


TOYOTA CUSTOMER SERVICES

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 Action
 Retain
 Information

INTEROFFICE MEMORANDUM

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

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

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 50L
2004 THROUGH MID-2005 MY SIENNA MIDDLE ROW SEATBELT BEZEL

Toyota will initiate a Special Service Campaign to replace the middle row Seatbelt Bezel on certain 2004 through mid-2005 model year Sienna vehicles.

In the middle row seating position in certain 2004 through mid-2005 model year Sienna vehicles, there is a possibility that the shoulder portion of the seatbelt may bind in the bezel trim piece (Seatbelt Bezel). The affected Seatbelt Bezel is located on the shoulder portion of the seat in the right side seat of the seven passenger models and the center seating position in the eight passenger models. In the worst case, if the seatbelt binds in the bezel, the seatbelt may not properly fit a passenger and may lead to increased likelihood of injury in the event of a crash. Until the recall repair is completed, vehicle occupants sitting in the affected seating positions should verify the shoulder belt portion of the seatbelt is retracting smoothly. If the seatbelt binds, it may be unbound by pulling the seatbelt outward and then allowing it to retract.

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

1. **Dealer Letter Mailing Date**
The attached Dealer Letter will be sent to all Toyota dealers in mid-July, 2005.
2. **Owner Notification Mailing Date**
The owner notification will commence in mid-August, 2005 and will continue until late September, 2005.

Please note that not all vehicles in the VIN range are affected by this SSC. If a dealer is contacted by an owner of an involved vehicle, who has not yet received a notification, please instruct them to **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the Seatbelt Bezel replacement as outlined in the attached Technical Instructions.

3. **Number of Vehicles Involved**
There are approximately 345,000 Sienna (2004 through mid-2005 model year) vehicles involved in the U.S.
4. **Region/District Summary Reports**
We have enclosed the following SSC 50L 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. **Vehicles in Dealer Stock**

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary inspections/replacements have been performed.

6. **Parts Ordering**

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Part Number	Part Description	Qty.
04005-251AE-B0	Seatbelt Bezel Kit, Gray	1
04005-251AE-E0	Seatbelt Bezel Kit, Oak	1

7. **Reimbursement Procedures**

Please refer to the Reimbursement Procedures found in the attached Dealer Letter.

8. **Region/PD Assistance**

We request the assistance of all Region and Private Distributor associates in counseling dealers regarding their part order quantities to assure orders are consistent with this SSC. This will assure an adequate and balanced parts inventory.

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.



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991

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

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 50L
2004 THROUGH MID-2005 MY SIENNA MIDDLE ROW SEATBELT BEZEL

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

- Owner Notification Letter Mailing Date**
The owner notification will commence in mid-August, 2005 and will continue until late September, 2005.

Please note that not all vehicles in the VIN range are affected by this SSC. If you are contacted by an owner of an involved vehicle, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the Seatbelt Bezel replacement as outlined in the attached Technical Instructions.

- Identification of Involved Vehicles**
There are approximately 345,000 Sienna (2004 to mid-2005 model year) vehicles involved in the U.S.

Model	Year	VIN Range	
		VDS	Ranges
SIENNA	2004	BA22C	S000023 - S028701
		BA23C	S000020 - S028702
		ZA22C	S000020 - S221159
		ZA23C	S000038 - S221167
	2005	BA22C	S018902 - S047632
		BA23C	S028704 - S047631
		ZA22C	S153073 - S338112
		ZA23C	S152435 - S338115

NOTE: Not all vehicles in the VIN ranges are involved in this SSC. 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 or prior to dealer delivery. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

3. Dealer/Owner Lists

VIN lists for SSC 50L 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.

4. Vehicles in Dealer Stock

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary inspections/replacements have been performed.

5. Repair Procedures

Refer to the attached Technical Instructions and appropriate Repair Manual as indicated.

6. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information. 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.

Part Number	Part Description	Qty.
04005-251AE-B0	Seatbelt Bezel Kit, Gray	1
04005-251AE-E0	Seatbelt Bezel Kit, Oak	1

To prevent parts shortages and excess parts stock at dealerships, the "Suggested Initial Parts Order Quantity" has been provided in each Dealer/VIN List (sent to each dealer's Service and Parts Managers) as a guide. Please note that this VIN List also provides a VIN-to-specific-interior-color part number reference for your convenience. This will assure an adequate and balanced parts inventory. UIO by state matrixes are listed below to inform dealers of the number of vehicles in their area.

STATE	UIO
AK	390
AL	3372
AR	1433
AZ	6498
CA	67422
CO	4335
CT	4938
DC	363
DE	946
FL	22610

STATE	UIO
GA	9048
IA	2065
ID	784
IL	15233
IN	4570
KS	2350
KY	3492
LA	2994
MA	10520
MD	11252

STATE	UIO
ME	1157
MI	4669
MN	4794
MO	3852
MS	1031
MT	568
NC	9147
ND	319
NE	1007
NH	2253

STATE	UIO
NJ	14050
NM	2443
NV	2168
NY	22017
OH	10356
OK	2485
OR	3450
PA	12927
RI	1058
SC	3549

STATE	UIO
SD	447
TN	3631
TX	15266
UT	1857
VA	13421
VT	872
WA	5962
WI	6289
WV	1228
WY	335

7. **Reimbursement Procedures**

Submit Special Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

The operation code to be used for this campaign is:

SSC #	Op. Code	Description	Flat Rate Hour
50L	5501G1	Remove and Install the new Seatbelt Bezel	0.4 Hr/Veh

NOTE: The above flat rate times include 0.1 hours for administrative cost per unit for the dealership.

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.

**Special Service Campaign 50L
2004 and 2005 Model Year Sienna Middle Row Seatbelt Bezel
Safety Recall Notice**

Dear Toyota Customer:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 and 2005 model year Sienna vehicles.

What is the problem?

In the middle row seating position in certain 2004 and 2005 model year Sienna vehicles, there is a possibility that the shoulder portion of the seatbelt may bind in the bezel trim piece (Seatbelt Bezel). The affected Seatbelt Bezel is located on the shoulder portion of the seat in the right side seat of the seven passenger models and the center seating position in the eight passenger models. In the worst case, if the seatbelt binds in the bezel, the seatbelt may not properly fit a passenger and may lead to increased likelihood of injury in the event of a crash. Until the recall repair is completed, vehicle occupants sitting in the affected seating positions should verify the shoulder belt portion of the seatbelt is retracting smoothly. If the seatbelt binds, it may be unbound by pulling the seatbelt outward and then allowing it to retract.

What will Toyota do?

Any Toyota dealer will replace the Seatbelt Bezel with an improved one at **NO CHARGE** to you.

What should you do?

Please contact your authorized Toyota dealer to make an appointment to replace the Seatbelt Bezel with an improved one, as soon as possible. The repair will take approximately half an hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

We request that you present this notice to the dealer at the time of your service appointment.

If you no longer own the vehicle, please indicate so on the enclosed postage-paid form, providing us with the name and address of the new owner.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the Seatbelt Bezel replacement. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 9:30 pm, Saturday and Sunday 7:00 am through 3:00 pm Pacific Standard Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

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



**Special Service Campaign (SSC) 50L
Certain 2004 and 2005 Model Year Sienna Middle Row Seatbelt Bezel Q&A**

Q1: What is the condition?

A1: In the middle row seating position in certain 2004 and 2005 model year Sienna vehicles, there is a possibility that the shoulder portion of the seatbelt may bind in the bezel trim piece (Seatbelt Bezel). The affected Seatbelt Bezel is located on the shoulder portion of the seat in the right side seat of the seven passenger models and the center seating position in the eight passenger models. In the worst case, if the seatbelt binds in the bezel, the seatbelt may not properly fit a passenger and may lead to increased likelihood of injury in the event of a crash. Until the recall repair is completed, vehicle occupants sitting in the affected seating positions should verify the shoulder belt portion of the seatbelt is retracting smoothly. If the seatbelt binds, it may be unbound by pulling the seatbelt outward and then allowing it to retract.

Q2: What is the cause of this condition?

A2: The design of the original Seatbelt Bezel, in the middle row seating position, allowed the shoulder portion of the seatbelt to bind in some instances.

Q3: What is the function of the Seatbelt Bezel?

A3: The Seatbelt Bezel is a cosmetic cover, which covers the seatbelt mechanism.

Q4: Is this related to the recent NHTSA investigation?

A4: Yes. Based upon our investigation results, Toyota determined a Special Service Campaign (Safety Recall) should be implemented.

Q5: Are there any warnings that this condition exists?

A5: Yes, if the seatbelt binds in the bezel, the seatbelt may not properly fit a passenger. Until the recall repair is completed, vehicle occupants sitting in the affected seating positions should verify the shoulder belt portion of the seatbelt is retracting smoothly. If the seatbelt binds, it may be unbound by pulling the seatbelt outward.

Q6: Which and how many vehicles are involved?

A6: There are approximately 345,000 Sienna (2004 and 2005 model year) vehicles involved in the U.S.

Q7: What is the production period of the affected vehicles?

A7: The affected Toyota Sienna vehicles were produced from mid-January, 2003 to mid-May, 2005.

Q8: Are there any other Toyota or Lexus vehicles involved?

A8: No, this condition does not affect any other Toyota or Lexus models.

Q9: How many incidents of this condition have been reported?

A9: There has been 14 cases of this condition reported in the affected Sienna vehicles.

Q10: Have there been any accidents reported?

A10: There have been no reported cases of accidents related to this condition.

Q11: What is Toyota going to do?

A11: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning mid-August, 2005. Toyota dealers will replace the Seatbelt Bezel with an improved one at **NO CHARGE** to the customer.

Q12: How long will the repair take?

A12: The replacement will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q13: What should an owner do if they experience the condition?

A13: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

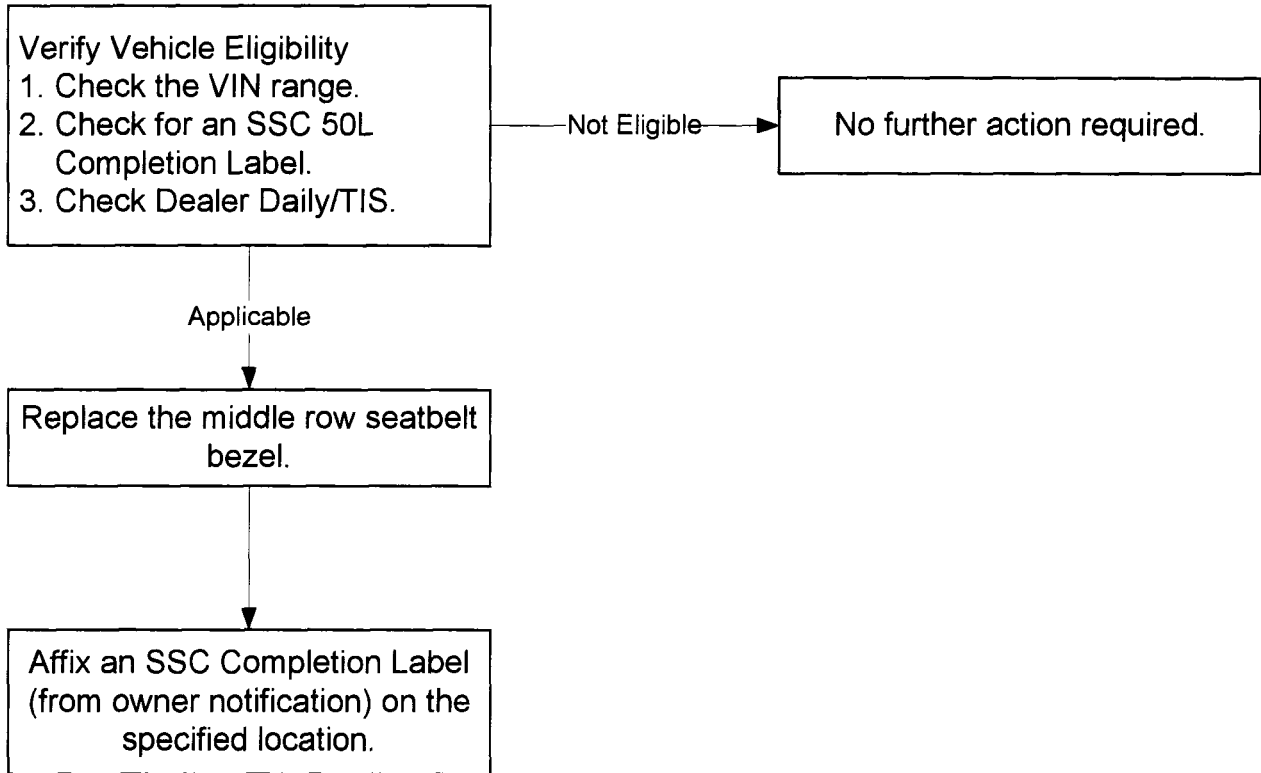
TECHNICAL INSTRUCTIONS

FOR

SPECIAL SERVICE CAMPAIGN 50L

2004 THROUGH 2005 MODEL YEAR SIENNA
MIDDLE ROW SEATBELT BEZEL

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VIN RANGE

Model	Year	VIN Range	
		VDS	Range
Sienna	2004	BA22C	S000023 – S028701
		BA23C	S000020 – S028702
		ZA22C	S000020 – S221159
		ZA23C	S000038 – S221167
	2005	BA22C	S018902 – S047632
		BA23C	S028704 – S047631
		ZA22C	S153073 – S338112
		ZA23C	S152435 – S338115

NOTE:

Not all vehicles in the VIN range are affected. As always, consult Dealer Daily/TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is affected and has not already been completed prior to dealer shipment or by another dealer. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

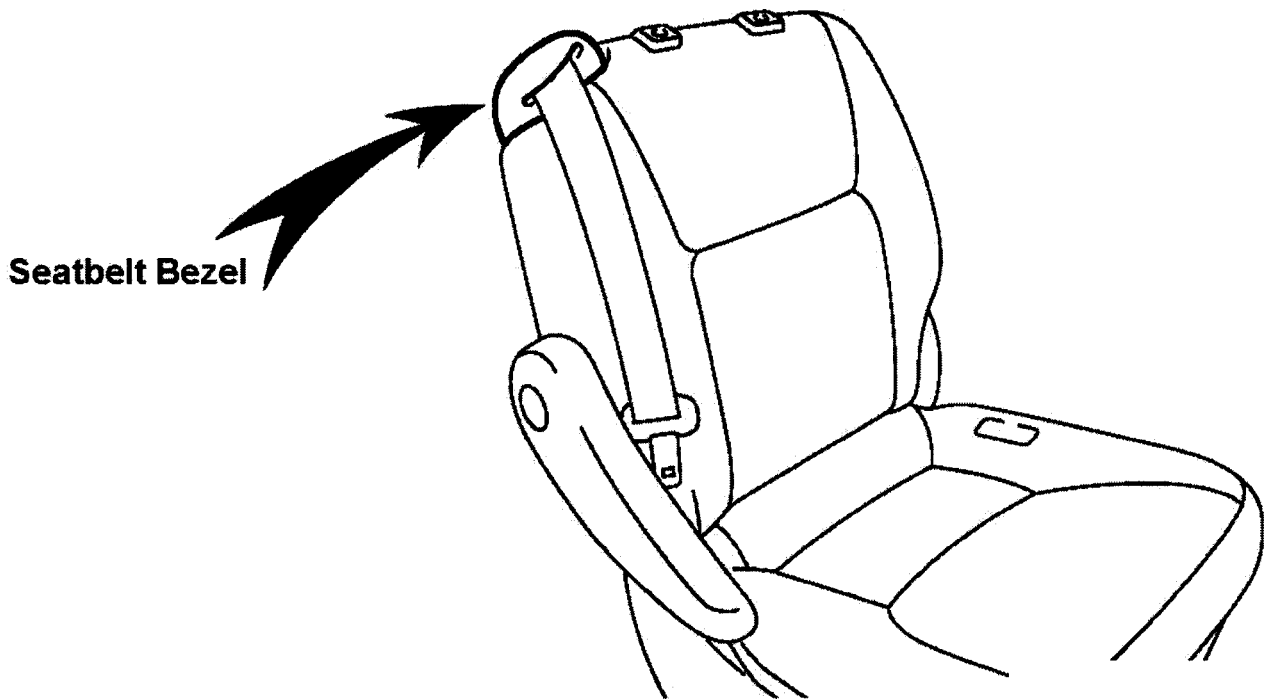
A. PARTS

Part Number	Part Description	Qty.
04005-251AE-B0	Seatbelt Bezel Kit, Gray	1
04005-251AE-E0	Seatbelt Bezel Kit, Oak	1

B. TOOLS

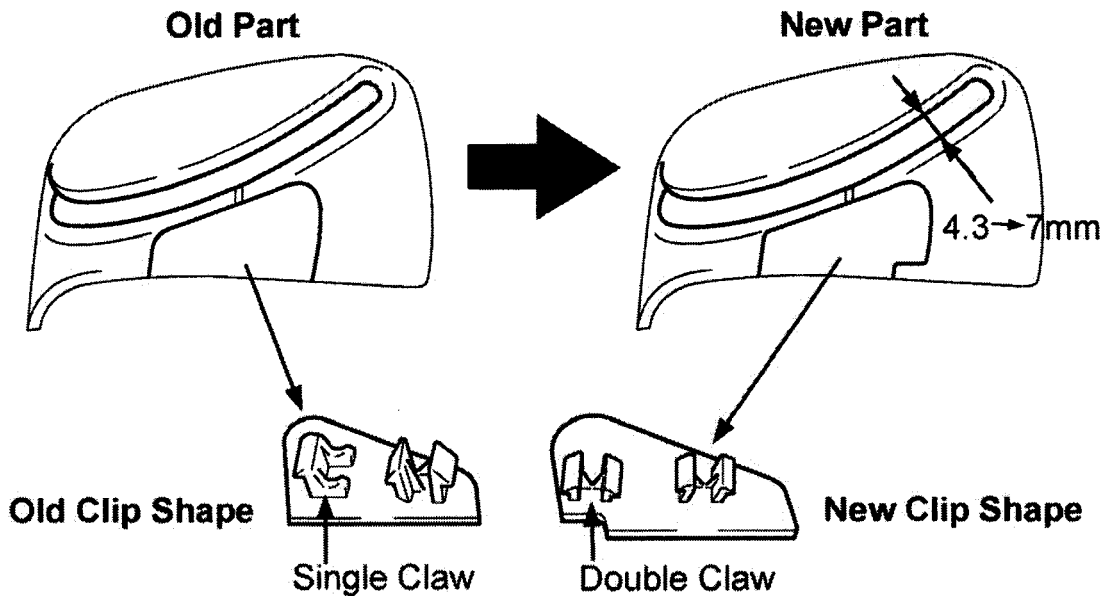
- Standard hand tools
- Nylon pry tools
- Scissors
- Metric ruler
- Pen

IV. COMPONENTS



NOTE:

*On 7-passenger models the seatbelt bezel is located on the RIGHT seat assembly
On 8-passenger models the seatbelt bezel is located on the CENTER seat assembly*

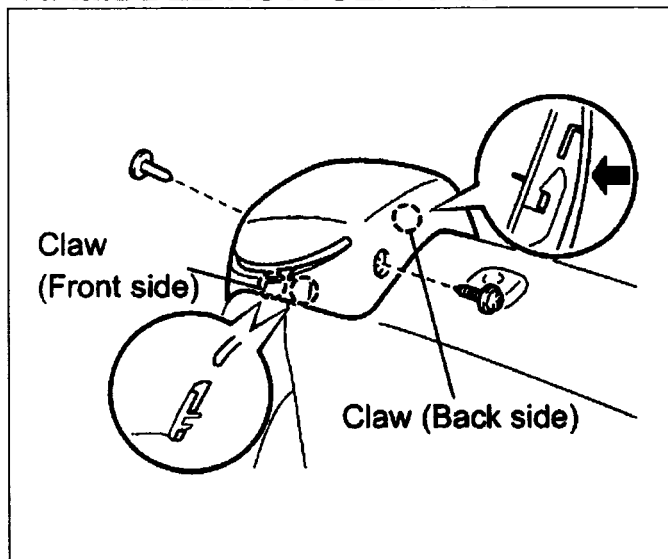


V. BACKGROUND

In the middle row seating position in certain 2004 and 2005 model year Sienna vehicles, there is a possibility that the shoulder portion of the seatbelt may bind in the bezel trim piece (Seatbelt Bezel). The affected Seatbelt Bezel is located on the shoulder portion of the seat in the right side seat of the seven passenger models and the center seating position in the eight passenger models. In the worst case, if the seatbelt binds in the bezel, there is a possibility that extra slack may exist in the seatbelt which could result in an improperly restrained occupant and may lead to increased likelihood of injury in the event of a crash. Until the recall repair is completed, vehicle occupants sitting in the affected seating positions should verify the shoulder belt portion of the seatbelt is retracting smoothly. If the seatbelt binds, it may be unbound by pulling the seatbelt outward.

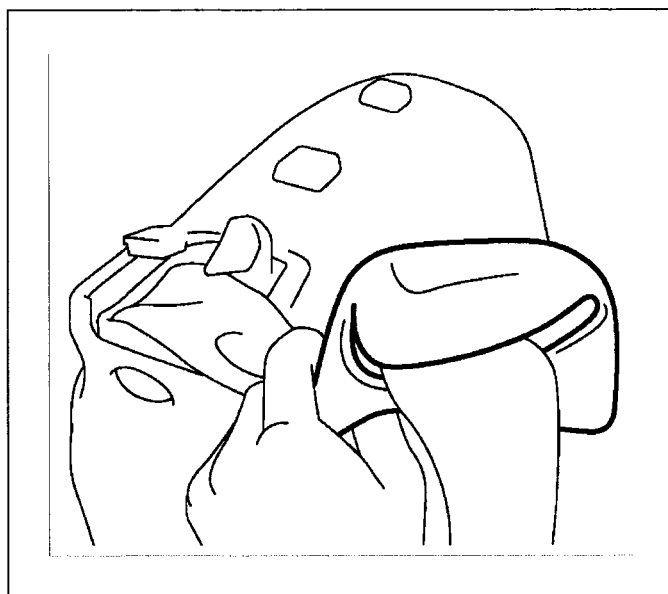
VI. WORK PROCEDURE

A. MIDDLE ROW SEATBELT BEZEL REPLACEMENT

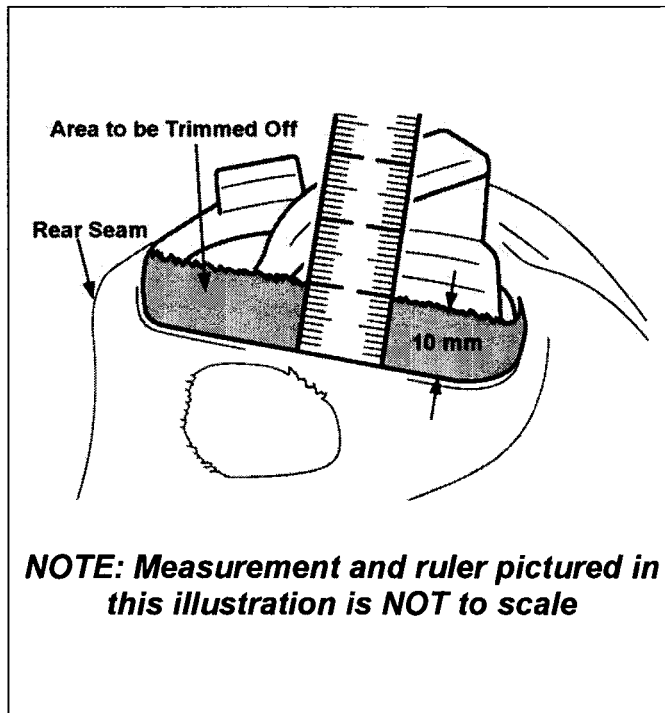


1. REMOVE THE MIDDLE ROW SEATBELT BEZEL

- (a) Remove the headrest
- (b) Remove the side clip.
- (c) Remove the screw.
- (d) Using the nylon pry tools, disengage the claws for the front clip.
- (e) Apply firm pressure to the back side of the seatbelt bezel where the claw is located. While applying pressure to this area push up to disengage the seatbelt bezel from the claw.
- (f) Remove the seatbelt bezel from the seat.
- (g) Remove the seatbelt from the seatbelt bezel by sliding it through the slit.



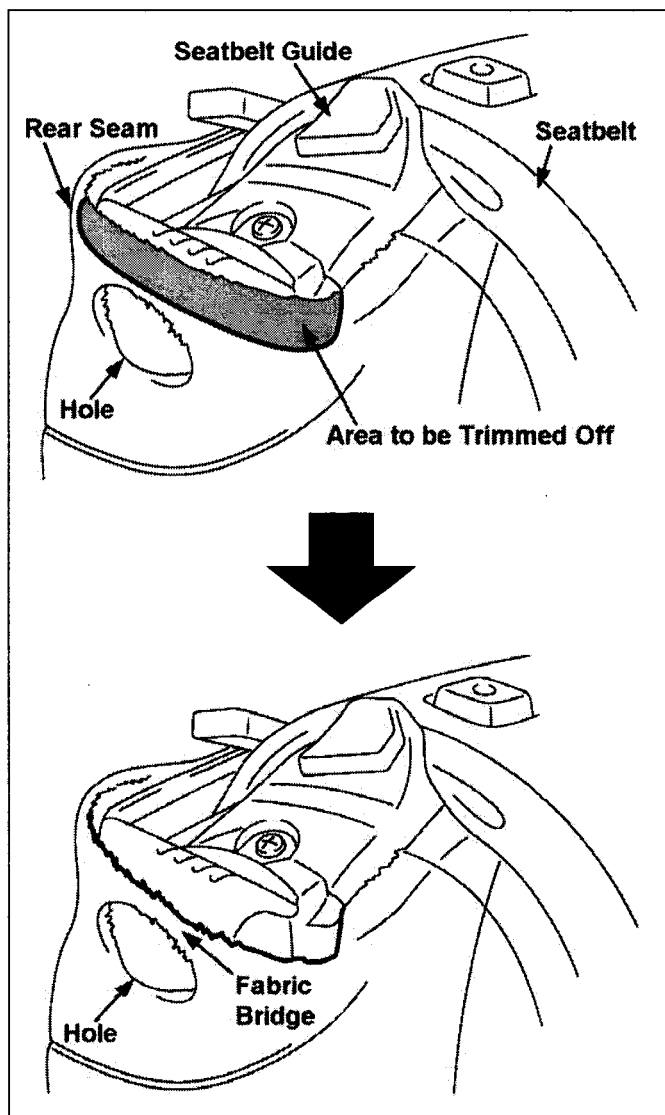
2. TRIM THE SEATBACK COVER



To prevent the edge of the seat material from being visible through the seatbelt slot on the new seatbelt bezel, a small portion of the seat cover must be trimmed.

- USE EXTREME CAUTION WHEN PERFORMING THIS PROCEDURE.
- USE ONLY SCISSORS.
- DO NOT USE A KNIFE.

(a) Measure 10 mm down from the upper edge of the seatback cover (as shown in the illustration), and draw a horizontal line from the front corner to the back edge of the seatback cover, just before the rear seam.

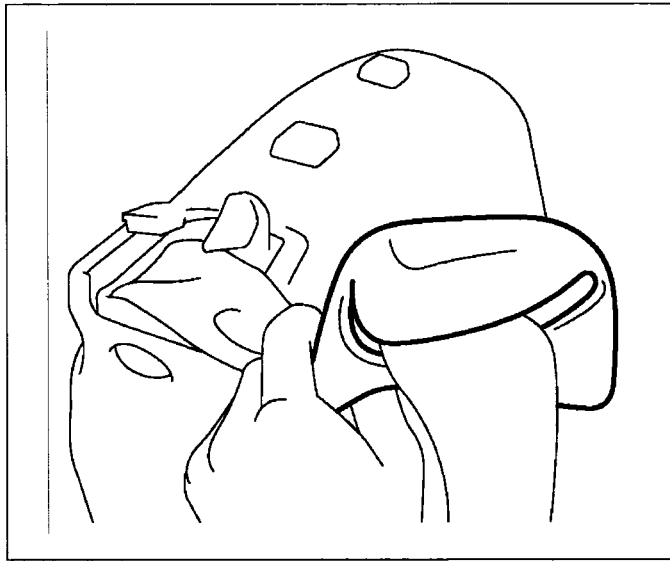


(b) Relocate the seatbelt to the opposite side of the seatbelt guide.

(c) Using a pair of scissors, **CAREFULLY** cut along the line drawn, trimming off the shaded portion of the seatback cover **ONLY**. During this process make sure to maintain a fabric bridge between the seat back cover hole and area to be trimmed off.

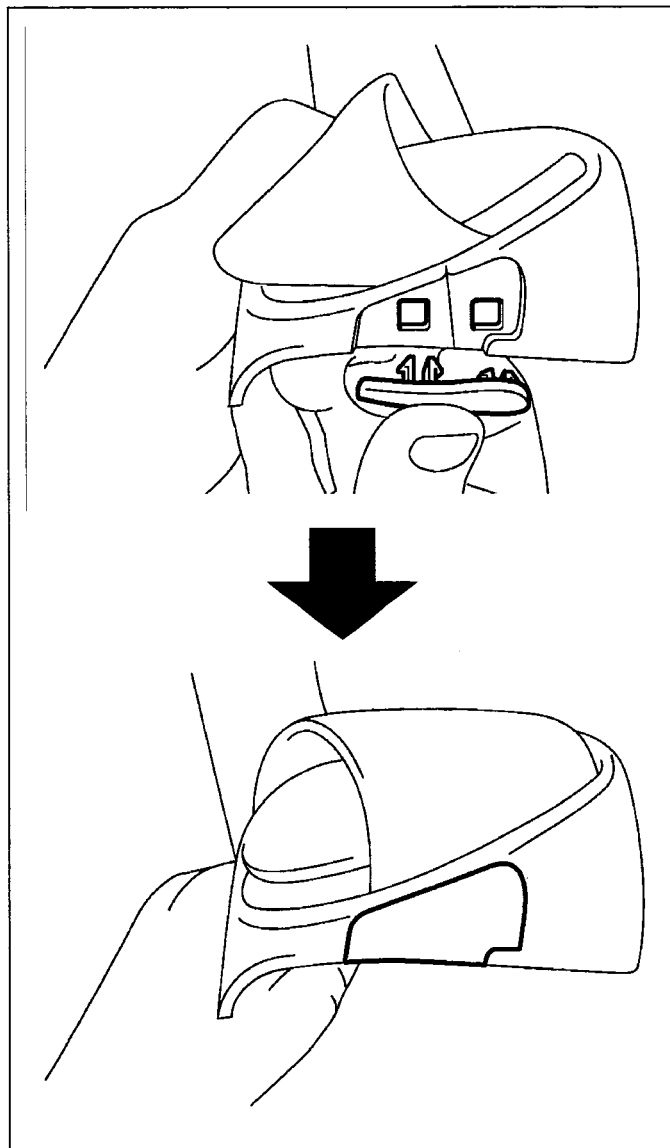
CAUTION:

- DO NOT cut any portion of the rear seam located on the back edge of the seatback cover.
- DO NOT cut more than this amount.
- USE EXTREME CAUTION when cutting.



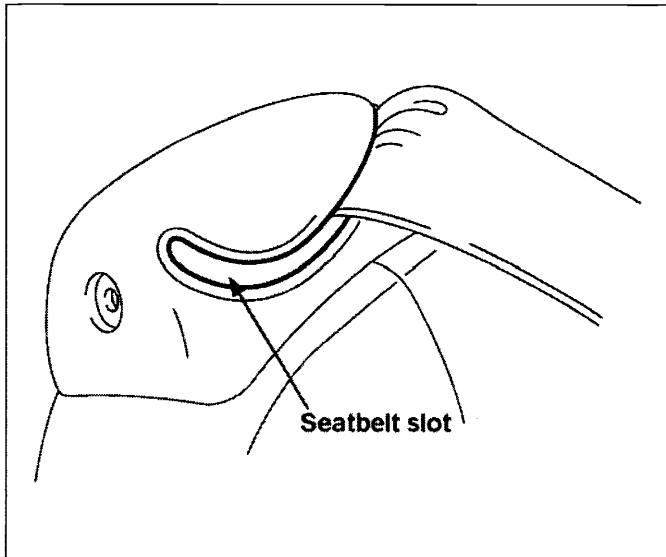
3. INSTALL THE NEW MIDDLE ROW SEATBELT BEZEL

(a) Install the seatbelt to the new seatbelt bezel by sliding it through the slit.

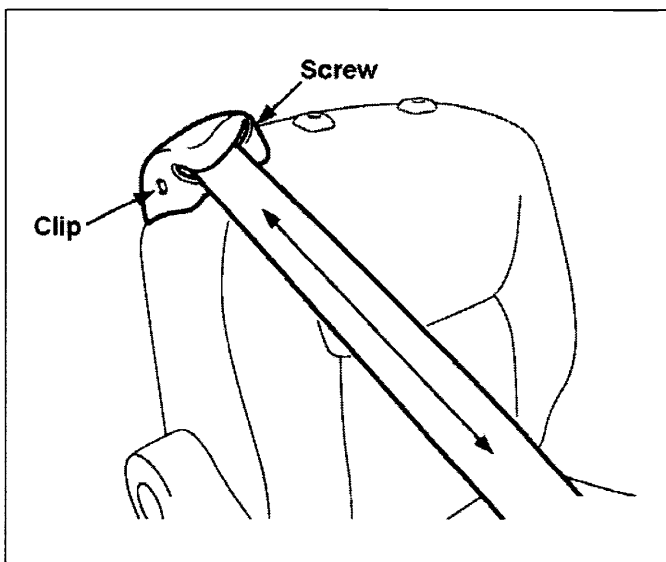


(b) Install the new front clip.

(c) Confirm that all 4 claws are engaged.



- (d) Install the new seatbelt bezel.
- (e) Press down on the seatbelt bezel until the back side claw engages.
- (f) Move the seatbelt to the side as shown in the illustration, and check that the seat cover material cannot be seen through the seatbelt bezel slot.



- (g) Reinstall the screw.
- (h) Reinstall the side clip.
- (i) Reinstall the headrest.
- (j) Confirm that the seatbelt retracts properly.

VII. SSC COMPLETION LABEL INSTALLATION

After completing the repair and before returning the vehicle to the owner, an SSC completion label, which is enclosed in the owner's notification letter, must be affixed to the left front door hinge post, near the check strap.

(a) The label is to be filled out as follows:

- Write in SSC 50L.
- Write in date of repair.
- Write in your dealer code.

SSC	Date
DEALER CODE NO.	
00410-01917	

(b) Additional SSC completion labels, in sheets of 50 (P/N 00410-01917), may be ordered through the non-parts system on a 1450 order form or through the TDN system.