

TMS-NTC-12284
November 28, 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, 11V-113 and 12V-305 – Supplemental Dealer Communication

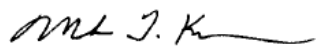
To whom it may concern,

Please find attached a Supplemental Dealer Communication Letter for Toyota Safety Recalls 09V-388, 10V-023, 11V-113 and 12V-305 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
2008 - 2011	Land Cruiser
2006 - 2010	IS250, IS350, IS F, IS c
2007 - 2010	ES350
2008 - 2011	LX570
2010	RX350 / Rx450h

If you have any questions regarding this matter, please contact me at (310) 468-5316.

Sincerely,



Mark T. Kubota
Quality Compliance Assistant Manager

Attachments:

- Lexus 09V-388, 11V-113, 12V-305 (9LG) Supplemental Dealer Communication
- Toyota 09V-388, 10V-023, 11V-113, 12V-305 (90L) Supplemental Dealer Communication

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

To: All Toyota Dealer Principals, General Managers, Service and Parts Managers
Subject: Check Driver's Floor Mat Reminder Poster

Toyota has completed the development of the "Check Driver's Floor Mat" poster which was mentioned in the Bi-Annual Floor Mat Reminder Letter. With this letter you should have received two posters that should be placed in strategic locations in the dealership to help encourage dealer associates and customers to confirm that the driver's floor mat is:

1. Not double stacked;
2. The correct mat for the vehicle; and
3. Properly secured using the factory retention devices.

We recommend that these posters be displayed in highly visible areas such as:

- Service department driveway
- New and used vehicle delivery area
- TRAC vehicle delivery locations
- Car wash area
- Customer lounge

Your Regional Office will also provide an electronic PDF file of this poster so you can print additional posters as needed or add to your dealerships electronic media system to help communicate this important message.

We appreciate your full and immediate cooperation by displaying these posters around your dealership.

Thank you.

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



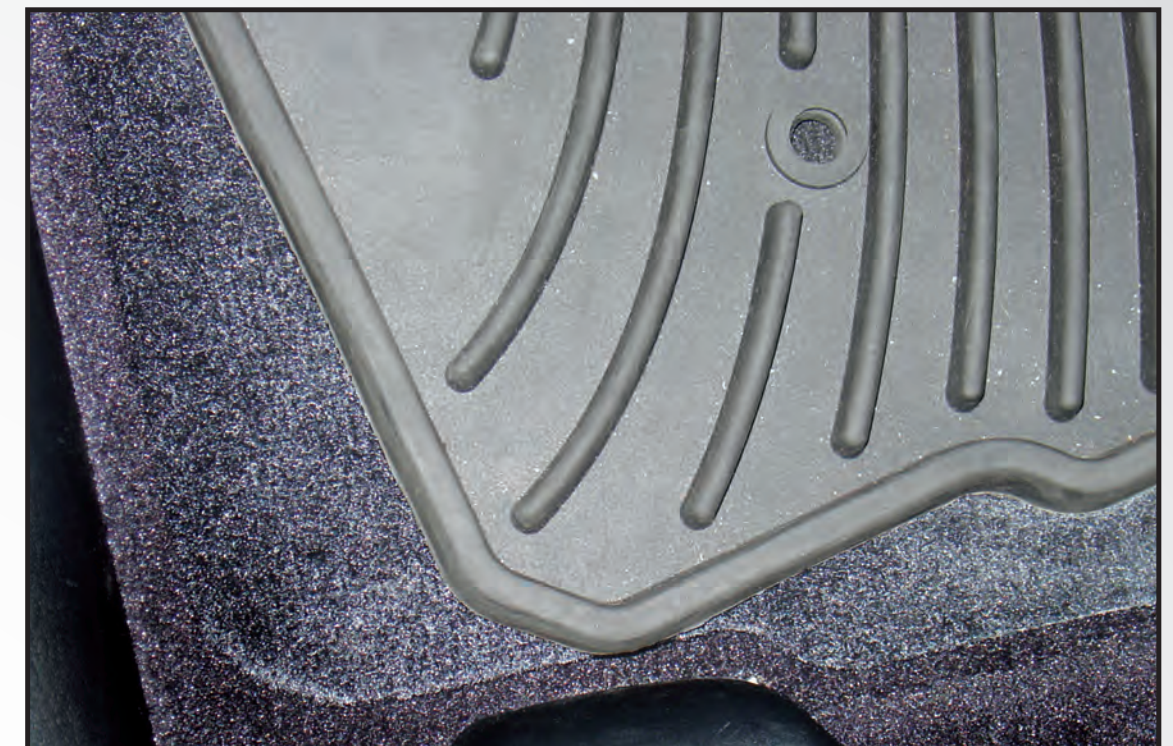
Important Reminder:

Check Driver's Floor Mat



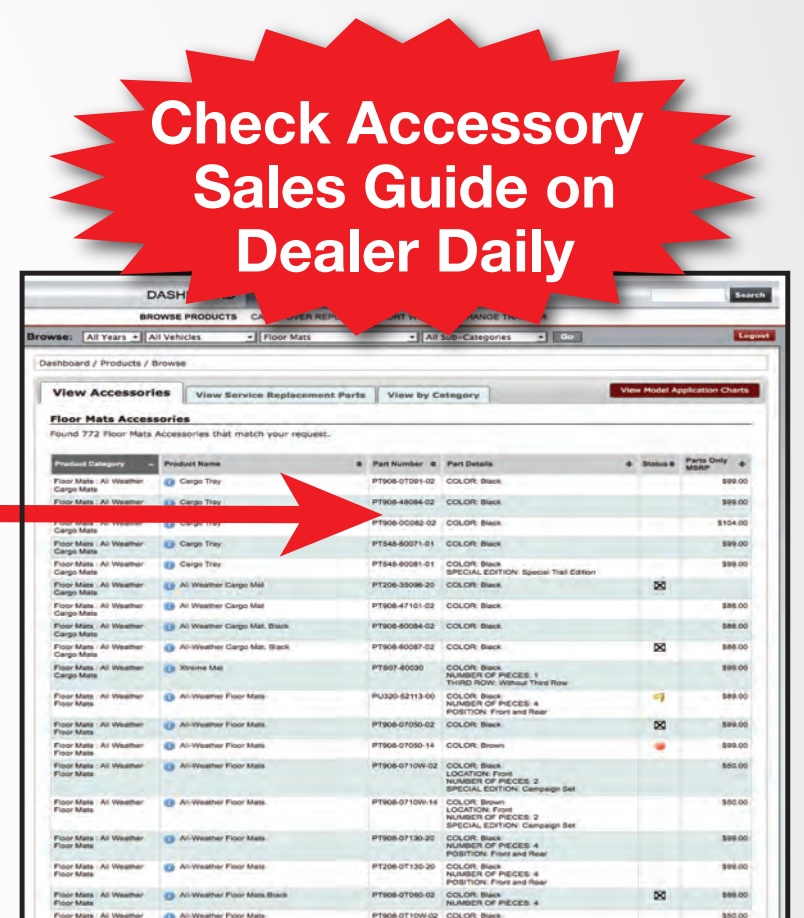
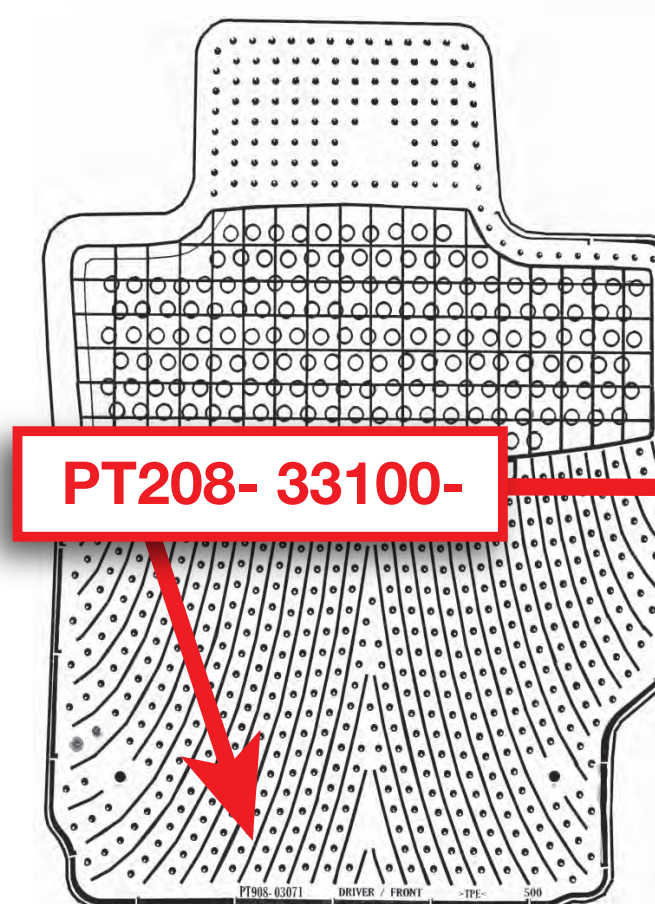
Only One Mat?

NEVER double stack mats



Proper Mat Installed?

Install only the specified mats
(Ask dealer to confirm)

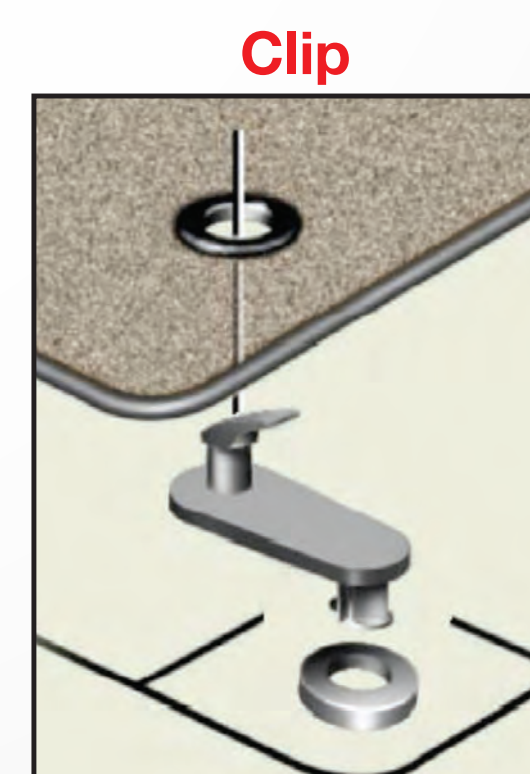


Check Accessory Sales Guide on Dealer Daily



Mat Secured Properly?

Mats secured by factory retention device (clip or grommet style)



Safety is our Priority!