

TOYOTA

PRODUCT SUPPORT DIVISION

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☒ Action
☒ Retain
☐ Information

INTEROFFICE MEMORANDUM

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

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

Subject: Toyota Floor Mat Installation Inspection Process- Bi Annual Reminder

The purpose of this communication is to ask each Region/Private Distributor to once again, communicate to your dealers the importance of ensuring they follow their established business processes with regards to the correct vehicle application and secure installation of All Weather Floor Mats (AWFM). Because of the importance of this message, TMS will be sending out a bi-annual reminder that corresponds with seasonal changes (Fall and Spring) that typically prompt customers to install/remove AWFM in their vehicles.

While we are confident dealers continue to follow a very effective process, please assist us in sending out this important reminder which is designed to remind them of how important this process is to their customer's safety and the future success of their business.

In addition, in the next several months TMS will be developing additional support materials that will enhance the dealer's ability to train their staff and help educate customers on the importance of proper floor mat usage.

For example, we are developing posters that will be placed in strategic locations in the dealership that encourages dealer associates and customers to confirm that the driver's floor mat is:

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

We will provide additional information as these support materials become available.

Bi-Annual Reminder Letter

Please mail the attached sample bi-annual dealership reminder letter to your dealers. This letter, addressed to the Dealer Principals, General Managers, Service and Parts Managers, and is intended to be shared throughout the dealership, is designed to remind all dealership associates of the importance of ensuring that only appropriate floor mats are installed in a vehicle and that they are properly secured.

The Bi-Annual Reminder Letter focuses on the following key areas:

- Dealership Associate Reminders/Training
- New and Used Vehicle Sales and Delivery Process
- Parts and Service Departments Customer Handling Process
- Toyota Rent-A-Car (TRAC) Delivery Process

**Due to the precise nature of the communication, we suggest that you do not make content changes to the letter.

Regional Management Follow-Up

Once the Reminder Letter has been mailed, as part of this on-going activity, we are asking for your support to deploy a Region/PD Management Level Associate to conduct the following:

1. Visit every dealer within the next 3 months to verify each dealership's Floor Mat Installation and Inspection Process.
2. Discuss with dealership management staff to ensure they fully understand the importance of ensuring a proper floor mat inspection/installation/awareness program is in place and being followed everyday by their associates.

We suggest you especially focus on ensuring and personally verify each dealership has the following processes in place:

- An inspection process to include **all types** of floor mats, not just AWFMs before any vehicle leaves the dealership.
- The Dealer's PDI process endures the correct application mat is installed and secured.
- ASMs are routinely checking customer vehicles in the service drive for proper mat installation.
- All TRAC vehicles are inspected for proper and secure floor mat installation before they are made available to customers.
- Parts Departments are **only** offering appropriate floor mats for sale.

We appreciate your full support and immediate cooperation by following up with dealers.

Thank you.

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

G. Borst
R. Broughman
G. Bryan
W. Burns
D. Camden
B. Carter
G. Christoff
J. Colon
B. Cooper
R. Daly
F. Davidson
T. Doi
D. Esmond
W. Fay
F. Fontanella
H. Fukui
S. Haag

J. Hanson
K. Higgins
C. Hostetter
M. Hosoe
Y. Inaba
K. Ito
M. King
K. Kusakawa
J. Lang
J. Lentz
E. Matsuda
M. Michels
T. Morrison
T. Nakagami
D. Pettitt
R. Pflughaupt
C. Reynolds

C. Roberts
R. Sakai
M. Setta
R. Specht
J. Stempkowski
S. Sugawara
M. Templin
J. Tetherow
P. Turner
K. Ura
P. Uribe
A. Vaish
R. Waltz
S. Watanabe
M. Yamanami
H. Yoshihashi
D. Zellers

