed properly, if the clips are not installed properly please assist the customer by replacing the retention clip(s) with a new one.

Only owners of the affected vehicles will be notified. If your dealership is contacted by an owner who would like to know if their vehicle is affected, please verify vehicle eligibility by confirming through TIS. The affected VINs will be posted on TIS on Friday, February 25. *During the interim phase of this Safety Recall affected vehicles will be identified with a 'B2C' code.*

Timing of Safety Recall (Second) Notification

Lexus is currently preparing remedy parts. Once preparations are complete, you will receive another notification (remedy) with parts ordering information, technical instructions and reimbursement procedures. Additional information regarding the timing of the second notification letter will be provided to you with the remedy notice.

Pre-Owned Vehicles in Dealer Inventory

Lexus requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Safety Recall until the defect has been remedied. If a dealer wishes to sell or deliver a pre-owned vehicle covered by this Safety Recall, it is important the dealer clearly communicate to the consumer that the vehicle has been identified by Lexus as subject to a recently announced Safety Recall and that the consumer will be notified by Lexus when the remedy part are available.

Also, as a reminder, Lexus CPO policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall, such as this Safety Recall BLC. Thus, no affected units may be sold or delivered as a CPO vehicle until the Safety Recall has been completed on that vehicle.

Identification of Covered Vehicles

MODEL	WMI	MY	VDS	START	FINISH
RX 330	2T2	2004	GA31U	C001001	C019006
			HA31U	C001002	C039897
	JTJ	2004	GA31U	0001010	0044873
			HA31U	0001045	0074277
RX 330	2T2	2005	GA31U	C018659	C042888
			HA31U	C039056	C087493
	JTJ	2005	GA31U	0044429	0059262
			HA31U	0074282	0098527
RX 400H	JTJ	2005	HW31U	0001014	0001025
RX 330	2T2	2006	GA31U	C042219	C053399
			HA31U	C086510	C109798
	JTJ	2006	GA31U	0059263	0065897
			HA31U	0098335	0106215
RX 400H	JTJ	2006	GW31U	0001007	2000921
			HW31U	0001035	2007117
RX 350	2T2	2007	GK31U	C001006	C017490
			HK31U	C001008	C027928
	JTJ	2007	GK31U	0001007	0005483
			HK31U	2000449	2017229

Please note that only owners of the covered vehicles will be notified. If a dealer is contacted by an owner who has not yet received the notification, please **verify coverage by confirming through Dealer Daily/TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

Remedy Procedures

For additional information on inspection and repair please refer to TIS.

Parts Ordering

A new specification retention clip (one piece tree type) can be ordered through your dealerships facing PDC. This retention clip will also be provided with the remedy Floor Carpet Cover when it becomes available. Therefore, this clip will be placed on Manual Allocation Control to assure an adequate interim supply for all dealerships.

Part Number	Part Description	Quantity
90467-06020-C0	Retention Clip	(As Needed)

Warranty Claim Instructions

If an inspection is requested by the customer and the retention clip(s) is missing, the dealer may install 2 of the new one piece tree type retention clip(s) and file a claim for inspection and replacement.

We anticipate interim inspection operation codes will be available late next week (week of February 28th).

These Op. Codes should not be used unless a customer has requested an inspection and the floor carpet cover and retention clips are confirmed to be covered by this Safety Recall. Dealer usage will be monitored and inappropriate usage will result in a claim debit.

Safety Recall	Op. Code	Description	Flat Rate Hour
BLC	TBD	Inspect and Replace the Retention Clips	TBD hr/vehicle

Note: - The flat rate times include 0.1 hours for administrative cost per unit for the dealership.

Customer Handling

This Safety Recall is a great opportunity to focus on assuring your customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealership and the Lexus brand. Please welcome these customers and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Media Contacts

- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- For **news media inquires only**. Due to the nature of this Safety Recall, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

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

Thank you for your understanding and cooperation.

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

Attachment

Cc: Customer Satisfaction Manager
General Manager
Parts Manager
Pre-Owned Manager
Sales Manager
Service Manager

**Certain 2004 – 2007 Model Year RX330/350/400h
Floor Carpet Cover and Retention Clip
Safety Recall Notice (*Interim Notice*)**

[VIN]

Dear Lexus Customer:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 through 2007 model year RX330/350/400h vehicles.

The purpose of this letter is to explain what the recall is about and to keep you informed of Lexus's implementation plan. We are currently making preparations to implement the Safety Recall remedy. We will send you a second notification letter when the replacement parts are ready and preparations are completed.

What is the condition?

In certain 2004 through 2007 model year RX330/350/400h vehicles, if the forward retention clip used to secure the driver's side Floor Carpet Cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may temporarily become stuck in a partially depressed position rather than return to the idle position. An accelerator pedal temporarily stuck in a partially depressed position may increase the risk of a crash.

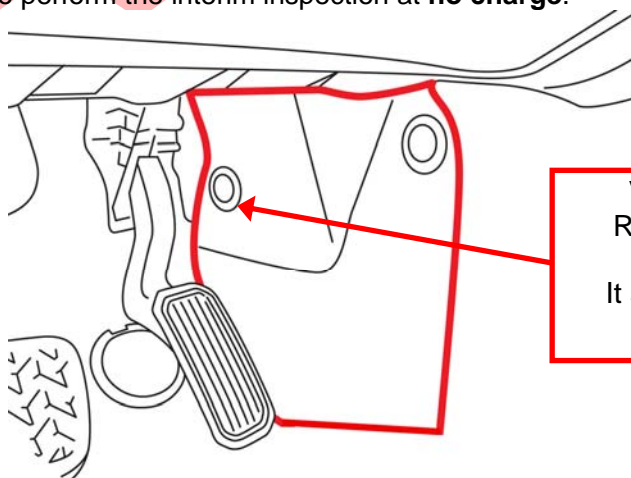
What is Lexus going to do?

Once the remedy parts are available, Lexus will replace the Floor Carpet Cover with one of a different shape as well as the forward and rear retention clips. ***Lexus will send a second owner notification letter when the replacement parts are ready and preparations are complete.***

What should you do?

We anticipate that preparations will be completed in late April, 2011. We will begin mailing the second owner notification letters beginning in early May, 2011. The letters will be mailed over several weeks consistent with parts availability.

- If your vehicle exhibits the condition described above, please contact any Lexus dealer for diagnosis and appropriate repair. The inspection and if necessary repair will be performed at **no charge** to you.
- Until the remedy parts are available, you may minimize the possibility of this condition occurring by verifying that the forward Retention Clip is properly installed and the Floor Carpet Cover is not leaning. The location of the forward retention clip is depicted in the diagram. If you are not comfortable conducting the inspection, any Lexus dealer will be happy to perform the interim inspection at **no charge**.



Verify that the Forward Retention Clip is properly installed. It should not be missing or loose.

If you would like to update your vehicle ownership or contact information, you may do so by registering at www.lexus.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact Lexus Customer Satisfaction at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

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

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 lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

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

SAMPLE



Safety Recall BLC - Q&A
Certain 2004 - Early 2007 Model Year RX 330/350/400h
Driver's Side Floor Carpet Cover and Retention Clips

Q1: *What is the condition?*

A1: In certain 2004 through early 2007 model year RX330/350/400h vehicles, if the forward retention clip used to secure the driver's side Floor Carpet Cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may temporarily become stuck in a partially depressed position rather than return to the idle position. An accelerator pedal temporarily stuck in a partially depressed position may increase the risk of a crash.

Q1a: *How many retention clips secure the Floor Carpet Cover?*

A1a: There are two retention clips, a forward one and a rearward one.

Q2: *What is Lexus going to do?*

A2: Lexus is currently preparing remedy parts for this condition; in the meantime Lexus will mail an Interim Owner Notification to owners of covered vehicles. This first notification will be sent in early March, 2011. It will advise vehicle owners of this condition and how to inspect their vehicle's Floor Carpet Cover and retention clips until the remedy parts are available. If the owner is not comfortable performing this inspection, any Lexus dealer will conduct the inspection at **no charge**.

Once remedy parts are available, Lexus will mail a second owner notification advising owners to make an appointment with any Lexus dealer. Lexus will replace the Floor Carpet Cover with one of a different shape as well as replace the retention clips at **no charge**.

Q3: *Are there any other Toyota or Lexus models covered by this Safety Recall?*

A3: In addition to the RX 330/350/400h vehicles, there are approximately 397,000 Toyota Highlander (2004 - certain 2006 model year) vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period	Number of Vehicles
RX 330/350/400h	Certain 2004 -Early 2007	Mid-February, 2003 to late August, 2006	Approximately 372,000 units
Highlander	Certain 2004 -2006	Mid-August, 2003 to late July, 2006	Approximately 397,000 units

Q4: *Are there any warnings for this condition?*

A4: If the driver's side Floor Carpet Cover is leaning, the driver may notice it is contacting his/her foot.

Q5: *What should a customer do if they notice the Floor Carpet Cover is leaning?*

A5: If the customer notices the Floor Carpet Cover is leaning, he/she is requested to contact any Lexus dealer for inspection and if applicable repair.

Q6: *When will the remedy parts be available?*

A6: Lexus anticipates the remedy parts will become available in late April, 2011. In early May, 2011, Lexus will begin mailing the second owner notification over several weeks consistent with parts availability and repair capacity.

Q7: *Once the remedy parts are available, how long will it take to conduct the remedy?*

A7: Although Lexus is currently preparing the remedy, it is anticipated that the replacement of the Floor Carpet Cover and retaining clips will take approximately 15 minutes. However, it may be necessary for the owner to make the vehicle available for a longer period of time depending upon the dealer's work schedule.

Q8: *How is the shape of the new Floor Carpet Cover different from the original one?*

A8: The new Floor Carpet Cover has an additional tab which extends beyond the travel of the accelerator pedal arm, so as not to interrupt the movement of the accelerator pedal arm even if the cover is leaning.

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

A9: Owners with questions or concerns are asked to please contact the Lexus Customer Satisfaction at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time. They may also consult the information posted at <http://www.lexus.com/floormats>.



Safety Recall BLC (INTERM B2C) – INTERIM Carpet Floor Cover and Retention Clip Inspection 2004 through Certain Early 2007 Model Year RX330/RX350/RX400h

This inspection guide will help you assist customers in inspecting their vehicles until the remedy is available.

1. Check VIN to see if it is applicable to 6LD.

A. If completed go to step 2.



B. If **In-Complete** proceed with performing 6LD, once completed no further action required for INTERIM Inspection.



2. Inspect Floor Carpet Cover to ensure all clips are present and secure.

NG



Clip Loose:

Replace if clip is loose

*Replacement Clip: 90467-06020-C0

Clip(s) Missing:

Install new clip in missing location

OK



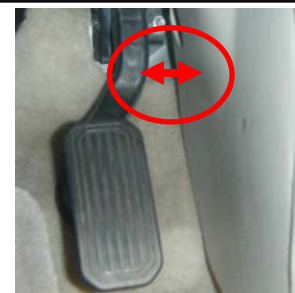
Clips are secure.

Proceed to Step 3.

3. Depress the accelerator pedal several times and ensure there is adequate clearance between the Floor Carpet Cover and the pedal assembly through its entire range of motion.

INTERIM INSPECTION COMPLETE!

Await further instruction when remedy becomes available.



Kathy Wachs / Service & Parts Operations
Lexus Customer Services
February 24, 2011
Approved by: Al Smith

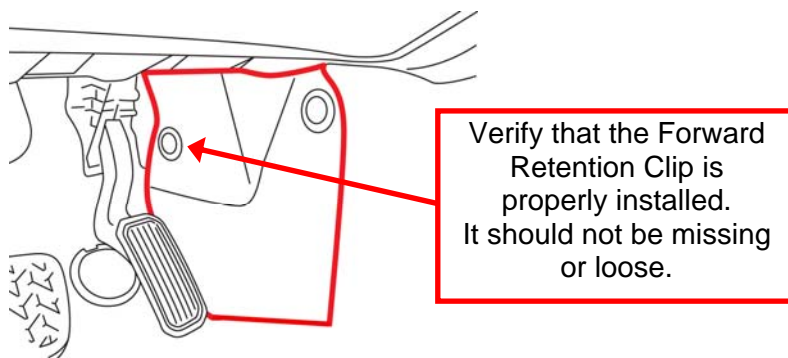
To: All Lexus Dealers
From: Lexus Customer Services

Safety Recall BLC (Interim B2C) - Interim Notice
Certain 2004 - Early 2007 Model Year RX 330, RX 350 and RX 400h Vehicles
Driver's Side Floor Carpet Cover and Retention Clip

On Thursday, February 24, 2011, Lexus will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a Safety Recall on certain 2004 through early 2007 model year RX 330, RX 350 and RX 400h vehicles to replace the driver's side Floor Carpet Cover and Retention Clips.

Background

In certain 2004 through early 2007 model year RX 330, RX 350 and RX 450h vehicles, if the forward retention clip used to secure the driver's side floor carpet cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may temporarily become stuck in a partially depressed position rather than return to the idle position. An accelerator pedal temporarily stuck in a partially depressed position may increase the risk of a crash.



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

Interim Owner Notification

Lexus is currently preparing replacement parts for this Safety Recall. In the meantime, we are communicating the recall status and current actions:

- To assure transparency with owners, Lexus will mail an *interim* owner notification beginning in early March, 2011 advising owners of this Safety Recall and the fact that they will receive a second notice when parts become available in greater quantities.
- The interim owner notification letter will advise owners: (1) of this safety recall, (2) of the fact they will receive a future notice once parts have been produced in sufficient quantities, (3) of what to do if they experience this condition during the interim period and (4) instructions on how to verify the retention clips are installed properly.
- Customers may visit your dealership and request assistance in determining if the retention clips and floor carpet cover is properly installed. Please assist the customer by verifying the retention clips are installed properly, if the clips are not installed properly please assist the customer by replacing the retention clip(s) with a new one.

Only owners of the affected vehicles will be notified. If your dealership is contacted by an owner who would like to know if their vehicle is affected, please verify vehicle eligibility by confirming through TIS. The affected VINs will be posted on TIS on Friday, February 25. *During the interim phase of this Safety Recall affected vehicles will be identified with a 'B2C' code.*

Timing of Safety Recall (Second) Notification

Lexus is currently preparing remedy parts. Once preparations are complete, you will receive another notification (remedy) with parts ordering information, technical instructions and reimbursement procedures. Additional information regarding the timing of the second notification letter will be provided to you with the remedy notice.

Pre-Owned Vehicles in Dealer Inventory

Lexus requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Safety Recall until the defect has been remedied. If a dealer wishes to sell or deliver a pre-owned vehicle covered by this Safety Recall, it is important the dealer clearly communicate to the consumer that the vehicle has been identified by Lexus as subject to a recently announced Safety Recall and that the consumer will be notified by Lexus when the remedy part are available.

Also, as a reminder, Lexus CPO policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall, such as this Safety Recall BLC. Thus, no affected units may be sold or delivered as a CPO vehicle until the Safety Recall has been completed on that vehicle.

Customer Handling

This Safety Recall is a great opportunity to focus on assuring your customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealership and the Lexus brand. Please welcome these customers and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Media Contacts

For *news media inquires only*. Due to the nature of this Safety Recall, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, *all media contacts* must be directed to Brian Lyons (310) 468-2552 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

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

Thank you for your understanding and cooperation.

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

Attachment



Safety Recall BLC - Q&A
 2004 - Certain 2007 Model Year RX 330/350/400h
 Driver's Side Floor Carpet Cover and Retention Clips

Q1: *What is the condition?*

A1: In 2004 through certain 2007 model year RX330/350/400h vehicles, if the forward retention clip used to secure the driver's side Floor Carpet Cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may temporarily become stuck in a partially depressed position rather than return to the idle position. An accelerator pedal temporarily stuck in a partially depressed position may increase the risk of a crash.

Q1a: *How many retention clips secure the Floor Carpet Cover?*

A1a: There are two retention clips, a forward one and a rearward one.

Q2: *What is Lexus going to do?*

A2: Lexus is currently preparing remedy parts for this condition; in the meantime Lexus will mail an Interim Owner Notification to owners of covered vehicles. This first notification will be sent in early March, 2011. It will advise vehicle owners of this condition and how to inspect their vehicle's Floor Carpet Cover and retaining clips until the remedy parts are available. If the owner is not comfortable performing this inspection, any Lexus dealer will conduct the inspection at **no charge**.

Once remedy parts are available, Lexus will mail a second owner notification advising owners to make an appointment with any Lexus dealer. Lexus will replace the Floor Carpet Cover with one of a different shape as well as replace the retaining clips at **no charge**.

Q3: *Are there any other Toyota or Lexus models covered by this Safety Recall?*

A3: In addition to the RX 330/350/400h vehicles, there are approximately 397,000 Toyota Highlander (2004 - certain 2007 model year) vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period	Number of Vehicles
RX 330/350/400h	2004 - certain 2007	Mid-February, 2003 to late August, 2006	Approximately 372,000 units
Highlander		Mid- August 22, 2003 to late July, 2006	Approximately 397,000 units

Q4: *Are there any warnings for this condition?*

A4: If the driver's side Floor Carpet Cover is leaning, the driver may notice it is contacting his/her foot.

Q5: *What should a customer do if they notice the Floor Carpet Cover is leaning?*

A5: If the customer notices the Floor Carpet Cover is leaning, he/she is requested to contact any Lexus dealer for inspection and if applicable repair.

Q6: *When will the remedy parts be available?*

A6: Lexus anticipates the remedy parts will become available in late April, 2011. In early May, 2011, Lexus will begin mailing the second owner notification over several weeks consistent with parts availability and repair capacity.

Q7: *Once the remedy parts are available, how long will it take to conduct the remedy?*

A7: The replacement of the Floor Carpet Cover and retaining clips will take approximately 15 minutes. However, it may be necessary for the owner to make the vehicle available for a longer period of time depending upon the dealer's work schedule.

Q8: *How is the shape of the new Floor Carpet Cover different from the original one?*

A8: The new Floor Carpet Cover has an additional tab which extends beyond the travel of the accelerator pedal arm, so as not to interrupt the movement of the accelerator pedal arm even if the cover is leaning.

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

A9: Owners with questions or concerns are asked to please contact the Lexus Customer Satisfaction at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time. They may also consult the information posted at <http://www.lexus.com/floormats>.

February 24, 2011

Toyota Fast Facts is an update on Toyota and industry news. Please feel free to share this information with family and friends. For more news, visit www.toyotaneewsroom.com.

Toyota Announces Two Voluntary Recalls and Amends Potential Floor Mat Interference Recall Announced in 2009

Toyota Motor Sales, U.S.A., Inc., today announced that it will conduct a voluntary safety recall of approximately 20,000 2006 and early 2007 Model Year GS 300 and GS 350 All-Wheel Drive vehicles to modify the shape of the plastic pad embedded in the driver's side floor carpet. In the event that the floor carpet around the accelerator pedal is not properly replaced in the correct position after a service operation, there is a possibility that the plastic pad embedded into the floor carpet may interfere with the operation of the accelerator pedal. If this occurs, the accelerator pedal may become temporarily stuck in a partially depressed position rather than returning to the idle position.

Toyota will also voluntarily recall approximately 372,000 2004 through 2006 and early 2007 RX 330, RX 350, and RX 400h vehicles, and approximately 397,000 2004 through 2006 Highlander and Highlander HV vehicles to replace the driver's side floor carpet cover and its two retention clips. If the forward retention clip used to secure the floor carpet cover, which is located in front of the center console, is not installed properly, the cover may lean toward the accelerator pedal and interfere with the accelerator pedal arm. If this occurs, the accelerator pedal may become temporarily stuck in a partially depressed position rather than returning to the idle position.

Separately, Toyota has amended its recall from November 2009, adding three models to address the potential for unsecured or incompatible floor mat entrapment of the accelerator pedal. The models added include:

- Approximately 603,000 2003 through 2009 4Runner
- Approximately 17,000 2008 through 2011 Lexus LX 570; and
- Approximately 761,000 2006 through 2010 RAV4

To read the complete press release, please visit the Toyota USA Newsroom at <http://pressroom.toyota.com/pr/tms/toyota-announces-two-voluntary-192803.aspx>