

From: Irv Miller/=Exec/=TMS/Toyota

Sent: 1/16/2010 7:05 PM.

To: [-] Katsuhiko Koganei

Cc: [-] mike

Bcc: [-]

Subject: Re: Email from Koganei on Jan. 16 Re: Draft statement to respond to ABC News story.

Kogi,

I hate to break this to you but WE HAVE A tendency for MECHANICAL failure in accelerator pedals of a certain manufacturer on certain models. We are not protecting our customers by keeping this quiet. The time to hide on this one is over. We need to come clean and I believe that Jim Lentz and Yoshi are on the way to DC for meetings with NHTSA to discuss options.

We better just hope that they can get NHTSA to work with us in coming with a workable solution that does not put us out of business.

Irv Miller  
Group Vice President, Environmental and Public Affairs  
Toyota Motor Sales, Inc  
19001 S. Western Ave.  
Torrance, CA 90509

Katsuhiko Koganei/TMS/Toyota

01/16/2010 11:55 AM To Mike Michels/TMS/Toyota  
cc

Subject Email from Koganei on Jan. 16 Re: Draft statement to respond to ABC News storyLink

Dear Mike-san,

Thank you for your hard work while under this sunny weather...

Now I talked with you on the phone, we should not mention about the mechanical failures of acc. pedal, because we have not clarified the real cause of the sticking acc pedal formally, and the remedy for the matter has not been confirmed. I talked over this matter with Ryo-san, KC Kirimoto-san, and Doi-san, and all of them are concerned about the comment with mechanical failures might raise another uneasiness of customers.

(See the attached file. Red hilighted parts should be removed , I think.)

Anyway, if you know further new information about this matter, following the conference call done between TMS PQSS, TMA (W.DC) and TMC JCQE, please update the information over this matter.

Especially, before the conference call of tomorrow (7PM at PST), I think we need to have consensus within TMS, (and also within TMA CC and TMC-PR, if possible).

So I would appreciate if you sent the newly drafted statement, and Q&A to the all CC members.

Now I myself is staying in Torrance (for some preparations of the movement to the new house)  
I can have some meetings with you over this matter anytime, so do not hesitate to ask me to meet at TMS office.

Katsuhiko Koganei (Kogi)

Executive Coordinator  
Corporate Communications

Toyota Motor Sales U.S.A. Inc.,

Tel [REDACTED]  
Mobile [REDACTED]  
e-mail Á Katsuhiko [REDACTED]

Ryo\_Sakai [REDACTED]

01/16/2010 09:07 AM To "Iwao Kimura" [REDACTED], "Katsuhiko Koganei"  
[REDACTED]

cc  
Subject Fw: Draft statement to respond to ABC News story

I'm forwarding you this since you were not on the distibution.

Á Á ----- Original Message -----  
Á Á From: Mike Michels  
Á Á Sent: 01/15/2010 06:37 PM PST  
Á Á To: Gary Smith; Rick LoFaso; Webster Burns; Steve Haag; Dave Zellers;  
Nancy Fein; Jane Beseda; Ko Igarashi; Shinji Yamaguchi  
Á Á Cc: Charley Roberts; Ron Kirkpatrick; Christopher Reynolds; Bob Waltz;  
Jim Wiseman; Ryo Sakai; Jo Cooper; Christopher Tinto; Sumio Ohtsuji; Martha  
Voss; Cindy Knight [REDACTED]; Christopher Reynolds;  
[REDACTED] Hiro  
Fukui; [REDACTED] Alicia McAndrews; Brian Lyons; Irv Miller; John  
Hanson; Jim Wiseman  
Á Á Subject: Draft statement to respond to ABC News story

REDACTED - PRIVILEGE

Mike Michels  
Vice President, Communications  
Toyota Motor Sales USA, Inc.  
19001 S. Western Ave.  
Torrance, CA 90509  
Phone: [REDACTED]  
Mobile: [REDACTED]  
Fax: Á Á Á [REDACTED]

[attachment "Post ABC release 1-15 6pm.doc" deleted by Katsuhiko Koganei/TMS/Toyota]