

TOYOTA CUSTOMER SERVICES

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 Action
 Retain
 Information

INTEROFFICE MEMORANDUM

TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/
VICE PRESIDENTS

FROM: DAVE ZELLERS, *Dave*
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 50J PHASE 3
(FRONT SUSPENSION LOWER BALL JOINT)

As announced in June, 2005, Toyota initiated a Special Service Campaign to replace the Front Suspension Lower Ball Joints on certain 2001 – 2002 4Runner, 2001 – mid-2004 Tacoma 4WD and PreRunner, 2002 – early 2004 Sequoia and Tundra vehicles. This notification is being sent to advise you of the launch of the third and final Phase of this campaign.

The following vital information is provided to inform you and your staff of the third and final owner notification and your degree of involvement.

1. **Dealer Letter Mailing Date**

The attached Phase 3 Dealer Letter will be sent to all Toyota dealers in October, 2005.

Note: Due to the situation in the Gulf Coast area, Dealers that are within the affected US Postal Service “no mail” zones will have their Dealer packages sent to their Regional office for distribution at the appropriate time.

2. **Owner Notification Mailing Date**

The owner notification (Phase 3) will commence in Mid-October, 2005.

Note: Due to the situation in the Gulf Coast area, owner letters that are in the affected US Postal Service “no mail” zones will be held until normal operations can resume.

3. **Number of Vehicles Involved for Phase 3**

The approximate numbers of vehicles involved in the U.S. for Phase 3 are:

Model Year	Model	Vehicles Sold
2001 – 2002	4Runner	43,387
2001 – mid-2004	Tacoma 4WD and PreRunner	178,505
2002 – early 2004	Sequoia and Tundra	213,008

4. **Region/District Summary Reports**

We have enclosed the following Phase 3 SSC 50J Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package:

- Region/PD Summary Report that provides an overview of the entire Region/PD for this SSC.
- A District Summary Report that indicates the number of involved vehicles per dealership in each district for this campaign.

5. **Region/PD Assistance**

We request the assistance of all Region and Private Distributor associates in counseling dealers regarding their parts order quantities to assure orders are consistent with Phase 3 of this SSC. This phase will involve approximately 435,000 vehicles (or approximately 56% of the overall SSC vehicle population). In addition, the Phase 3 owner notifications will be mailed on a daily basis over a four to five week period. Owner notification volume for this phase will not exceed the available number of parts by model at the launch of Phase 3. Therefore, dealers should rely upon the natural gravity of service appointments generated by the owner notifications as well as normal scheduled maintenance appointments when ordering parts. **This final winter phase represents the largest number of owners.**

Additionally, it is important to note that in total, nearly 768,000 vehicles are involved (276,000 owner letters have been mailed in Phase I & II). Based on that volume and other seasonal service business variations, we also recommend that your field travelers counsel with your dealers regarding the need to assure adequate service capacity in order to maintain a high level of customer satisfaction, **especially in this last phase of the campaign**, as owner notification volume will continue to increase in alignment with parts availability. This will help assure an adequate and balanced parts inventory and dealership service capability as we move through this campaign.

Please review this entire Special Service Campaign package with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A, INC.



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TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 50J PHASE 3
(FRONT SUSPENSION LOWER BALL JOINT)

As announced in June, 2005, Toyota initiated a Special Service Campaign to replace the Front Suspension Lower Ball Joints on certain 2001 – 2002 4Runner, 2001 – mid-2004 Tacoma 4WD and PreRunner, 2002 – early 2004 Sequoia and Tundra vehicles. This notification is being sent to advise you of the launch of Phase 3 of this campaign.

The following vital information is provided to inform you and your staff of the final owner notification (Phase 3) of the campaign and your degree of involvement.

1. Owner Notification Letter Mailing Date

The owner notification (Phase 3) will commence in Mid-October, 2005.

2. Number of Involved Vehicles for Phase 3

The approximate numbers of vehicles involved in the U.S. for Phase 3 are:

Model Year	Model	Vehicles Sold
2001 – 2002	4Runner	43,387
2001 – mid-2004	Tacoma 4WD and PreRunner	178,505
2002 – early 2004	Sequoia and Tundra	213,008

3. Dealer/Owner Lists for Phase 3

Affected vehicle VIN lists for Phase 3 (VIN only due to changes in Privacy Laws) for the SSC 50J campaign have been distributed to each dealership's Service and Parts Managers. These lists are based upon the dealership's Primary Marketing Area (PMA) or selling dealership where applicable. Based upon our records, a dealership which does not have an affected vehicle in their PMA will receive a report indicating so.

NOTE:

Always consult Dealer Daily or TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is involved and has not already been completed by another dealer. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

4. Repair Procedures

The latest repair information can be found on TIS.

5. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Dealers should not order parts if they do not have any vehicles listed on their dealer reports, or until they have a confirmed owner appointment.

To prevent parts shortages and excess parts stock at dealerships, the "Suggested Initial Parts Order Quantity" has been provided in each Phase 3 Dealer/Owner List (sent to each dealer's Service and Parts Managers) as a guide. This will assure an adequate and balanced parts inventory. UIO by state matrixes for Phase 3 are listed below to inform dealers of the number of 4Runner, Tacoma 4WD and PreRunner, Sequoia, and Tundra vehicles in their area. Please refer to the Phase 1 and SSC 50J update letter for parts ordering information.

The following state matrix shows the UIO by state for 4Runner vehicles for Phase 3.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	92	GA	1,803	ME	115	NJ	1,523	SD	45
AL	887	IA	176	MI	430	NM	313	TN	645
AR	521	ID	112	MN	318	NV	458	TX	3,471
AZ	973	IL	1,046	MO	432	NY	2,070	UT	504
CA	7,854	IN	406	MS	384	OH	1,011	VA	1,450
CO	1,722	KS	263	MT	83	OK	403	VT	94
CT	491	KY	469	NC	1,982	OR	468	WA	703
DC	51	LA	601	ND	33	PA	1,347	WI	362
DE	114	MA	978	NE	105	RI	81	WV	235
FL	3,220	MD	1,277	NH	295	SC	825	WY	73

The following state matrix shows the UIO by state for Tacoma 4WD & PreRunner vehicles for Phase 3.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	716	GA	6,518	ME	1,079	NJ	2,535	SD	157
AL	3,678	IA	522	MI	999	NM	1,987	TN	3,499
AR	1,897	ID	875	MN	808	NV	2,602	TX	12,451
AZ	6,869	IL	1,542	MO	1,461	NY	3,949	UT	1,877
CA	42,245	IN	1,128	MS	1821	OH	2,860	VA	6,970
CO	4,557	KS	895	MT	584	OK	1,191	VT	1,322
CT	1,630	KY	2,347	NC	6,830	OR	3,527	WA	4,979
DC	89	LA	3,504	ND	68	PA	5,306	WI	1,178
DE	400	MA	4,387	NE	325	RI	665	WV	2,075
FL	12,345	MD	3,764	NH	1,885	SC	2,788	WY	404

The following state matrix shows the UIO by state for Sequoia/Tundra (P/N 04005-04134) vehicles for Phase 3.

STATE	UIO
AK	328
AL	2,055
AR	1,044
AZ	3,321
CA	23,951
CO	2,139
CT	872
DC	58
DE	206
FL	8,445

STATE	UIO
GA	4,498
IA	447
ID	474
IL	2,027
IN	1,065
KS	713
KY	1,206
LA	2,758
MA	2,359
MD	2,045

STATE	UIO
ME	428
MI	822
MN	1,014
MO	1,078
MS	1,118
MT	309
NC	3,006
ND	101
NE	296
NH	588

STATE	UIO
NJ	1,678
NM	787
NV	1,613
NY	2,806
OH	1,721
OK	1,115
OR	1,364
PA	2,124
RI	275
SC	1,742

STATE	UIO
SD	202
TN	1,907
TX	9,773
UT	905
VA	2,697
VT	358
WA	2,109
WI	1,175
WV	366
WY	184

The following state matrix shows the UIO by state for Sequoia/Tundra (04005-21134) vehicles for Phase 3.

STATE	UIO
AK	299
AL	2,337
AR	1,068
AZ	3,344
CA	26,717
CO	1,996
CT	794
DC	67
DE	208
FL	9,324

STATE	UIO
GA	5,011
IA	362
ID	434
IL	1,727
IN	1,010
KS	710
KY	1,066
LA	2,844
MA	2,336
MD	2,360

STATE	UIO
ME	435
MI	763
MN	979
MO	966
MS	1,155
MT	317
NC	3,346
ND	95
NE	245
NH	743

STATE	UIO
NJ	1,835
NM	931
NV	1,444
NY	2,852
OH	1,793
OK	1,166
OR	1,388
PA	2,075
RI	299
SC	1,887

STATE	UIO
SD	150
TN	1,984
TX	10,088
UT	753
VA	3,108
VT	373
WA	2,063
WI	1,159
WV	423
WY	204

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.