

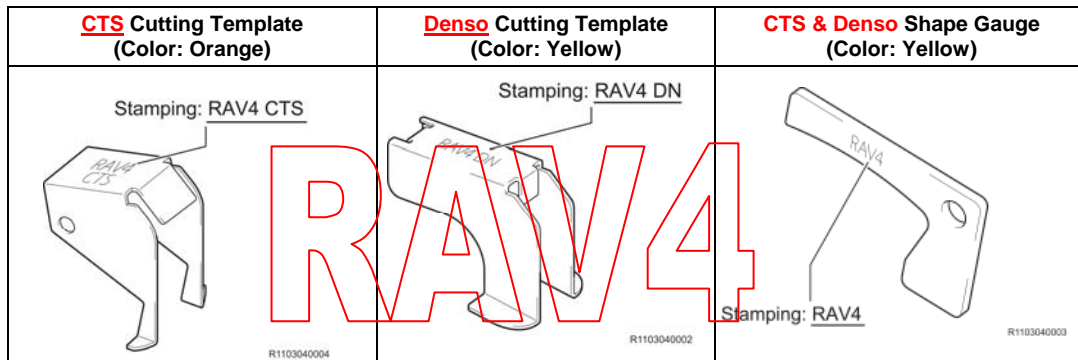
TOYOTA

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 11**
2006 Through Certain 2010 Model Year RAV4 Vehicles
Potential Floor Mat Interference with Accelerator Pedal

As previously announced, on Thursday, February 24, 2011, Toyota filed an amendment to the Defect Information Report (DIR) which was filed in October, 2009, with the National Highway Traffic Safety Administration (NHTSA). The amendment will add 2003 through certain 2009 model year 4 Runner vehicles, and 2006 through 2010 model year RAV4 vehicles, as well as one Lexus model.



Toyota is now launching Phase 11 of Safety Recall 90L on 2006 through certain 2010 RAV4 vehicles for potential floor mat interference with the accelerator pedal.

Background

The defect is the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. **Toyota has determined that this defect does not exist in vehicles in which the driver's side floor mat is compatible with the vehicle and properly secured.**

90L – Potential Floor Mat Interference with Accelerator Pedal (Remedy Launch Date)

Safety Recall No.	Phase	Model	Dealer	Owner Letter Start
90L	1	2007 – 2010 Camry/Camry HV (Denso)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (CTS)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon	02/23/2010	03/01/2010
	4	2008 – 2010 Highlander HV	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 – 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 – 2010 Corolla, 2009 – 2010 Matrix	06/08/2010	06/21/2010
	8	2007 – 2010 Camry (Sport Pedal)	07/02/2010	7/16/2010
	9	2005 – 2010 Tacoma, 2009 – 2010 Venza	07/16/2010	Late July 2010
	10	2003 – 2009 4Runner	02/24/2011	Early April, 2011
	11	2006 – 2010 Rav4	Early April 2011	Mid-April 2011

Safety Recall Remedy for RAV4 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:

Rav4

- Modify the rigid plastic accelerator pedal (floor surface modification is not necessary on RAV4 vehicles).
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFM's for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.

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 mid- April 2011.

If your dealership is contacted by an owner of a RAV4 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. Tools, Equipment and Materials

In a shipment scheduled to arrive in mid April 2011, your dealership was sent a Toyota RAV4 accelerator pedal template and gauge. When received, the package displayed a fluorescent (green, orange, yellow or pink) label like the sample seen below for easy identification.



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.

3. 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.***

4. Number and Identification of Vehicles Covered by Phase 11

There are approximately 760,000 RAV4 (2006 through certain 2010 model year) covered in Phase 11 of this Safety Recall.

Model	WMI	MY	VDS	Serial Range
RAV4	JTM	2006	BD31V	5000052 - 5051226
				6000010 - 6022606
			BD32V	5000029 - 5051222
				6000002 - 6022607
			BD33V	5000007 - 5051264
				6000046 - 6022596
			BD34V	5000058 - 5051164
			BD35V	5000031 - 5051248
			BK31V	5000008 - 5012690
				6000001 - 6010002
			BK32V	5000003 - 5012686
				6000003 - 6010006
			BK33V	5000022 - 5012692
				6000008 - 6009992
			BK34V	5000002 - 5012673
			BK35V	5000010 - 5012694
			ZD31V	5000027 - 5032586
				6000026 - 6020783
			ZD32V	5000006 - 5032534
				6000002 - 6020798
			ZD33V	5000019 - 5032587
		6000005 - 6020842		
		ZD34V	5000025 - 5032507	
			6000001 - 6000001	
		ZD35V	5000005 - 5032573	
		ZK31V	5000007 - 5005869	
			6000007 - 6003129	
		ZK32V	5000001 - 5005688	
			6000002 - 6003131	
		ZK33V	5000011 - 5005690	
			6000008 - 6003132	
		ZK34V	5000004 - 5005681	
			6000003 - 6000004	
		ZK35V	5000060 - 5005684	
		2007	BD31V	5051303 - 5124254
				6022623 - 6054728
			BD32V	5051315 - 5124285
				6022613 - 6054737
			BD33V	5051301 - 5124308
				6022615 - 6054736
			BD34V	5052182 - 5124068
			BD35V	5051278 - 5124278
BK31V	5012706 - 5040741			
	6010008 - 6028074			
BK32V	5012016 - 5040743			
	6010025 - 6028066			
BK33V	5012697 - 5040747			
	6010022 - 6028069			

Model	WMI	MY	VDS	Serial Range
RAV4	JTM	2007	BK34V	5012752 - 5040742
			BK35V	5012701 - 5040698
			ZD31V	5031315 - 5077936
				6020846 - 6052970
			ZD32V	5031131 - 5077984
				6019942 - 6052984
			ZD33V	5032593 - 5078025
				6020843 - 6052993
			ZD34V	5032641 - 5077858
			ZD35V	5032630 - 5077997
			ZK31V	5005691 - 5016136
				6002895 - 6010016
			ZK32V	5005392 - 5016123
				6003133 - 6010013
			ZK33V	5005699 - 5016137
		6003135 - 6010017		
		ZK34V	5005692 - 5016122	
		ZK35V	5005728 - 5016021	
		2008	BD31V	5122515 - 5215912
				6054747 - 6089730
			BD32V	5124567 - 5215895
				6054743 - 6089718
			BD33V	5124318 - 5215928
				6054075 - 6089729
			BD34V	5124315 - 5215683
			BD35V	5124310 - 5215906
			BK31V	5040755 - 5071475
				6028076 - 6050078
			BK32V	5039902 - 5071462
				6028075 - 6050082
			BK33V	5040768 - 5040747
				6010022 - 6050066
			BK34V	5040763 - 5071435
			BK35V	5040804 - 5071479
			ZD31V	5078027 - 5077936
		6052994 - 6081056		
		ZD32V	5078035 - 5117086	
			6053001 - 6081048	
		ZD33V	5076662 - 5117146	
			6052995 - 6081084	
		ZD34V	5078041 - 5117037	
		ZD35V	5078033 - 5117144	
ZK31V	5015779 - 5024047			
	6010018 - 6016058			
ZK32V	5016141 - 5024048			
	6010023 - 6016055			
ZK33V	5016138 - 5024037			
	6010021 - 6016053			

(Number and Identification of Vehicles Covered by Phase 11 Continued. . .)

Model	WMI	Year	VIN Range	
			VDS	Range
RAV4	JTM	2009	BF31V	5000104 - 5017181
				6000003 - 6000003
				D000148 - D021298
			BF32V	5000105 - 5017187
				6000000 - 6000000
				D000170 - D021282
			BF33V	5000109 - 5017205
				6000004 - 6000004
				D000124 - D021303
			BF34V	5000106 - 5011765
			BF35V	5000103 - 5017199
			BK31V	5070458 - 5084189
				6041373 - 6041905
				D000125 - D010236
			BK32V	5057953 - 5084187
				6049697 - 6049713
				D000150 - D010128
			BK33V	5057681 - 5084128
				D000101 - D010235
			BK34V	5071496 - 5084167
			BK35V	5071507 - 5084172
			ZF31V	5000103 - 5014236
				6000000 - 6000002
				D000102 - D015503
			ZF32V	5000110 - 5014237
				6000001 - 6000004
			ZF33V	D000101 - D015507
				5000105 - 5014242
				6000003 - 6000007
			ZF34V	D000109 - D015511
				5000120 - 5014170
			ZF35V	5000104 - 5014232
			ZK31V	5023836 - 5026109
D000103 - D003176				
ZK32V	5023823 - 5026102			
	6015916 - 6015951			
	D000112 - D003174			
ZK33V	5024054 - 5026039			
	6015898 - 6015967			
	D000101 - D003135			
ZK34V	5024061 - 5026106			
ZK35V	5024071 - 5025801			

Model	WMI	Year	VIN Range	
			VDS	Range
RAV4	2T3	2009	BF31V	W001119 - W024119
			BF32V	W001207 - W024120
			BF33V	W001117 - W024117
			BF34V	W003775 - W021681
			BF35V	W001421 - W024111
			BK31V	W001143 - W013774
			BK32V	W001142 - W013693
			BK33V	W001162 - W013773
			BK34V	W001688 - W010762
			BK35V	W002139 - W013749
			ZF31V	W001050 - W016880
			ZF32V	W001048 - W016874
			ZF33V	W001049 - W016918
			ZF34V	W003810 - W012950
			ZF35V	W001625 - W016916
			ZK31V	W001081 - W003645
			ZK32V	W001149 - W003642
			ZK33V	W001076 - W003644
ZK34V	W001670 - W002621			
ZK35V	W001965 - W003631			

NOTE:

- Check Dealer Daily/TIS to confirm the VIN is involved in this Safety Recall. This will verify the vehicle is covered and has not already been completed prior to dealer shipment or by another dealer.
- Warranty will not reimburse dealers for repairs conducted on vehicles that are not covered or were previously completed.
- **For 2010 Model Year RAV4 VIN Break Down, refer to the preceding page.**

(Number and Identification of Vehicles Covered by Phase 11 Continued. . .)

Model	WMI	Year	VIN Range	
			VDS	Range
RAV4	JTM	2010	BF4DV	5017206 - 5037249
				D021304 - D039942
			BK4DV	5084190 - 5098459
				D010244 - D017766
			DF4DV	5017212 - 5037209
				D021305 - D039591
			DK4DV	5084192 - 5098458
				D010237 - D017767
			EF4DV	5021182 - 5033749
			EK4DV	5084606 - 5096973
			JF4DV	5017209 - 5037237
			JK4DV	5084196 - 5098439
			KF4DV	5014245 - 5032167
			KK4DV	5026161 - 5027285
			RF4DV	5017208 - 5037242
				D021309 - D039590
			RK4DV	5084203 - 5098457
				D010242 - D017704
			WF4DV	5014246 - 5032119
				D015514 - D028128
			WK4DV	5026116 - 5027361
				D003177 - D004794
			XF4DV	5016939 - 5031934
			XK4DV	5026233 - 5027247
			YF4DV	5013774 - 5032161
				D015517 - D029440
			YK4DV	5026113 - 5027372
				D003141 - D004796
			ZF4DV	5014243 - 5032169
				D015512 - D029469
ZK4DV	5026110 - 5027371			
	D003182 - D004788			

Model	WMI	Year	VIN Range	
			VDS	Range
RAV4	2T3	2010	BF4DV	W022899 - W082387
			BK4DV	W013775 - W036881
			DF4DV	W024130 - W082385
			DK4DV	W013776 - W036900
			EF4DV	W024745 - W069582
			EK4DV	W014634 - W036700
			JF4DV	W024129 - W082307
			JK4DV	W013811 - W036888
			KF4DV	W016950 - W052601
			KK4DV	W003824 - W008864
			RF4DV	W022777 - W082383
			RK4DV	W013813 - W036821
			WF4DV	W016936 - W052514
			WK4DV	W003659 - W008863
			XF4DV	W018112 - W052094
			XK4DV	W003701 - W006779
			YF4DV	W016920 - W052604
			YK4DV	W003435 - W008860
			ZF4DV	W016923 - W052607
			ZK4DV	W003652 - W008861

NOTE:

- Check Dealer Daily/TIS to confirm the VIN is involved in this Safety Recall. This will verify the vehicle is covered and has not already been completed prior to dealer shipment or by another dealer.
- Warranty will not reimburse dealers for repairs conducted on vehicles that are not covered or were previously completed.
- **For 2009 Model Year RAV4 VIN Break Down, refer to the previous page.**

5. Parts Ordering

To support customers that have Genuine Toyota RAV4 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
RAV4	PT908-4200W-20	2 pc. AWFM Set	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.

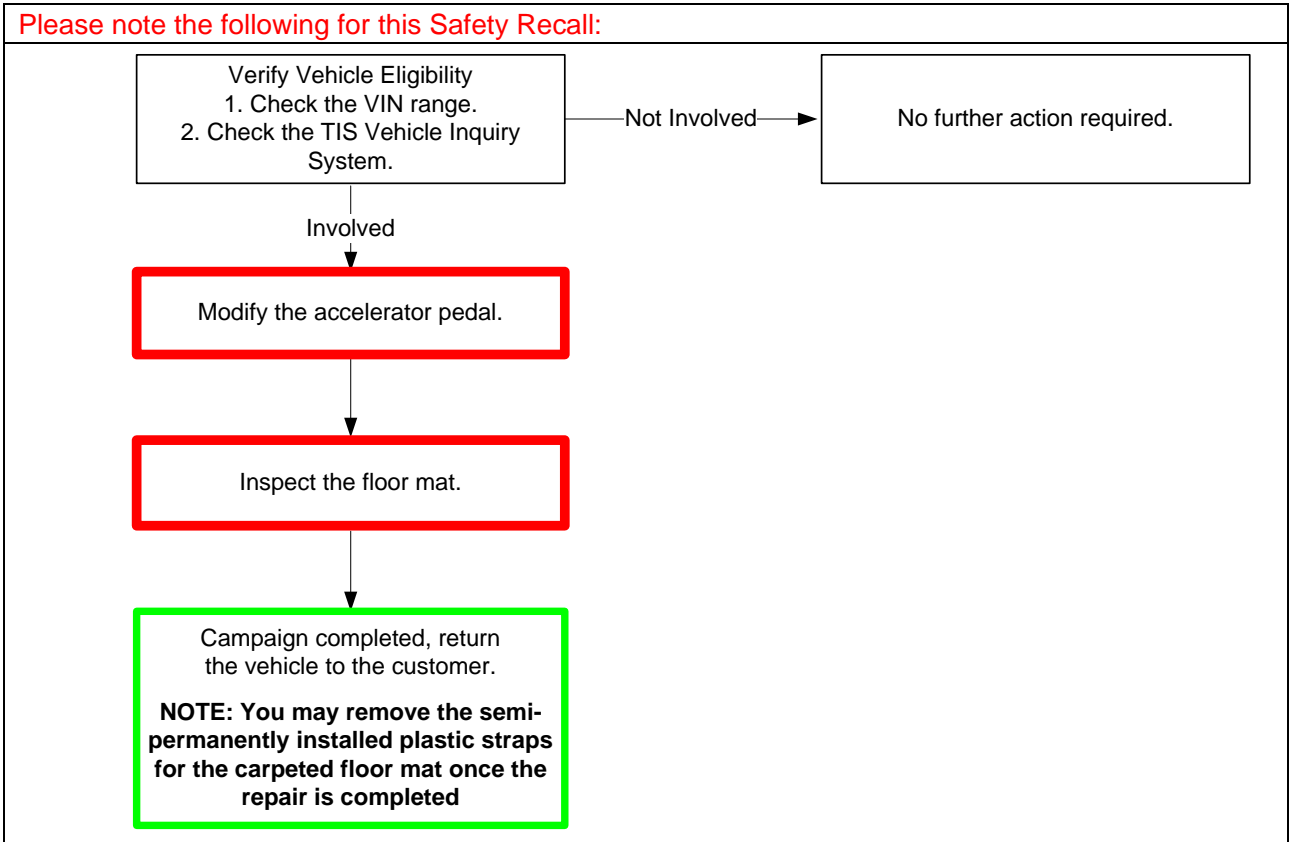
It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

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.

6. Warranty Processor Instructions



Operation codes for this Safety Recall:

Safety Recall #	Op. Code	Description	Flat Rate Hour
90L RAV4	1923B1	1. Accelerator Pedal Modification 2. Replacement of the All Weather Floor Mat 3. Inspect the front carpet and floor mat and clean them as appropriate.	0.9 hr/vehicle
	1923B2	1. Accelerator Pedal Modification 2. Inspect the front carpet and floor mat and clean them as appropriate.	0.9 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 (replacement saw blades (amortized over several repairs), replacement sanding disks (amortized over several repairs), etc.) can be claimed as a sublet type “ZZ” at a rate of \$1.00 per vehicle.
- AWFM’s replaced under this Safety Recall will be placed on Warranty Parts Recovery.
- The above flat rate time includes the necessary time to repair the floor carpet grommets on an as needed basis. Please refer to TSB 0397-09. If necessary, please provide replacement floor mat clips to the customer.
- *If the RAV4 vehicle is equipped with an accessory accelerator pedal cover, the cost of the accessories accelerator pedal will be reimbursed under the sublet cost column. Utilize sublet type “PC” at a maximum of \$80.00 per vehicle.

7. 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 2006 through certain 2010 model year RAV4 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).

- 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:

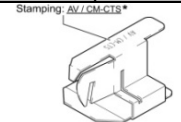



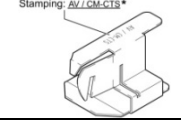

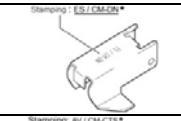





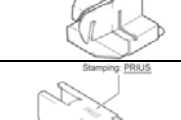


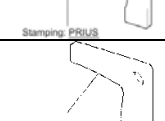


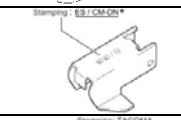









- Assemble the paperwork and store it in a location that is easy to access
- The customer keys are organized and stored in a secure location
- Staffing allows you to have extra time to review the details of the remedy
- Review the work completed
- Review any approved customer pay maintenance or repair 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
- 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

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

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

APPENDIX

PROCEDURE SUMMARY CHART

Model	Pedal	Pedal Modification				AWFM	Tibia Pad	Rubber Stopper	Carpet Reshape	BOS	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	✓	✓	✓	✓	✓	
4Runner	Denso		Red		Red	✓				✓	
RAV4	CTS		Orange		Yellow	✓				✓	
	Denso		Yellow		Yellow	✓				✓	

* Some supplemental templates may not have the stamping.

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

‡ Part number is specific to Corolla & Matrix.

† Non-Hybrid Camry Vehicles ONLY.

**2006 Through Certain 2010 Model Year RAV4 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 2006 through certain 2010 model year RAV4 vehicles.

What is the Condition?

- The defect is the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death. Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.

What will Toyota do?

- To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal on your vehicle, any Toyota dealer will remedy your vehicle at **NO CHARGE** to you. The remedy will entail modifying the accelerator pedal.
- If your vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it will be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFM's for the driver and the front seat passenger will be replaced with newly designed ones at **NO CHARGE** to you.
- Before the vehicle is returned to you, Toyota will inspect the driver's carpet and will clean it if necessary at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

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

The remedy will take approximately 1 hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Until these important remedies are completed, we request that you take out ***any removable*** driver's floor mat, place it in the trunk, and NOT replace it with any other floor mat until the campaign remedy has been implemented on your vehicle. ***If you have an optional genuine Toyota All Weather Floor Mat, please bring it to the dealership at the time of your remedy.***

In the event you choose not to take out your removable floor mat, Toyota strongly recommends that you ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Please visit <http://www.toyota.com/floormats> for additional information.

What should you do if you experience accelerator pedal interference?

Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends you take the following actions:

First, if it is possible and safe to do so, pull back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do NOT pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

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

What if you have other questions?

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

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

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

If you have previously paid for your vehicle's accelerator pedal to be modified to address the same condition described above, please mail a copy of your repair order, proof-of-payment and proof-of-ownership to the following address for reimbursement consideration.

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the vehicle lessee within ten days of your receipt of this letter.

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

Thank you for driving a Toyota.

Sincerely,

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



**Safety Recall 90L
2006 Through Certain 2010 RAV4 (Phase 11)
Potential Floor Mat Interference with Accelerator Pedal Q&A**

Toyota is now launching Phase 11 of Safety Recall 90L on 2006 through certain 2010 RAV4 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 covered by Safety Recall 90L Phase 11?

A2: To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify the rigid plastic accelerator pedal (***floor surface modification is not necessary on RAV4 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.

While this Safety Recall is performed, dealerships will also verify if the vehicle is eligible for other Safety Recalls. Dealerships will make every effort to assure all applicable remedies are performed on the vehicle during the service appointment.

Q2a: Why isn't Toyota installing the brake override system on RAV4 vehicles as a part of this remedy?

A2a: The brake override system is an extra measure of confidence and not part of the recall remedy announced in 2009. It does not address the root cause of accelerator pedal entrapment, which is interference between the accelerator pedal and an unsecured and/or incompatible floor mat. This is why the remedy specifically addresses the floor mat and the pedal configuration.

Q2b: What if a vehicle is equipped with an accessory metallic sports pedal cover? Will the repair be performed on the vehicle?

A2b: To perform the remedy, Toyota will need to remove the metallic sports pedal cover. Once the remedy is completed, due to the nature of the repair, we will not be able to reinstall the sports pedal cover.

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

Q3: 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, the customer is requested to contact 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. 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 will receive the replacement AWFM's for the driver and front passenger seating positions upon proof-of-purchase of the original set.

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

A5: Driver's floor mat interference is possible if the floor mat is incompatible or incorrectly installed. Therefore, each consumer needs to make sure the floor mats are appropriate for his/her model and model year vehicle. Also, they need to be 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.

Q6: Which and how many vehicles are covered by this Safety Recall?

A6: There are approximately 761,000 Rav4 (2006 Through Certain 2010 model year) vehicles covered by this Safety Recall in the U.S. market.

Model	Model Year	Production Period	Number of Vehicles
RAV4	2006 - 2010	Late July 2005 through Early September 2010	761,000

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

A7: The following chart illustrates the covered vehicles and the Remedy Launch Date (Additional details will be provided as they become available).

Safety Recall No.	Phase	Model	Launch Day	Owner Letter <u>Start</u>
90L	1	2007 – 2010 Camry/Camry HV (Denso)	02/02/2010	02/16/2010
	2	2007 – 2010 Camry (CTS)	02/04/2010	02/16/2010
	3	2005 – 2010 Avalon (CTS)	02/23/2010	03/01/2010
	4	2008 - 2010 Highlander HV	03/22/2010	03/30/2010
	5	2004 – 2009 Prius	04/12/2010	04/23/2010
	6	2008 - 2010 Highlander (Non-Hybrid), 2007 – 2010 Tundra,	04/16/2010	Highlander – 04/30/2010 Tundra – 05/05/2010
	7	2009 - 2010 Corolla, 2009 - 2010 Matrix,	06/08/2010	06/21/2010
	8	2007 – 2010 Camry (Sport Pedal)	07/02/2010	07/16/2010
	9	2009 - 2010 Venza 2005 – 2010 Tacoma,	7/16/2010	08/02/2010 (Tacoma) 7/28/2010 (Venza)
	10	2003 – 2009 4Runner	2/24/2011	Early April, 2011
	11	2006 – 2010 RAV4	Early April, 2011	Mid-April, 2011
9LG	1	2007 – 2010 Lexus ES	12/21/2009	12/31/2009
	2	2006 – 2010 Lexus IS	4/5/2010	4/23/2010
	3	2008 – 2011 Lexus LX 570	TBD	TBD

Q7a: Why aren't all Toyota vehicles listed in the Consumer Advisory receiving the brake override system (BOS)?

A7a: The brake override system is an extra measure of confidence and not a remedy inclusive of our recall announced in 2009. It does not address the root cause of accelerator pedal entrapment, which is interference between the accelerator pedal and an unsecured and/or incompatible floor mat. This is why the remedy specifically addresses the floor mat and the pedal configuration.

Q7b: What should customers do if his/her vehicle is covered 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 2006 through certain 2010 RAV4 vehicles in mid-April, 2011. The owner letters will be spread over 2 weeks consistent with remedy preparation and repair capacity. We ask customers for their patience as we mail the letters.

Until these important remedies are completed, to help reduce the risk of incorrect floor mat installation and/or application, we request that customers take out any **removable** driver's floor mat and NOT replace it with any other floor mat until the safety recall (campaign) remedy has been completed on the vehicle. After the campaign remedy has been completed, only floor mats designed specifically for the vehicle and which are properly secured should be installed on the driver's floor.

In the event a customer chooses not to take out the removable floor mat, Toyota strongly recommends that the customer ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Please visit <http://www.toyota.com/floormats> for additional information.

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

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

Q7d: Is there a greater potential for floor mat interference with the accelerator pedal in these models? Why is Toyota including the RAV4 now?

A7d: There is a risk of accelerator pedal entrapment in any vehicle, regardless of manufacturer or model, if inappropriate or unsecured floor mats are in use. Nevertheless, in the interest of customer safety and satisfaction, Toyota has decided to include these additional models in this Safety Recall.

With these further actions taken in coordination with NHTSA, we will help ensure acceleration concerns are reduced even further, and we are pleased that NHTSA has closed its investigation of the floor mat entrapment issue.

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 to address this condition?

A8a: Owners that have previously paid for their vehicle's accelerator pedal to be modified to address this specific condition are requested to mail a copy of the repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience Center, WC10
19001 South Western Avenue, Torrance, CA 90509

Q8b: What if an owner has experienced unintended acceleration and his/her vehicle is not covered 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 covered 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 they receive their owner notification letter.

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.

Q11: What if a driver experiences accelerator pedal interference. What should they do?

A11: 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 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.
 - If the vehicle is equipped with a Start/Stop button turn the engine OFF by firmly and steadily pushing the Engine Start/Stop button for at least three seconds. Do NOT tap the Engine Start/Stop button. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

Lonnie Peterson / TMS Toyota Customer Services
Quality Compliance
April 11, 2011
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Safety Recall 90L – Phase 11
2006 through 2010 Rav4 Model Year Vehicles
Potential Floor Mat Interference with Accelerator Pedal
*******REMEDY AVAILABLE*******

As previously announced, on Thursday, February 24, 2011, Toyota filed an amendment to the Defect Information Report (DIR) which was filed in October, 2009, with the National Highway Traffic Safety Administration (NHTSA). The amendment will add 2003 through certain 2009 model year 4 Runner vehicles, and 2006 through 2010 model year RAV4 vehicles, as well as one Lexus model.

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.***
- There are approximately 760,000 RAV4 (2006 through certain 2010 model year) covered by Phase 11 of this Safety Recall.

Toyota is now launching Phase 11 of Safety Recall 90L on 2006 through certain 2010 RAV4 vehicles for potential floor mat interference with the accelerator pedal.

Safety Recall Remedy for RAV4 Vehicles

To make it less likely that an unsecured or incompatible driver's floor mat can interfere with the accelerator pedal, dealerships are requested to do the following:

- Modify the rigid plastic accelerator pedal (floor surface modification is not necessary on RAV4 vehicles).
- If the vehicle is equipped with a set of optional genuine Toyota All Weather Floor Mats (AWFM), it must be inspected to determine if the AWFM set is of an older design. If it is, the older design AWFM's for the driver and the front seat passenger positions will be replaced with newly designed mats.
- Before the vehicle is returned to the customer, inspect the front carpet and floor mat and clean them as appropriate.
- A Dealer Letter containing additional information has been posted on TIS.
- ***Please verify vehicle coverage by confirming through Dealer Daily/TIS.***
- Please refer to TIS for additional details and official Dealer Notification Letter.

Owner Notification Letter Mailing Date

- The owner notification will commence in mid-April 2011.

Customer and Media Contacts

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- ***In the event you are contacted by the News media***, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate.)

Thank you for your cooperation.