

# TOYOTA

## PRODUCT SUPPORT DIVISION

Date: 02/15/2016

### INTEROFFICE MEMORANDUM

Action

Retain

Information

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

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

Bill Fay   
Group Vice President and General Manager, Toyota Division

Subject: Toyota Floor Mat Installation Inspection Process 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.

### Annual Floor Mat Communication

Please distribute the attached dealer letter 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 this 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.

*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.*

Please ensure that meetings with your dealers and their process reviews are completed no later than Friday, April 1, 2016. Once your Region/PD have reviewed procedures 1-8 listed above with all dealers in, please complete the attached Confirmation report and return a copy by email to the Quality compliance in-box ([quality\\_compliance@toyota.com](mailto:quality_compliance@toyota.com)).

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

**Attachments:**

Floor Mat Inspection/Installation Instructions, Sample Dealer Letter and Floor Mat Review Confirmation Sheet

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	K. Fukushima	E. Laukes	M. Redding
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B. Carter	A. Gilleland	J. Lentz	M. Schober
D. Cecconi	M. Groff	E. Matsuda	D. Swartz
G. Christoff	J. Hanson	A. Mito	A. Smith
D. Colvin	S. Heyer	T. Morrison	G. Smith
R. Daly	E. Hirata	C. Neff	N. Swartz
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