

TOYOTA

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March 24, 2010

Kathleen DeMeter, Director
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National Highway Traffic Safety Administration
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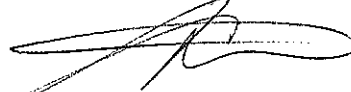
Re: Toyota TQ10-001

Dear Ms. DeMeter:

This letter supplements Toyota's previous submission in this proceeding, and provides a preliminary response to Request 10, which seeks a chronology of information related to the issue of interference between the accelerator pedal and the driver's side floor mat. The enclosed preliminary chronology is based on Toyota's review of files and documents located to date, and may require revision in the future, based on additional files and documents identified in the on-going review of files and documents. Moreover, this preliminary chronology identifies only the principal events related to the specified issue. Additional events related to this issue are identified in the responses previously provided to Requests 7, 8, 9, 12, 13, 26, 27, 28, 29, and 35.

The verifications provided with the previous submission continue to apply to this supplemental submission.

Sincerely,



Christopher Tinto

Enclosure

PRELIMINARY CHRONOLOGY – AS OF MARCH 24, 2010
SUBJECT TO FURTHER INVESTIGATION
AND POSSIBLE SUPPLEMENTATION

Preliminary Chronology of Principal Events

Accelerator Pedal Interference from Floor Mats (TQ10-001)

- February 7, 2006: Toyota received a Field Technical Report regarding floor mat interference with an accelerator pedal in a Model Year 2005 Prius.
- September 27, 2006: Toyota received a Dealership Product Report concerning an incident in a Model Year 2007 Lexus ES350 involving multiple floor mats.
- March 23, 2007: Toyota stopped sale of All Weather Floor Mats to implement changes, including addition of a hangtag to be removed by customers only and application of a product usage label on the header (packaging) board.
- March 29, 2007: Toyota was advised that NHTSA opened PE07-016 regarding the potential for floor mat interference with accelerator pedals in Lexus ES models. NHTSA provided five VOQs to Toyota alleging unwanted acceleration apparently related to accelerator pedal entrapment by floor mats.
- April 5, 2007: Toyota received Information Request in PE07-016 involving risk of floormat entrapment in certain Lexus models.
- April 24 to May 11, 2007: Toyota undertook a voluntary mailing to customers and dealers beginning April 24 to May 11, 2007 reminding owners of proper installation of floormats and providing a caution label. (This is referenced in Response 7 of the June 11, 2007 response to PE07-016).
- Approximately late May through late June 2007: Toyota implemented running changes to the All Weather Floor Mat to enlarge existing embossed caution statement.
- June 18, 2007: Toyota received a Field Technical Report concerning an incident in a Model Year 2007 Camry involving an All Weather Floor Mat installed over a carpeted mat.
- July 2007: Toyota initiated field action in Europe regarding European-made accessory floor mats.
- August 2007: Toyota conducted an evaluation of the risk of accelerator pedal entrapment by an All Weather Floor Mat in an Avalon and a Prius. Toyota concluded that the Avalon pedal could potentially be entrapped by a floor mat, but that risk was similar to competitor vehicles. Toyota also concluded that the Prius accelerator pedal was unlikely to be entrapped by a floor mat, given the geometry of the footwell.
- August 9, 2007: NHTSA upgraded PE07-016 to EA07-010.

PRELIMINARY CHRONOLOGY – AS OF MARCH 24, 2010
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- Approximately September 2007: Toyota conducted several analyses of the possibility of accelerator pedal entrapment by All Weather Floor Mats in Toyota vehicles and in competitor vehicles.
- September 13, 2007: Toyota has technical meeting with NHTSA on the AWFM issue.
- September 14, 2007: Toyota stopped sale of All Weather Floor Mat to implement shape change.
- September 21, 2007: Toyota decided to conduct a safety campaign with the All Weather Floor Mats in Lexus ES 350 models and Camry models (MY 2007-2008).
- September 26, 2007: Toyota submitted Defect Information Report to NHTSA regarding floor mat safety campaign.
- October – November 2007: Toyota conducts internal study on “recurrence prevention” of pedal entrapment issue
- October 25, 2007: Toyota received a Field Technical Report concerning an incident in a Model Year 2006 Tacoma involving pedal entrapment by an All Weather Floor Mat.
- August 7, 2009: Toyota received a consumer complaint involving floor mat interference with the accelerator pedal in a Model Year 2008 Camry.
- Late August 2009: Toyota learned about Saylor crash.
- September to December, 2009: Toyota conducted various analyses to evaluate the emergency shutdown method of Toyota vehicles and competitor vehicles, to evaluate the brake override system of competitor vehicles, to evaluate the accelerator pedal shape change to reduce the risk of pedal entrapment by floor mats, and to compare the shift levers of Toyota vehicles with competitor vehicles
- September 11-16, 2009: Toyota conducted analyses to determine effect on risk of pedal entrapment from installation of incorrect floor mats in ES 350 and other models.
- September, 2009: Various discussions with NHTSA staff regarding floor mat issue.
- September 29, 2009: Toyota advised NHTSA of its decision to conduct a safety campaign with a vehicle-based remedy on certain models to address the risk of accelerator pedal entrapment by all weather floor mats.
- October 5, 2009: Toyota filed a Part 573 report confirming its decision to conduct a safety campaign with a vehicle-based remedy on certain models to address the risk of accelerator pedal entrapment by all weather floor mats. NHTSA assigned campaign number 09V388 to this campaign.

PRELIMINARY CHRONOLOGY – AS OF MARCH 24, 2010
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- October 7, 2009: NHTSA and Toyota met at Central Atlantic Toyota in Glen Burnie, Maryland to discuss floormat entrapment.
- October-November, 2009: Various meetings between NHTSA and Toyota to discuss progress on remedy development.
- November 25, 2009: Toyota amended its Part 573 report to provide additional details on the vehicle-based remedy.
- December, 2009: Toyota started the customer notification in campaign 09V388.
- January, 2010: Toyota received information from NHTSA regarding complaints received by NHTSA regarding accelerator pedal entrapment in certain Highlander and Corolla models, and NHTSA's intention to open an investigation (Recall Query or Preliminary Evaluation) into the risk of pedal entrapment in these models.
- January 27, 2010: Toyota further amended its Part 573 report to add additional models to the safety campaign, based on the receipt by NHTSA of complaints of accelerator pedal entrapment involving additional Toyota models. Toyota added the Highlander, and Corolla based on complaint data provided by NHTSA. Toyota included Sequoia, Venza, Matrix, and Vibe due to similarities with the affected population. NHTSA assigned a new campaign number to this part of the campaign: 10V023.
- January to March 2010: Toyota evaluated the countermeasure floor mat (new design) and changed shape of accelerator pedal to assess risk of interference by floor mats with accelerator pedal.