

Toyota Motor Sales, U.S.A., Inc.
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To: All Toyota Dealer Service Managers & Parts Managers

Subject: Owner Renotification of Non-Completed Safety Recalls and Service Campaigns

Safety Recall and Service Campaign completion is important not only in satisfying government requirements but also as an integral part of our commitment to meet customer expectations of Toyota products. In order to assure customer satisfaction, Toyota will renotify owners whose vehicles have not yet had campaign repairs completed.

We request your assistance in completing the applicable campaign repairs as owners receive the renotification and contact your dealership. Please note the renotification activity may cause an increase in your current campaign owner appointments.

1. Campaign(s) Involved in the Renotification

Safety Recall/ SSC/LSC	Safety Recall / Service Campaign / Limited Service Campaign Description
90L Phase 8	Safety Recall – 90L 2010 Through Certain 2011 Model Year Camry Vehicles Equipped With Factory Installed Metallic Accelerator Pedal Potential Floor Mat Interference with Accelerator Pedal
90L Phase 9	Safety Recall – 90L 2005 Through Certain 2010 Model Year Tacoma Vehicles 2009 Through Certain 2010 Model Year Venza Vehicles Potential Floor Mat Interference with Accelerator Pedal

2. Owner Renotification Letter Mailing Date

The owner renotification will begin in mid-March 2011, following the dealer notification. The letters will be mailed over a period of several weeks.

If your dealership will be contacting customers in regards to this campaign renotification, please use the following word track.

Hello [Mr./Ms.] _____ [Customer Name],

My name is _____ [dealership associate] from the Service Department of _____ [dealership name].

I am following up with you regarding (Safety Recall and/or Limited Service Campaign) _____ [Safety Recall and/or LSC Number] which involves _____ [Safety Recall and/or LSC title]. Our records indicate that your vehicle falls within the parameters of this Campaign and as a customer convenience I would like to answer any questions that you may have. [Answer any questions]

May I schedule an appointment for your vehicle to complete this important campaign?

What date and time will be convenient for you to bring your vehicle into our service department which is located at _____ [dealership address]. If you have any further questions or concerns, please contact me at _____ [contact telephone no.]

3. Technical Instructions

Technical Instructions to conduct these campaigns can be found on **TIS**.

4. Number of Involved Vehicles

Dealer Reports will no longer contain a VIN list. However, they will contain the number of involved vehicles per dealership where applicable.

These counts 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 a vehicle covered by this recall in their PMA will receive a report indicating so.

5. Parts Ordering

The applicable parts ordering information can be found in the Dealer Cover Letter and Technical Instructions of the **specific** Safety Recall or LSC. As a practice, please utilize the following guidelines to determine your parts order for this renotification activity:

- Check current stock levels.
- Order parts ensuring that dealership stock levels do not exceed 5% of the notices being mailed in your dealership's PMA.
- Subsequent orders should be based on customer appointments.
- Replenishment orders of parts should be based on a "sell one, buy one" basis.

6. Vehicles in Dealer Stock

Dealerships are requested to perform campaign procedures on any vehicles in your stock prior to delivery, provided that it has not yet expired in the case of an LSC. Always verify eligibility by consulting Dealer Daily/TIS prior to performing repairs.

To ensure customer satisfaction, please review this letter with your Service and Parts staff to familiarize them with the proper procedure for this Service Campaign.

Thank you for your cooperation.

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