

TMS-NTC-12130
June 8, 2012

Recall Management Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Re: Toyota Safety Recalls 09V-388, 10V-023 and 11V-113 – Supplemental Dealer Communication

To whom it may concern,

Please find attached a Supplemental Dealer Communication Letter for Toyota Safety Recalls 09V-388, 10V-023 and 11V-113 Potential Floor Mat Interference with Accelerator Pedal on the following Toyota and Lexus vehicles:

2005 - 2010	Avalon
2007 - 2010	Camry, Tundra
2009 - 2010	Corolla, Matrix, Venza
2008 - 2010	Highlander / Highlander HV
2003 - 2009	4Runner
2004 - 2009	Prius
2006 - 2010	RAV4
2005 - 2010	Tacoma
2006 - 2010	IS250, IS350, IS F, IS c
2007 - 2010	ES350
2008 - 2011	LX570

If you have any questions regarding this matter, please contact me at (310) 468-3392.

Sincerely,



Mark T. Kubota
Supervisor, Quality Compliance

Attachments:

- Toyota 09V-388, 10V-023 and 11V-113 (90L) Supplemental Dealer Communication
- Lexus 09V-388 and 11V-113 (9LG) Supplemental Dealer Communication



June 7, 2012

To: All Lexus Dealer Principals, General Managers, Sales Managers, Pre-Owned Managers, Service Managers and Parts Managers

Subject: Lexus Floor Mat Installation Inspection Process

We've been very excited about all of the positive response to the establishment of Lexus Delivery Specialists (LDS) into our dealership's operations. The role of this Delivery Specialist is to enhance the vehicle delivery process through a complete overview of vehicle features and functions. As part of every New Lexus Vehicle Delivery, a proper explanation of floor mat installation and care is provided and this process has been highlighted during the LDS certification training. With the establishment of these new Lexus Delivery Specialists, this is the perfect time to remind dealers and their associates about the importance of proper and secure floor mat installation.

While an important part of the new vehicle delivery, proper floor mat application and installation is an essential process across your entire organization including used vehicles, loaner fleet vehicles and customer vehicles. In late 2009, each Dealer was (i) requested to immediately inspect their new, used, and loaner fleet vehicles to ensure correct vehicle application/secure installation of All Weather Floor Mats and (ii) advised of some general warnings applicable to ANY type of floor mat. This inspection/information was to be incorporated into your dealership's standard quality control business processes.

While we are confident your dealership has implemented a very effective process, we request your support on the following:

1. Sharing this **reminder** letter and attachments with your staff.
2. Continue to conduct periodic management meetings/training sessions on the importance of following your dealership's standardized quality control business processes, including those applicable to floor mats.
3. Adopt a policy to remove all drivers' side mats that are not secured, double stacked or interfere with the vehicles pedal operation and place them in the vehicles trunk. (It's important to document this action on the repair order and explain to the customer why.)

Reminder Letter

This letter is designed to remind you and your staff of the importance of ensuring that only appropriate floor mats are installed in a vehicle and that they are properly secured upon installation. Since our last communication, Lexus has developed several additional support materials focusing on proper floor mat installation/application. This material is routinely updated to enhance your quality control efforts. For example, our Corporate Accessories department has developed an accessory application website, www.LexusASG.com, designed to provide updated information on **all** Lexus approved floor mats. In addition, we have developed and released on TIS a comprehensive TSIB addressing proper floor mat installation.

This Reminder Letter focuses on the following key areas:

Dealership Associate Reminders/Training

To ensure that all (current and new) staff members fully understand and continue to follow the dealership's quality control business processes, dealership managers should continue to conduct routine meetings and provide regular training sessions. These meetings/training sessions should include all staff members including associates from Parts, Service, Car Wash, New Vehicle, New Car Preparation, Used Vehicle, Used Vehicle Reconditioning and Body Shop operations. Also include outsourced services as well as any other operational areas that have been identified.

New and Used Vehicle Sales:

- Remind sales associates of the importance of Proper Floor Mat Installation and Care (see New Vehicle Delivery Certificate Delivery Tips).



Lexus VDC.pdf

Parts and Service Departments:

- Verify the correct application mat is installed and properly secured during Pre-Delivery Inspection (PDI) and used vehicle reconditioning. Ensure multiple (stacked) floor mats are never installed. **(See attached Website Instructions and Referenced TSIB's on TIS)**
 - Adopt a policy to remove any driver side mats that are not secured, double stacked or interfere with the vehicles pedal operation. Any removed mats should be place in the vehicles trunk and noted on the Repair Order. When the vehicle is picked up, explain to the customer why the mats were removed.
- Service Consultants and Parts Department Sales associates should be prepared to assist any customer who asks to verify correct floor mat application and secure installation.
- Service Consultants should also be reminded to routinely check customer vehicles in the service drive for proper and secure floor mat installation, as well as to ensure multiple (stacked) floor mats are never installed.
 - To ensure consistent handling in cases where a dealership finds a customer vehicle with an incompatible, unsecured or double-stacked floor mat, the dealership should follow the process outlined below:
 1. Remove any incompatible or double-stacked driver's foot-well floor mats and place them in the trunk.
 2. If the floor mat is compatible, but unsecured, properly secure it in place.
 3. Document the condition on the vehicle Repair Order.
 4. When the vehicle is picked up, explain to the customer the condition that was found.
- It is important for all dealership associates to convey and demonstrate to the customer that Lexus cares. When interacting with customers regarding this important subject, please always communicate with care and patience.

Lexus Loaner Vehicles:

- All Lexus loaner vehicles are inspected for proper and secure floor mat installation before they are made available to customers. The proper and secure installation of floor mats should be verified immediately prior to each time a vehicle is loaned out.
- Floor mats installed in Lexus Loaner vehicles should be properly marked using a contrasting colored paint marker. Markings should include the correct make, model and model year to ensure the correct mat application is installed at all times.

We appreciate your full and immediate attention in assuring your staff has reviewed this letter and the attached material.

Thank you.

<<INSERT AREA MANAGER NAME HERE>>

Reference: L-SB-0047-11('12 MY), L-SB-0153-11 ('13 MY) on TIS

All Floor Mat Inspection (Carpeted and AWF), Application and Installation Instructions



**Read these important Warnings BEFORE installing ANY type of Floor Mat.
Post this at all locations where Floor Mats are stored and/or installed.**

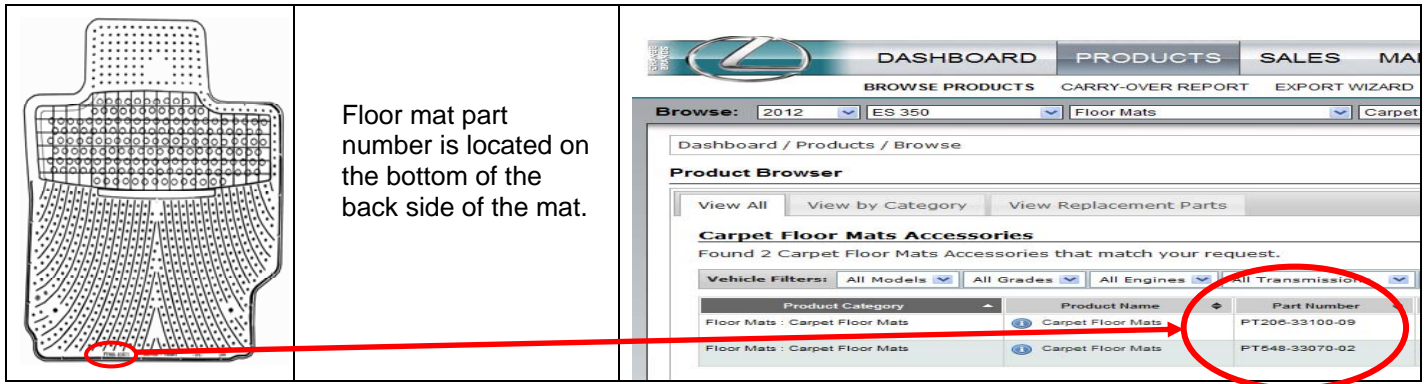
A. General Floor Mat Warnings

- Only install floor mats designed specifically for that model and model year. This applies both to All Weather Floor Mats as well as carpet floor mats.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the passenger floor mat in the driver's position.
 - Never install the floor mat with the securing end (side with clip grommets) in the reverse direction facing the pedals.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal. (Note: Some mats may have the knob style retaining clips instead of the hook style)
 - Never install the front driver's floor mat without confirming that all retaining hooks or knob style clips have secured the mat firmly into place.
- The retaining hooks are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- Never turn the driver's floor mat over on the vehicle floor to keep the mat's top carpet side clean or to prevent wear.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- DO NOT Remove the warning tag attached to the front driver's floor mat (Customer to remove only).
- To ensure the floor mats proper non slip operation, DO NOT place anything between the floor mat and the vehicles carpet.

B. Inspection Instructions and Application Information

- **Before placing any floor mat in a vehicle, be familiar with the procedure outlined below.**
 - **Each dealership associate storing or installing the floor mats should be familiar with the following:**
 - **Identifying the correct floor mat for the specific vehicle application.**
 - **Correctly installing the floor mat.**
 - **Permanently mark each floor mat used as Lexus Loaner vehicles with the correct vehicle application (i.e. make, model and model year). Regularly check each floor mat to ensure correct application.**
 - **Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks/knob style clips.**
1. **Inspect all vehicles in dealer stock to ensure that the correct floor mat is securely installed in the vehicle using the retaining hooks (clips).**
 - **Lexus loaner vehicles, both before and after the vehicle is loaned out to the customer**
 - **New Vehicle Inventory**
 - **Used Vehicle Inventory**
 - **Demonstration Vehicles**
 - **All vehicles returning from a car wash**

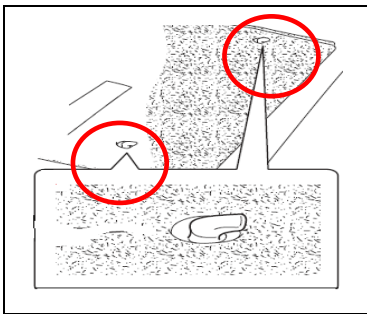
NOTE: Use the Lexus Accessory website www.LexusASG.com to confirm the correct floor mat application for the specific model/MY vehicle your inspecting (See the attached instructions)



Floor mat part number is located on the bottom of the back side of the mat.

Product Category	Product Name	Part Number
Floor Mats : Carpet Floor Mats	Carpet Floor Mats	PT206-33100-09
Floor Mats : Carpet Floor Mats	Carpet Floor Mats	PT548-33070-02

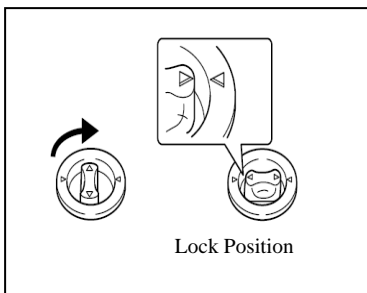
Hook Style Clip



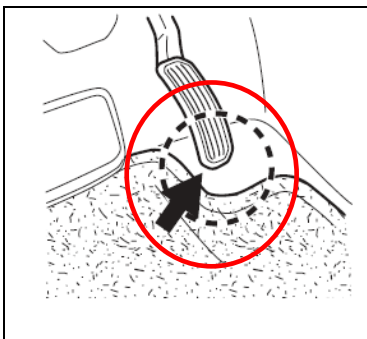
2. Make sure the floor mat is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

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

Knob Style Clip



Note: Some vehicles may be equipped with a "knob type" retaining clip system that is permanently mounted to the floor carpet of the vehicle. Make sure the knob is twisted into the lock position



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

Note: Refer to TSB (L-SB-0047-11 or L-SB-0153-11 on TIS) for more detailed instructions

4. Regularly verify that all AWFMs involved in previous recalls have been purged from your parts inventory; **and are not used in any vehicle application.** (Please see TIS for further information.)

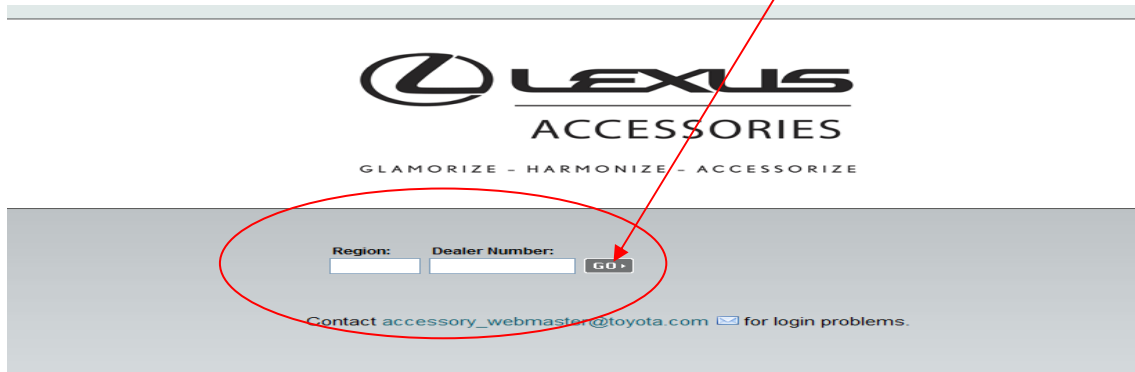
Floor Mat Installation

If you are installing Carpeted or All Weather Floor Mats (AWFM) in a specific vehicle for the first time, please follow these important instructions.

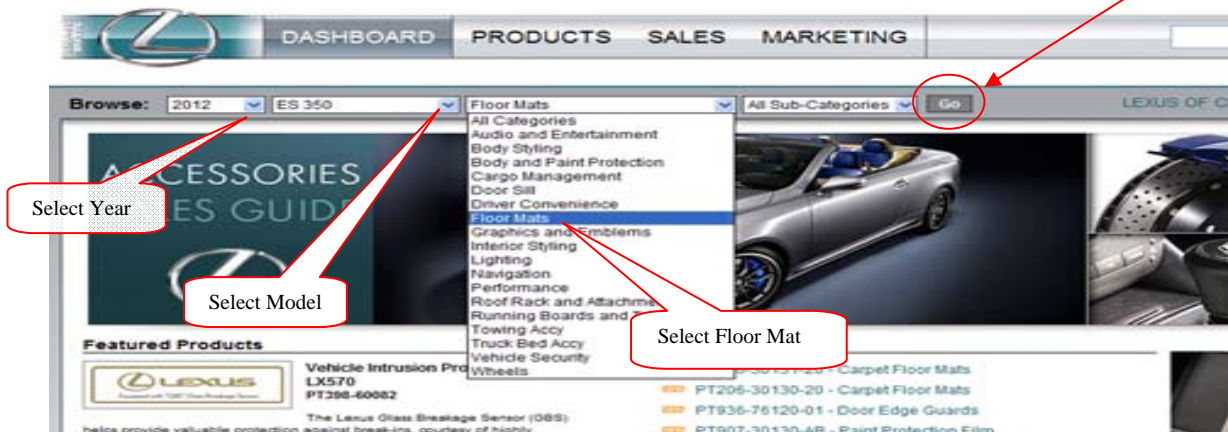
1. Carefully read the General Floor Mat Warnings.
2. Check for correct part number on the packaging label as well as on the floor mats to confirm vehicle applicability.
3. Check for correct model name on the packaging label to confirm vehicle application.
4. Carefully read the warning tag attached to the driver's floor mat regarding installation.
5. Install only the driver's floor mat in the driver's foot area.
6. Do not install more than one floor mat in the driver's foot area.
7. Follow the floor mat retention clip installation instructions supplied with the vehicles floor mats. (Note: The hooks style clips are supplied in the bag with the floor mats. Some models come equipped with a Knob Style clips that is part of the floor carpet).
8. Ensure all retaining hooks (clips) supplied with the floor mats are securely installed to the vehicle floor carpet's grommet holes.
9. Install the floor mats securely to the retaining hooks verifying the driver's floor mat is secured to the vehicle floor.
10. Check the following pedal operation to assure the floor mat does not interfere with the:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)

For detailed information on the appropriate floor mat application, by model and model year, please visit Corporate Accessories Divisions website www.LexusASG.com.

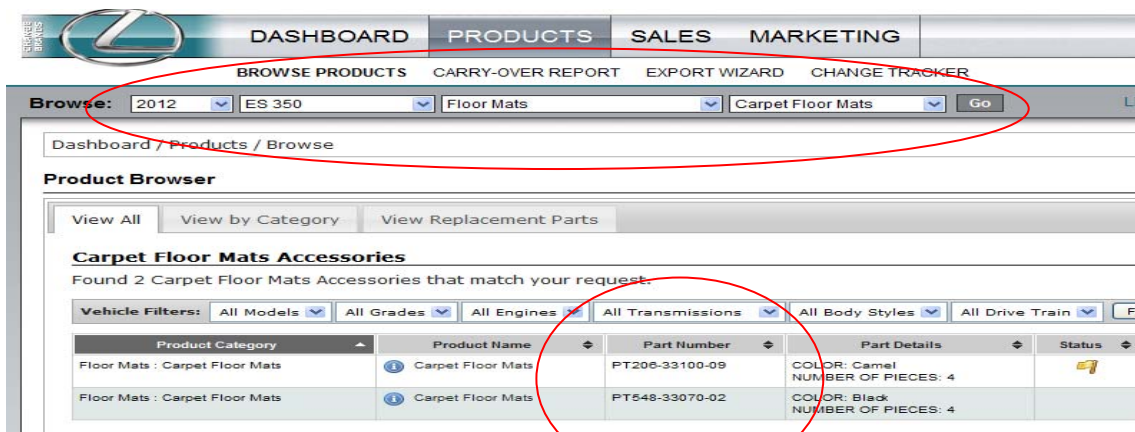
From the opening screen, enter your Area/Region and Dealer code and Click GO.



You will be brought to the opening dashboard. From here the pull down menus will help you filter down to the exact MY, Model, Category (Floor Mats) and Sub Categories (Type of Floor Mats) for your vehicle. Click GO.



The system will automatically display the correct floor mats and part number for your vehicle.



New Vehicle Delivery Certificate Delivery Tips

DELIVERY TIPS Your sales representative will explain and demonstrate these features.

Hands-free dialing

- Always wait for the beep before speaking
- Demonstrate dialing by name.
- Demonstrate dialing by number. When prompted, say single digits (ex. "3-1-0-5-5-5-1-2-1-2").



Talkswitch located on steering wheel.

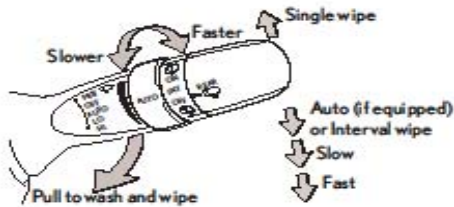
Center console/USB/AUX/Power Outlet(s)

All models: Your sales representative will demonstrate access, storage, USB, AUX port, and power outlet(s).

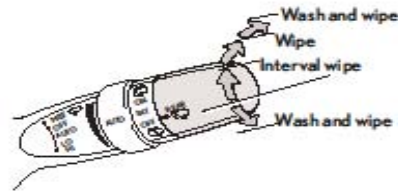


USB, AUX, and 12V Power Outlet locations vary by model.

Wipers: Front



Wiper: Rear (if equipped):



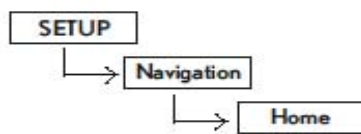
To clean windshield (ES, GS):

Before lifting wipers, move wiper arms 4" along windshield to rest position, then lift wipers. Ask your dealer to demonstrate.

Switches vary by model, see Owner's Manual for details.

Navigation system (if equipped):

Set "Home"



Set "Destination"



Press the talk button on the steering wheel and say "Destination" after the beep. Follow the prompts.

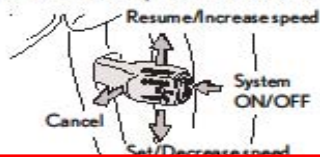
Destination Assist*

Use to access 24-hour live response center. Agents will send your desired destination directly into your navigation system.

*A feature of Lexus Enform® with Safety Connect®, a subscription service. See your dealer for details.

Conventional cruise control (if equipped):

Press the On/Off button to activate, and again to deactivate. Push lever down to set speed. Push brake to deactivate.



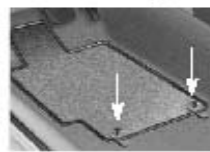
Smart key access customization

Your vehicle may be customized so that all doors will unlock when you unlock the driver door. Ask your dealer for details.



Keys and customization vary by model.

Floor Mat Proper Installation & Care



- Verify that the correct driver's floor mat is installed.
- Explain proper driver's floor mat installation using the retaining hooks (clips).
- Explain floor mat care: Never install the driver's floor mat with the bottom-side up, do not place another floor mat(s) on top of an existing mat, and regularly verify the driver's floor mat is properly secure, e.g., after car wash, interior cleaning, etc.

Vehicle Delivery Certificate



Vehicle Identification Number: _____

**We certify that taking delivery of your new Lexus vehicle will be exceptional.
You can expect the following experiences:**

The Dealership Service Department will ensure your vehicle and vehicle features are fully operational.

All Lexus Customer Care Programs will be explained:

- Maintenance Schedule and First and Second Complimentary Scheduled Maintenance Services
- Warranty Schedules and Lexus Roadside Assistance

Your vehicle will be clean and will have a full tank of recommended grade fuel.

Cleaning and caring for the exterior and interior of your vehicle will be explained.

Feature operation will be explained and demonstrated, including:

- | | | |
|------------------------------|---|--------------------------------------|
| Keys, Locks and Smart Access | 1-touch Power Windows and optional Moonroof | Fuel Cap, Grade Requirement |
| Seat and Mirror Adjustments | Audio System, Aux and USB Ports | Floor Mat Proper Installation & Care |
| Exterior and Interior Lights | Cruise Control (Conventional/Dynamic) | Maintenance Reminder Light/Message |
| Climate Control | Windshield Wipers/Washer | Tire Pressure Warning System |
| Center Console | Power Outlet(s) | Multi-information Display |

If equipped, the operation of these additional features will be explained and demonstrated:

- Compatible Bluetooth® Phone; if available, pair customer's Bluetooth phone to vehicle, use Voice Command to place calls with phonebook names and with single digits (ex. "3-1-0-5-5-5-1-2-1-2")
- Navigation System guidance; set location nearby customer home as "Home" and use Destination Assist to set destination of local point-of-interest, such as a restaurant
- Driving Position Memory (Driver's seat, steering wheel, outside rear view mirrors)
- Explain compatible HomeLink® garage door opener programming
- Satellite Radio operation; turn on, view music types, channels, set presets, "TEXT" button
- Park Assist System / Back-up Camera / View Monitors
- Advanced Parking Guidance System (LS)
- Rear Seat Entertainment System; explain how to use DVD player, remote control, headphone jack
- Lexus Hybrid Drive System (see *Hybrid Overview* booklet p. 1-3)
- Safety Connect®
- Lexus Enform® with Safety Connect, requires navigation (go to LexusDrivers.com for details)
- Remote Engine Starter

If you have any questions about how to operate the features and controls of your vehicle, please:

- Contact your Dealership: _____
Dealership Name Dealership Telephone
- Refer to the Quick Guide or Owner's Manual books provided with your vehicle
- View Quick Guide videos at lexus.com/tutorials (scroll down). If customer has a compatible smart device (i.e. iPhone®, iPad®, Android™, BlackBerry®), show customer how to install free Lexus Enform App and play vehicle information videos.

Dealership Service Representative

Dealership Sales Representative

Date



DELIVERY TIPS Your sales representative will explain and demonstrate these features.

Hands-free dialing

- Always wait for the beep before speaking
- Demonstrate dialing by name.
- Demonstrate dialing by number. When prompted, say single digits (ex. "3-1-0-5-5-1-2-1-2").



Talk switch located on steering wheel.

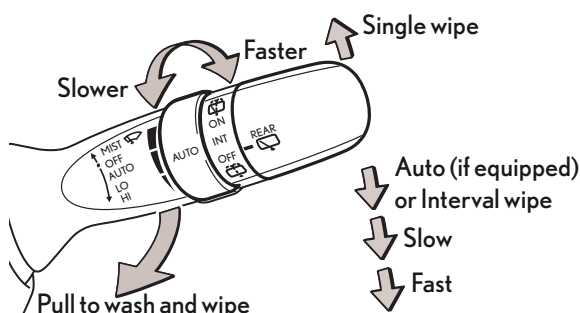
Center console/USB/AUX/Power Outlet(s)

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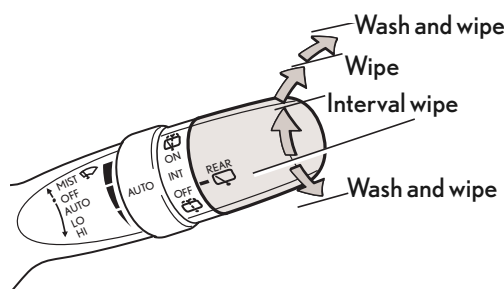


USB, AUX, and 12V Power Outlet locations vary by model.

Wipers: Front



Wiper: Rear (if equipped):



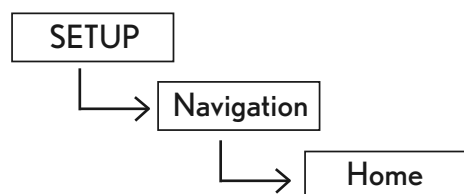
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Switches vary by model, see Owner's Manual for details.

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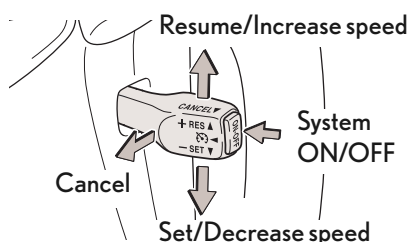
Destination Assist*

Use to access 24-hour live response center. Agents will send your desired destination directly into your navigation system.

*A feature of Lexus Enform® with Safety Connect®, a subscription service. See your dealer for details.

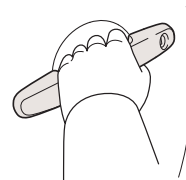
Conventional cruise control (if equipped):

Press the On/Off button to activate, and again to deactivate. Push lever down to set speed. Push brake to deactivate.



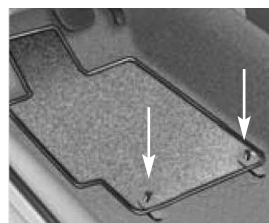
Smart key access customization

Your vehicle may be customized so that all doors will unlock when you unlock the driver door. Ask your dealer for details.



Keys and customization vary by model.

Floor Mat Proper Installation & Care



- Verify that the correct driver's floor mat is installed.
- Explain proper driver's floor mat installation using the retaining hooks (clips).
- Explain floor mat care: Never install the driver's floor mat with the bottom-side up, do not place another floor mat(s) on top of an existing mat, and regularly verify the driver's floor mat is properly secure, e.g., after car wash, interior cleaning, etc.

Lexus Enform® App Suite* (optional equipment on certain models)

1. Verify your Smartphone Compatibility at lexus.com/mobilelink

2. Enroll with Lexus Enform®*

At the time of your vehicle's purchase, your dealer will enroll you in Lexus Enform®. Part of the enrollment is to provide a valid email address. Alternatively, you can enroll by calling 1-800-255-3987.

3. Register LexusDrivers.com account

An email is automatically sent to the email address you provided. This email includes a link to register at LexusDrivers.com. Click the link to LexusDrivers.com (login info is pre-populated) and complete your registration.

4. Register Lexus Enform® account

- Click on the Enform Account Management icon within LexusDrivers.com.
- Enter the LexusDrivers.com username and password as well as an email address and click Register.
- A confirmation email is automatically sent. Click on the link to complete the registration process.

5. Link Accounts

Lexus Enform® requires account information for Facebook Places, MovieTickets.com, OpenTable.com, and Pandora.com in order to take full advantage of these services. On the Lexus Enform® Account Management page, click on each account to add the relevant account information. Links are provided to create new accounts if needed.

6. Download & install Lexus Enform® app on smartphone

Visit the appropriate app store and search "Enform" to find and download the Lexus Enform® app to the smartphone free of charge. The app must be installed on the phone and updated with the LexusDrivers.com username and password in order to use Lexus Enform® App Suite.

7. Pair smartphone to vehicle via Bluetooth® wireless technology

8. Launch Lexus Enform® app on phone while in vehicle

9. Select "Info/Apps" from the main menu then select "Apps" from multimedia system menu

*Enform subscription required. Select apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. See your dealer or LexusDrivers.com for details.

For feature operation details, see Owner's Manual and other customer publications provided with vehicle.