



January 25, 2013

To: All Lexus Dealer Principals, General Managers, Sales Managers, Pre-Owned Managers, Service Managers and Parts Managers

From: Lexus Service and Parts Operations

Subject: Check Driver's Floor Mat Posters

In the Recent Bi-annual Floor Mat reminder letter distributed November, 2012, Lexus indicated that we were developing support materials that will help remind dealership customers and associates of the importance of proper floor mat usage. With this letter you should have received two "Check Driver's Floor Mat" posters that are intended to be placed in strategic locations in the dealership that encourages dealer customers and associates to confirm that the driver's floor mat is:

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

We recommend that these posters be displayed in highly visible areas like the service department driveway and/or new vehicle delivery area of your dealership.

Your Area Office will also provide electronic PDF files of this poster in English and Spanish so you can print additional posters as needed or add to your dealership's 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.



<<INSERT DATE HERE>>

To: All Lexus Dealer Principals, General Managers, Sales Managers, Pre-Owned Managers, Service Managers and Parts Managers

Subject: Check Driver's Floor Mat Posters

Late last year each Dealer was once again requested to immediately inspect their new, used, and loaner fleet vehicles to ensure correct vehicle application/secure installation of All Weather Floor Mats. In addition, Lexus indicated it would be developing additional support materials that will enhance your ability to train your staff and help educate customers on the importance of proper floor mat placement. By now you should have received two laminated posters for display in strategic areas of your dealership such as the service drive or the new vehicle delivery area.

As a reminder, the poster is intended to 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
3. Properly secured using the factory retention device

Attached to the e-mail for your use are PDF files of this poster in English and in Spanish. The PDF files may be used to print additional posters or to add to your dealership's electronic media system to help communicate this important message.

We appreciate your full and immediate cooperation in assuring your staff is following your dealership's quality control business processes on a regular basis. Please feel free to contact your DM or DSPM if you should have any questions.

Thank you for your support and your on-going commitment to our customers.

<<INSERT AREA MANAGER NAME HERE>>

Reference: L-SB-0047-11('12 MY), L-SB-0153-11 ('13 MY) on TIS

Important safety reminder from

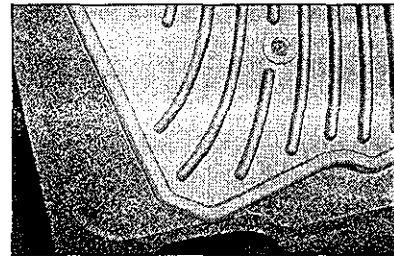


Check driver's floor mat FOR PROPER INSTALLATION



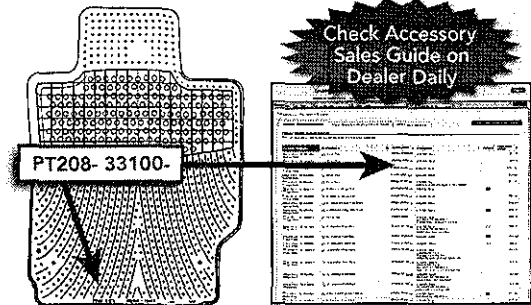
Only One Mat?

NEVER double stack mats



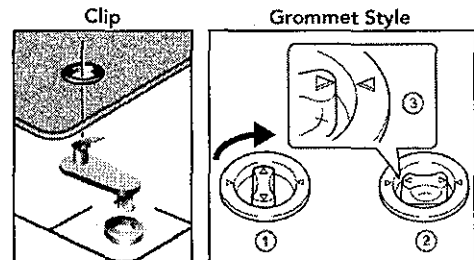
Proper Mat Installed?

Install only the specified mats
(Ask dealer to confirm)



Mat Secured Properly?

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



Safety is our Priority

Recordatorio importante de seguridad de



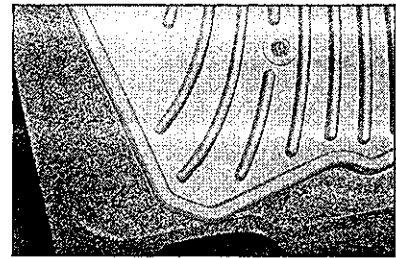
Revise la alfombra del piso del conductor

PARA INSTALACIÓN APROPIADA



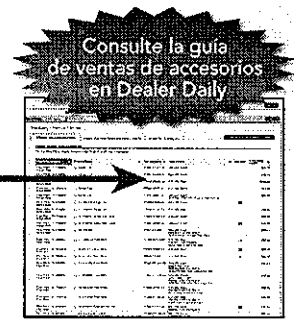
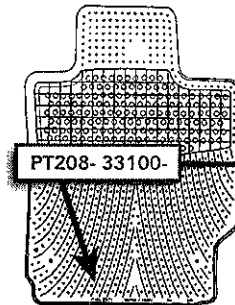
¿Una alfombra solamente?

NUNCA ponga dos alfombras una encima de otra



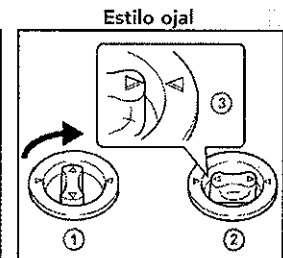
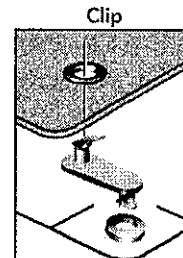
¿Está instalada la alfombra apropiada?

Solo instale las alfombras especificadas (Consulte con el concesionario para confirmar)



¿Está la alfombra asegurada adecuadamente?

Las alfombras están sujetadas por el dispositivo de sujeción de fábrica (estilo ojal o clip)



La seguridad es nuestra prioridad