

# TOYOTA

## PRODUCT SUPPORT DIVISION

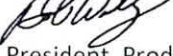
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Number: TC14-037

### INTEROFFICE MEMORANDUM

Date: 8/12/2014

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

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

X Action

Bill Fay   
Group Vice President and General Manager, Toyota Division

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

This communication, once again, serves as a request for each Region/Private Distributor to remind dealers of their responsibility to implement and follow consistent processes throughout their dealerships for the:

- Identification of correct vehicle floor mat application
- Secure installation of vehicle floor mats
- Communication of proper floor mat application, installation, and retention to customers
- Identification and correction of multiple floor mat conditions
- Inspection of retention clips and floor mat condition

Your continued communication on the importance of these procedures will help to reinforce each dealer's continuing commitment to their customer's safety.

### **Bi-Annual Floor Mat Communication**

Please distribute the attached dealer letter (A) and supporting attachments directly to all Dealer Principals, General Managers, Service Managers and Parts Managers. The letter is intended to be used as a guide for leadership at each dealership to reinforce with each dealership associate the importance of appropriate floor mat installation and retention.

The dealer letter and attachments address the following areas:

- Local training on floor mat safety and dealership procedures
- Floor mat inspection and installation procedures
- Proper floor mat applications
- New and pre-owned vehicle delivery process
- Toyota Rent-A-Car (TRAC) delivery process

### **Region/PD Dealership Management Contacts**

Following your release of the bi-annual communication, please deploy a management level associate to review the details of the letter with management staff at each dealership in your Region/PD. TMS recommends this discussion focus on the importance of consistently following standardized procedures for floor mat inspection, sales, installation, and customer awareness.

As a part of this dealership management contact, the designated Region/PD manager or their supporting field travelers should personally verify each dealership has the following processes in place and follows them consistently:

- 1) Customer communications on floor mat safety are visible and available. The previously distributed "Driver's Floor Mat Safety" poster should be prominently located in a highly visible area of the service drive. Additional posters can be purchased by the dealership staff through the MDC.
  - Floor Mat Poster - \$5.00 for each poster (MDC Part #00411-140006)
- 2) ASMs routinely inspect customer vehicles in the service drive for proper mat installation and alert customers to improper installation/usage.
- 3) Floor mat inspections include confirmation of proper application and retention for all types of floor mats, not just All Weather Floor Mats (AWFM), before any vehicle is delivered to a customer. This includes removing double-stacked or improper mats from the passenger compartment and re-locating them to the trunk or cargo area.
- 4) Removal of any items from the floor pan area that could potentially interfere with any of the vehicle controls/pedals.

**Note:** To support this process, TMS has developed a new mirror hang tag that helps explain to your customer, why the floor mat was removed from their vehicle. Service Managers will receive an initial supply of 100 hang tags with this communication. Additional hang tags are available through the MDC.

- Hang Tags - \$10.00 for a bundle of 20 (MDC Part # 00411-140004)
- 5) All Toyota Rent-a-Car (TRAC) vehicles are inspected for proper and secure floor mat installation before they are provided to customers.
  - 6) Pre-delivery service procedures are properly followed and confirmed – particularly installation of the correct floor mat and floor mats are secured appropriately.
  - 7) Parts departments only offer for sale floor mats that are originally designed for the Toyota vehicle in which they will be used and that can be attached in the original locations using original equipment (OE) hooks or clips.
  - 8) Inspection of floor mat application and retention is conducted with each Multi-Point Inspection (MPI) and results documented on the MPI form and Repair Order for ASM review with the customer Order. If floor mats were removed, install one of the new mirror hang tags.

Please ensure that meetings with your dealers and their process reviews are completed no later than Friday, Sept 12th. An email from your CSOM or CSFM should be sent on or before this deadline to [quality\\_compliance@toyota.com](mailto:quality_compliance@toyota.com) verifying that processes 1-8 listed above have been confirmed at each dealership in your Region/PD.

In addition to the above process confirmation, field service and parts staff should regularly monitor the floor mat products offered for sale to customers through Parts departments, sold as accessories with new/used vehicles, and installed in TRAC/loaner vehicles.

If the use or sale of incompatible or unsecured floor mats is identified in any area of dealership operations, an immediate review of the situation with dealership management is expected. To support these conversations please use the following example word track citing the specific examples needing attention.

## Example Word Track

*While at your dealership on <date>, I noticed floor mat(s) that were not designed specifically for Toyota models. These mats were <example of sales, installation, or other condition here>. Toyota would like to remind you that there is a risk of accelerator pedal interference in any vehicle, regardless of manufacturer or model, if incompatible or unsecured floor mats are in use.*

*Therefore, please make sure the floor mats that you sell are appropriate for specific Toyota models and model year vehicles. Further, your dealership associates should confirm that the floor mats are compatible with the specific vehicle in which they are to be used before completing the transaction. Moreover, all floor mats, whether you sell them or not, need to be inspected and properly secured using the appropriate retention device (clips).*

*Driver's floor mats should never be stacked. You 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. And, any paper or plastic protective film that you place in the floor pan area during service should be removed before returning a vehicle to the customer. If any driver's floor mat is removed, use the new Floor Mat Hang Tag to help facilitate a discussion on proper floor mat usage with the customer.*

## **Field Survey**

Beginning in Mid August, PQSS Field Product Engineers (FPE) will be contacting your Technical Services and Training Managers to review plans for a field survey of floor mat utilization and installation conditions. Similar to previous years, the survey will be administered by the FPE and your field Technical Specialists (FTS). Specific details on the process and timing will follow.

Thank you for your full support and prompt action communicating these important items and counseling directly with your dealers and their staff.

Attachment: A) Sample Dealer Letter

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

J. Bracken  
R. Broughman  
W. Burns  
A. Bybee  
B. Carter

D. Cecconi  
M. Collins  
D. Colvin  
R. Daly  
F. Davidson

D. Depew  
R. DuFresne  
E. Farrell  
N. Fein  
D. Fordiani

K. Fukushima  
M. Groff  
J. Hamp  
B. Hancock  
J. Hanson

S. Heyer  
K. Higgins  
E. Hirata  
P. Holdridge  
J. Hollis  
C. Hostetter  
E. Huante  
M. King  
C. Knight  
J. Lang  
E. Laukes

S. Lending  
J. Lentz  
E. Matsuda  
F. Matsuoka  
M. Michels  
A. Mito  
T. Morrison  
D. Murtha  
T. Nakagami  
C. Neff  
K. Ohara

H. Ozaki  
R. Perez  
D. Pettitt  
R. Pflughaupt  
J. Porter  
M. Redding  
C. Reynolds  
A. Saadat  
M. Sakai  
M. Schober  
B. Sciumbato

G. Smith  
R. Specht  
N. Swartz  
K. Tsuruoka  
P. Turner  
K. Ura  
A. Vaish  
D. Zellers

**To:** All Dealer Principals, General Managers, Service Managers, and Parts Managers

**Subject:** Floor Mat Installation and Inspection

As part of Toyota's on-going commitment to customer safety, this communication is sent to remind you of the importance of routinely checking the floor mats of your customer's vehicles to ensure they are appropriate for each application and are properly installed using the factory retention knob-style clips or hooks.

Effective procedures for floor mat installation and inspection demonstrate your continuing commitment to customer safety. Please reinforce these important points with all of your staff by:

- Sharing this reminder letter and inspection process attachments with all associates.
- Continuing to conduct periodic management meetings and training sessions on your dealership's standardized quality control processes, including those applicable to floor mats.
- Ensuring your dealership has adopted processes to:
  - a. Display the previously provided "Driver's Floor Mat Safety" poster in highly visible locations in and around your service drive. Print additional copies using the attached file.
  - b. Inspect customer vehicles at write-up and alert customers to potential floor mat concerns.
  - c. Implement floor mat inspection as part of all Multi-Point Inspections (MPI) and as described in the Toyota MPI checklist/form.
  - d. Remove all driver's side floor mats that cannot be secured and replace broken or inoperative retention clips/hooks.
  - e. Remove double stacked or improper mats and secure the proper fitting Protective or All Weather Floor Mat using the original equipment (OE) retention clips or hooks.
  - f. Remove any items that cannot be secured or that interfere with the vehicle's pedal operation

**Note:** All removed items, including unsecured or double-stacked floor mats, should be placed in the vehicle's trunk or cargo area. Document this action on the repair order and explain to the customer why this action was taken. To support this process, TMS has developed a new floor mat mirror hang tag that helps explain to your customer, why the floor mat was removed from their vehicle. You will receive an initial supply of 100 hang tags with this communication. Additional hang tags are available through the MDC.

- Hang Tags - \$10.00 for a bundle of 20 (MDC Part # 00411-140004)
- g. Deliver all new, pre-owned, and TRAC/loaner vehicles with floor mats that have been confirmed as applicable for the vehicle and secured appropriately.

- h. Only offer for sale floor mats that are originally designed for the Toyota vehicle in which they will be used and attach to the vehicle in the original locations using OE retention hooks or clips.

In addition, to the new Floor Mat Mirror Hang Tags, you will also receive 2 additional "Drivers Floor Mat Safety" posters that should be prominently located in a highly visible area of the service drive. These posters are also now available through the MDC.

- Floor Mat Poster - \$5.00 for each poster (MDC Part #00411-140006)

It is also important that all dealership associates continue to demonstrate in words and actions that Toyota cares about customer safety. When interacting with customers regarding this important subject, please encourage communication be delivered with detail, consistency, and patience.

We appreciate your full and immediate cooperation in assuring your associates follow quality control processes you have implemented and demonstrating an unwavering commitment to customer and vehicle safety.

Thank you.

Attachments:

- 1) Floor Mat Inspection/Installation Instructions
- 2) Floor Mat Application Chart Instructions
- 3) New Vehicle Delivery Check Sheet

## All Floor Mat Inspection (Carpeted and AWFM), 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.**

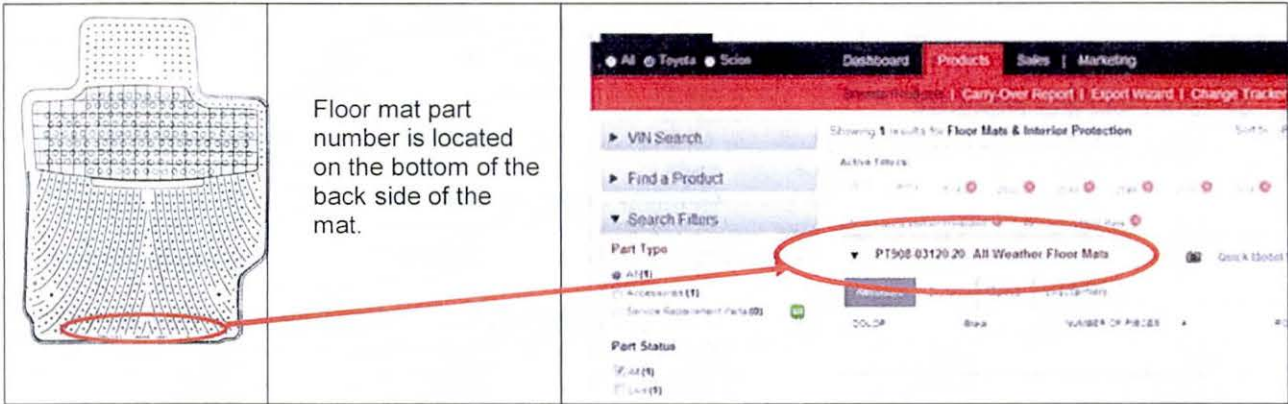
### A. General Floor Mat Warnings

- 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

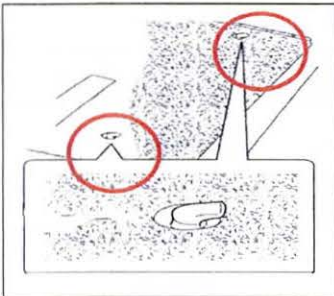
- Before placing any floor mat in a vehicle, be familiar with the procedure outlined below.
  - Each dealership associate storing or installing the floor mats should be familiar with the following:
    - Identifying the correct floor mat for the specific vehicle application.
    - Correctly installing the floor mat.
  - Permanently mark each floor mat used for TRAC (Service 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).
    - TRAC (Service 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 Toyota Accessory website <http://www.toyotaasg.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.

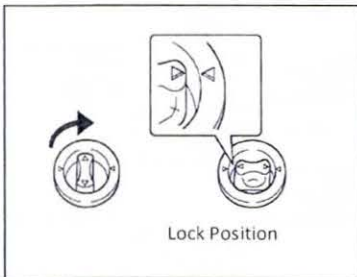
**Hook Style Clip**



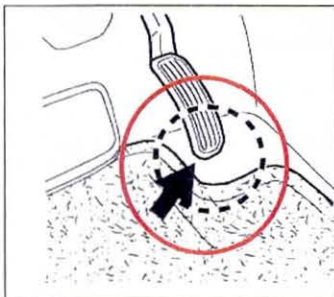
2. Make sure the floor mat is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

**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 attached TSB (T-SB-0040-11) 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

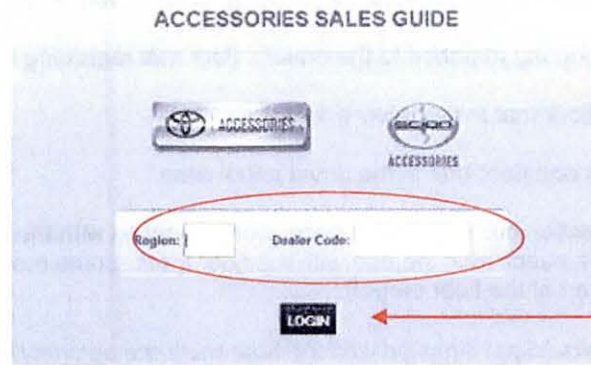
If you are installing Carpeted or All Weather Floor Mats (AWFM) in a specific vehicle for the first time, please follow these important instructions.

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 clip 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)

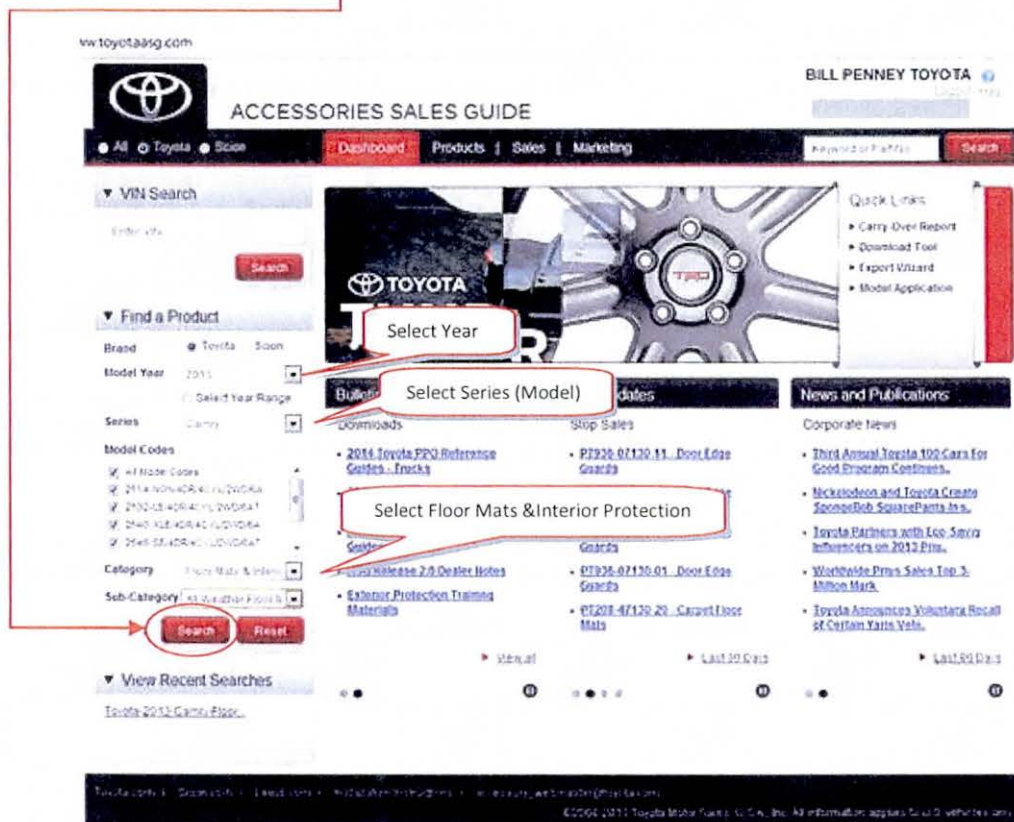
# Floor Mat Application Chart

For detailed information on the appropriate floor mat application, by model and model year, please visit Toyota's Corporate Accessories website <http://www.toyotaasg.com/>

From the opening screen, enter your Region and Dealer Code and Click LOGIN.



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



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

The screenshot displays the Toyota Accessories Sales Guide interface. The top navigation bar includes the Toyota logo, the text "ACCESSORIES SALES GUIDE", and the user name "BILL PENNEY TOYOTA". Below this is a secondary navigation bar with "Dashboard", "Products", "Sales", and "Marketing" tabs, along with a search bar and a "Search" button. A red banner below the navigation bar contains links for "Carry-Over Report", "Export Wizard", and "Change Tracker".

The main content area is titled "Showing 1 results for Floor Mats & Interior Protection". On the left, there are several filter sections: "VIN Search", "Find a Product", "Search Filters", "Part Type" (with options for All, Accessories, and Service Replacement Parts), "Part Status" (with options for All, In Stock, Discontinued, and Stop Sales), "Model Codes" (listing various Toyota models like 2014-2015 RAV4, etc.), and "Categories" (listing various accessory categories like Audio, Body and Paint Protection, etc.).

The search results are displayed in a table format. The first result is highlighted with a red box and is for "PT908 03120-20 All Weather Floor Mats". The table has columns for "Part Number", "Image", "Description", "Quantity", "Position", and "Price and Tax". The "Description" column for this part includes "All Weather Floor Mats".

Part Number	Image	Description	Quantity	Position	Price and Tax
PT908 03120-20		All Weather Floor Mats			