

TOYOTA CUSTOMER SERVICES

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Date: 11/24/2009
 Action
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 Information

To: All Region/Private Distributor General Managers/Vice Presidents
From: Bob Waltz, Vice President, Product Quality and Service Support
Subject: Toyota Consumer Safety Advisory
Certain 2000 – 2003 Model Year Toyota Tundra Vehicle in Severe Cold Climate States
Excessive Corrosion of the Rear Cross Member (Spare Tire Carrier)

As communicated on November 16, 2009, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2000-2003 Model Year Toyota Tundra vehicles registered in specific Severe Cold Climate States. **Only vehicles registered in the following 20 Severe Cold Climate States and the District of Columbia are affected.**

CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI & WV

Important Update

On November 24, 2009, NHTSA issued a Consumer Safety Advisory informing owners of this condition and Safety Recall.

Toyota is currently preparing an inspection procedure and Technical Instruction for the rear cross member including the surrounding components such as the brake line at the proportioning valve (which is mounted on the cross-member assembly). In the mean time, we request the dealer's assistance in temporarily relocating the under-body mounted spare tire and securing it in the truck bed, upon customer request.

1. Dealer Daily Posting Dates

- The attached Dealer Daily Message will be posted on November 25, 2009.
- Dealers will be provided with operation codes and sublet information in the near future.
- Draft Technical Instructions relating to spare tire relocation, inspection of the rear cross-member, and inspection of the proportioning valve & brake lines can be found on TIS.

2. Owner Notification Mailing Date

The owner notification will commence in early December, 2009.

3. Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers.)

We appreciate your full and immediate cooperation in assuring the completion of all verification and training tasks.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts.

Thank you for your cooperation.

Enclosures

cc: Region Assistant General Managers
Region Customer Service Operations Managers
Region Service Managers/Directors/VPs
Region Parts Managers/Directors/VPs
Region Customer Services Field Managers
Region Technical Services and Training Managers
Region District Service and/or Parts Managers
Region Customer Relations Managers
Region PDC Managers
Region Field Technical Specialists
Region Service Training Specialists
Region Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

| | | | |
|--------------|---------------|---------------|----------------|
| K. Aoki | T. Doi | E. Matsuda | R. Specht |
| J. Beseda | D. Esmond | K. Kusakawa | J. Stempkowski |
| G. Borst | W. Fay | M. Michels | S. Sugawara |
| R. Broughman | N. Fein | I. Miller | M. Templin |
| G. Bryan | F. Fontanella | T. Morrison | J. Tetherow |
| W. Burns | Y. Funo | T. Nakagami | P. Uribe |
| D. Camden | S. Haag | D. Pettitt | A. Vaish |
| B. Carter | J. Hanson | R. Pflughaupt | R. Waltz |
| G. Christoff | K. Higgins | C. Reynolds | S. Yamaguchi |
| J. Colon | M. Hosoe | C. Roberts | M. Yamanami |
| B. Cooper | R. Ito | R. Sakai | N. Yamamoto |
| R. Daly | M. King | D. Sakakibara | H. Yoshihashi |
| D. Danzer | J. Lang | M. Setta | D. Zellers |
| F. Davidson | J. Lentz | A. Smith | |

Wayne Hutchinson / TMS Toyota Customer Services
Quality Compliance
November 24, 2009
Approved by: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Toyota Consumer Safety Advisory
Certain 2000 – 2003 Model Year Toyota Tundra Vehicle in Severe Cold Climate States
Excessive Corrosion of the Rear Cross Member (Spare Tire Carrier)
*******URGENT IMPORTANT UPDATE*******

As communicated on November 16, 2009, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2000-2003 Model Year Toyota Tundra vehicles registered in specific Severe Cold Climate States. **Only vehicles registered in the following 20 Severe Cold Climate States and the District of Columbia are affected.**

CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI & WV

Important Update

On November 24, 2009, NHTSA issued a Consumer Safety Advisory informing owners of this condition and Safety Recall.

Toyota is currently preparing an inspection procedure and Technical Instruction for the rear cross member including the surrounding components such as the brake line at the proportioning valve (which is mounted on the cross-member assembly). In the mean time, we request your assistance in temporarily relocating the under-body mounted spare tire and securing it in the truck bed, upon customer request.

Status

- Owners of the affected vehicles will be notified by first class mail starting in early December, 2009. A copy of the dealer daily message and Q&A posted on November 16, 2009, has been attached for your reference. Please refer to this document for additional details regarding the voluntary Safety Recall.
- Draft Technical Instructions relating to spare tire relocation, inspection of the rear cross-member, and inspection of the proportioning valve & brake lines can be found on TIS.

Reimbursement Procedure

Reimbursement procedures will be provided shortly.

The operation codes to be used for this campaign are:

| SSC # | Op Code | Description | Flat Rate Hours |
|-------|---------|--|-----------------|
| TBD | TBD | Inspection of the rear cross-member and rear brake line system | TBD |
| TBD | TBD | Inspection of the rear cross member and rear brake line system + Relocation of the underbody spare tire | TBD |

Operation codes and sublet information will be provided in the near future.

If a customer requires your dealership's assistance, please assist them by utilizing the attached documents.

- Please direct all customer inquiries to the Toyota Customer Experience Center at 1-800-331-4331 or Lexus Customer Experience Center at 1-800-255-3987.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- Due to the nature of this activity, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Region/PD representative for any questions).

The following documents have been provided for your reference.

Wayne Hutchinson / TMS Toyota Customer Services
Quality Compliance
November 16, 2009
Approved By: Bob Waltz

Dealer Daily – Preliminary Notice
Posted on November 16, 2009
Provided for reference

To: All Toyota Dealers
From: Toyota Customer Services

Special Service Campaign (Safety Recall)
Certain 2000 through 2003 Model Year Toyota Tundra Vehicles in Severe Cold Climate States
Excessive Corrosion of the Rear Cross-Member (Spare Tire Carrier)
*******URGENT*******

On November 16, 2009, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2000 - 2003 Model Year Toyota Tundra vehicles registered in specific Severe Cold Climate States. **Only vehicles registered in the following 20 Severe Cold Climate States and the District of Columbia are affected.**

CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI & WV

Condition

- On certain 2000 through 2003 model year Tundra vehicles operated in cold climate areas with high road salt use (*Severe Cold Climate States*) excessive corrosion may be exhibited on the rear cross-member. In the worst case, the spare tire stowed under the truck bed may become separated from the rear cross-member. Eventually, excessive corrosion of the rear cross-member may also affect the functionality of the rear brake line at the proportioning valve.
- Exposure to cold climate and high road salt usage conditions are primary contributors. This is unrelated to, and separate from normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.
- There are approximately 110,000 Toyota Tundra (model year 2000 – 2003) vehicles registered in the Severe Cold Climate States.

Status

- Owners of the affected vehicles will be notified by first class mail starting in December, 2009. They will be instructed to bring their vehicles to a Toyota dealer for an initial inspection of the rear cross-member. During this inspection, the rear cross member including the surrounding components such as the brake line at the proportioning valve (which is mounted on the cross-member assembly) will also be inspected. Based upon the inspection, Toyota will do one of the following at **no charge** to vehicle owners:
 1. If there is no significant corrosion of the rear cross member assembly, the owner will be notified of that fact and told that he or she will subsequently be requested to bring the vehicle back to the dealership so that a corrosion-resistant compound can be applied to the rear cross-member when it becomes available.
 2. If significant corrosion is detected such that the rear cross-member can no longer safely support the spare tire and replacement components are available, the rear cross-member assembly will be replaced.
 3. If significant corrosion is detected such that the rear cross-member can no longer safely support the spare tire and replacement components are not available, a temporary solution, such as the removal of the spare tire and relocating it to the truck bed or other area, will be performed until parts are available. The owner will be notified as soon as parts are available.
 4. In those relatively rare cases where the rear cross-member is significantly corroded and can no longer safely support the spare tire, but the rear cross-member cannot be replaced due to excessive frame corrosion at the mounting locations (e.g., if the side rails are too damaged), Toyota will develop an appropriate remedy for those vehicles.
- Owners of subject vehicles in other states will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform the same inspection and repair for those vehicles at **no charge** as well.
- A dealer package which includes detailed technical instructions and reimbursement procedures will be sent to you in December, 2009. Owner notifications will begin in December 2009, following the dealer notification.

Customer and Media Contacts

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- **In the event you are contacted by the News media**, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate.)

Thank you for your cooperation.



Q&A – Preliminary Notice
Posted on November 16, 2009
Provided for reference

**Special Service Campaign (Safety Recall) Q&A
Certain 2000 through 2003 Toyota Tundra Vehicles
Severe Corrosion of Rear Cross-Member**

Q1: What is the condition?

A1: On certain 2000 through 2003 model year Tundra vehicles operated in cold climate areas with high road salt use (*Severe Cold Climate States*), excessive corrosion may be exhibited on the rear cross-member. In the worst case, the spare tire stowed under the truck bed may become separated from the rear cross-member. Eventually, excessive corrosion may also affect the functionality of the rear brake line at the proportioning valve which is mounted on the rear cross-member.

Q2: Which are the Severe Cold Climate States with high road salt usage?

A2: The following states and the District of Columbia are included:
CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, WV

Q2a: Why are some states contiguous to the Severe Cold Climate States not included?

A2a: Only portions of the listed states may exhibit the cold climate and high road salt usage which can cause this condition. To simplify the administration of this campaign and avoid confusion, Toyota has elected to include the entire state as a Severe Cold Climate State rather than a portion. Therefore, contiguous states not identified as a Severe Cold Climate State are not directly involved in the safety recall.

Owners of subject vehicles in other states will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform the same inspection and repair for those vehicles at **no charge**.

Q3: What is the cause of this condition?

A3: Toyota is still investigating this issue, but tentatively, it is a combination of factors, including usage in areas where a great amount of road salt is applied, the design of the rear cross-member and manufacturing issue.

Q4: What is Toyota going to do?

A4: Owners of the affected vehicles will be notified by first class mail to bring their vehicles to a Toyota dealer for an initial inspection of the rear cross-member beginning in December, 2009. During this inspection, the rear cross-member including the surrounding components such as the brake line at the proportioning valve (which is mounted on the rear cross-member assembly) will also be inspected. Based upon the inspection, Toyota will do one of the following at **no charge** to vehicle owners:

1. If there is no significant corrosion of the rear cross-member assembly, the owner will be notified of that fact and told that he or she will subsequently be requested to bring the vehicle back to the dealership so that a corrosion-resistant compound can be applied to the rear cross-member when it becomes available.
2. If significant corrosion is detected such that the rear cross-member can no longer safely support the spare tire and replacement components are available, the cross-member assembly will be replaced.
3. If significant corrosion is detected such that the rear cross-member can no longer safely support the spare tire and replacement components are not available, a temporary solution, such as the removal of the spare tire and relocating it to the truck bed or other area, will be performed until parts are available. The owner will be notified as soon as parts are available.
4. In those relatively rare cases where the rear cross-member is significantly corroded and can no longer safely support the spare tire, but the cross-member cannot be replaced due to excessive frame corrosion at the mounting locations (e.g., if the side rails are too damaged), Toyota will develop an appropriate remedy for those vehicles.

Q4a: What if the customer has other concerns with the vehicle?

A4a: Customer satisfaction is very important to Toyota. If customers have other concerns with the vehicle we request they work with their Toyota dealer and the Toyota Customer Experience Center. The Customer Experience Center telephone number is 1-800-331-4331.

Q4b: What if the rear cross-member is intact, but other areas of the frame exhibit corrosion perforation?

A4b: The Safety Recall involves the rear cross-member. Customer satisfaction is very important to Toyota. If customers have a perforated frame on their Tundra, we request they work with their Toyota dealer and the Toyota Customer Experience Center. The Customer Experience Center telephone number is 1-800-331-4331. Toyota will make every effort to minimize customer inconvenience.

A4c: What will Toyota do if my frame is confirmed perforated?

A4c: Toyota continues to investigate perforation in other areas of the frame. Currently we are investigating each complaint on a case-by-case basis.

A4d: Will Toyota provide me a rental vehicle until the vehicle is repaired if my frame is perforated?

A4d: Each case is different, but Toyota will consider each customer circumstance to minimize their inconvenience during this time. We encourage customers to contact the Toyota Customer Experience Center at 1-800-331-4331.

Q5: What should customers do?

A5: If the vehicle is registered in the Severe Cold Climate States or the District of Columbia, customers are requested to bring the vehicle to a Toyota dealer located in one of the specific 20 Severe Cold Climate States as soon as possible. The dealer will inspect the condition of the rear cross-member, spare tire carrier and brake line at the proportioning valve and other safety-related components. Based upon the inspection results, Toyota will take one of the four actions outlined above (see "What is Toyota going to do?")

Q6 Why is Toyota not launching this Safety Recall in the remaining 30 states?

A6: Continued prolonged exposure to road salts and other severe cold climate environmental factors may contribute to the development of excessive corrosion and perforation of the rear cross-member in some vehicles. Therefore, customers in non-affected states do not need to take any action at this time.

Owners of subject vehicles in other states will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform the same inspection and repair for those vehicles at **no charge**.

Q7: Why is Toyota requiring some customers with corroded rear cross-members to remove the spare tire?

A7: Toyota is currently working diligently to increase the supply of replacement parts. If rear cross-member replacement becomes necessary, but replacement components are not available, Toyota will temporarily remove and relocate the spare tire to the truck bed or other area.

Q7a: When will replacement parts be available?

A7a: Toyota is producing the replacement rear cross-member components now. They will be available in the next several weeks.

Q7b: What steps can consumers take to mitigate any risk prior to completion of the recall inspection and/or repair?

A7b: Customers may minimize any risks by removing the spare tire from the spare tire carrier located underneath the vehicle. However, if stowing the spare tire in the truck bed it must be secured to the vehicle.

Q8: Which and how many vehicles are involved?

A8: There are approximately 110,000 vehicles registered in the affected Severe Cold Climate States.

| | Model Year | Model | Approx UIO |
|-----|-------------|--------|----------------|
| USA | 2000 - 2003 | Tundra | 110,0000 units |

Q9: Are there any other Toyota or Lexus vehicles involved?

A9: This specific condition only affects certain 2000 through 2003 model year Toyota Tundra vehicles at this moment. Toyota is currently investigating other Tundra model years.

Q9a: Is this condition related to the Tacoma rust condition.

A9a: Severe cold climate conditions and high road salt usage are primary contributors in both instances. However, the Tundra is a completely different designed vehicle.

Q9b: The Tacoma frame was supplied by Dana Corp. Is Tundra rear cross-member also made by Dana Corporation?

A9b: Yes, but the frames are differently designed and built at two separate supplier plants.

Q9c: How many cases have been reported for this condition?

A9c: According to the information we received from the NHTSA, the agency has received 20 consumer complaints when the NHTSA investigation opened.

Q9d: Is Toyota considering a Tacoma-like Customer Support Program for the Tundra?

A9d: Customer satisfaction is very important to Toyota, however, it is premature to speculate at this moment. In the mean time, if a customer has a perforated frame on their Tundra, we request they work with their Toyota dealer and the Toyota Customer Experience Center. The Customer Experience Center telephone number is 1-800-331-4331. Toyota will make every effort to minimize customer inconvenience.

Q10: What is the production period of the affected vehicles?

A10: The affected vehicles were production from January 13, 1999 to September 13, 2003.

Q11: How long will the repair take?

A11: Inspection of the vehicle will take approximately 20 minutes, however it may take longer depending upon the dealer's work schedule. Following the inspection, if the replacement of the rear cross-member becomes necessary the vehicle will need to be available for several days based upon the dealer's work schedule and parts availability.

Q12: What should customers in non-affected states do?

A12: Owners of subject vehicles in other states will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform the same inspection and repair for those vehicles at **no charge**.

Q13: What if a customer has previously paid for the repair of the vehicle's rear cross-member for this specific condition as it applies to their 2000 through 2003 model year vehicle?

A13: If a customer has previously paid for repairs to the rear cross-member for this specific condition prior to receiving a letter, the customer should mail a copy of their repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration.

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

Q14: When will owners be notified?

A14: Owners of involved vehicles will receive a Safety Recall notification by first class mail beginning in December, 2009. However, involved vehicle owners may contact their dealership without the letter if they have a concern.

Q15: What should an owner do if they experience the condition, or have immediate concerns about their vehicle?

A15: If an owner has any immediate concerns they are requested to contact their local Toyota dealer for diagnosis, and if applicable, necessary repair.