



PRODUCT SUPPORT DIVISION

INTEROFFICE MEMORANDUM

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X Action

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

From: Bob Waltz 
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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 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
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R. Pflughaupt
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