

TOYOTA CUSTOMER SERVICES

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 Action
 Retain
 Information

To: All Region/Private Distributor General Managers/Vice Presidents

From: Bob Waltz,
Vice President, Product Quality and Service Support

Subject: Limited Service Campaign (LSC) – A0F
Certain 2000 – 2003 Model Year Tundra Vehicles – Frame Rust Corrosion Perforation
Limited Time Offer

Toyota will initiate a Limited Service Campaign (LSC) to enhance the warranty coverage on the vehicle's frame for rust perforation on certain 2000 through 2003 model year Tundra vehicles – subject to terms and conditions as outlined in this letter.

Background

Toyota has received a number of reports regarding 2000 through 2003 model year Tundra vehicles currently registered in cold climate areas with high road salt use, exhibiting excessive corrosion to the frame causing perforation of the metal.

It is important to note that, 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.

Limited Service Campaign (LSC) Remedy

All States:

Although the vehicle's frame is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), we at Toyota care about the customers' overall experience and confidence in their vehicle. To assure them that we stand behind our product, we are providing an enhancement to the warranty coverage on their vehicle's frame for this specific condition for a limited time (**repairs must be completed by April 30, 2012**).

In the event excessive rust perforation of the frame is found on a vehicle involved in this LSC (based upon Toyota's inspection criteria*), the frame will require replacement.

- If a customer experiences frame perforation caused by rust, please utilize the frame inspection instructions and Technical Instructions (TI) located on TIS.
- If a frame is confirmed to be perforated (based upon Toyota's inspection criteria*) **and it falls within the parameters of the program**, the frame will need to be replaced.

*Refer to the TI (located on TIS) for further details.

1. Dealer Letter Mailing Dates

The Attached Dealer Letter will be sent to all Toyota Dealers in late April, 2010.

2. Owner Notification Mailing Date

Owner letters will commence in May, 2010. Owners whose vehicles are currently registered in the District of Columbia and the following **Severe Cold Climate States** will be mailed first:

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

The remaining owner letters will be mailed shortly thereafter. If a dealer is contacted by an owner, who has not yet received a notification, please instruct the dealer to **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the inspection and if necessary the repair as outlined in the Technical Instructions found on TIS.

3. Number of Vehicles Involved

There are approximately 110,000 Tundra (2000 – 2003 model year) vehicles registered in the **Severe Cold Climate States**. Nationwide there are approximately 440,000 vehicles covered by this LSC.

4. **Limited Service Campaign (LSC) Applicability**

If the Tundra's frame exhibits excessive rust perforation, customers are requested to contact any Toyota dealer and make arrangements for inspection of the frame. **After inspection and confirmation of the perforation condition (based upon Toyota's inspection criteria), Toyota will repair the frame (according to the perforation level).**

The limited time offer covers vehicle repair cost for perforation (based upon Toyota's inspection criteria) of the vehicle's frame caused by rust corrosion with no mileage limitations until April 30, 2012 (repairs must be completed by this date).

This offer is limited to 2000 – 2003 Tundra vehicles and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Manual Supplement or Owner's Warranty Information booklet, with the exception of the extended warranty coverage on the vehicle's frame. Eligibility notes: (1) Damage incurred from abuse, misuse, tampering, a crash, vandalism, flood-damage and/or other impact is not covered by this offer. (2) This offer does not apply to scrapped, salvaged, dismantled, flood-damaged, rebuilt or other branded/salvage title vehicles (excluding lemon law branded vehicles). (3) The customer must demonstrate that the vehicle is operable, has been operated regularly over the preceding twelve months and has a valid and current registration or the customer must demonstrate that he/she was unable to register the vehicle due to the perforation condition in order for this extended warranty coverage to be applied; (4) Vehicles must be drivable and vehicles with moderate, or more, accident damage are not eligible for this offer; and (5) If the vehicle is originally and/or currently registered in the states of CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, WI, WV, VA, VT or the District of Columbia a **Toyota dealer must conduct the separate safety recall for the rear cross member (spare tire carrier), rear brake lines at the LSPV and fuel tank mounting system, as well as the application of a corrosion resistant compound when it becomes available.**

This program is intended for individual customer support and only applies to warranty work performed at an authorized Toyota dealership.

5. **Impact to your specific Region/Private Distributor**

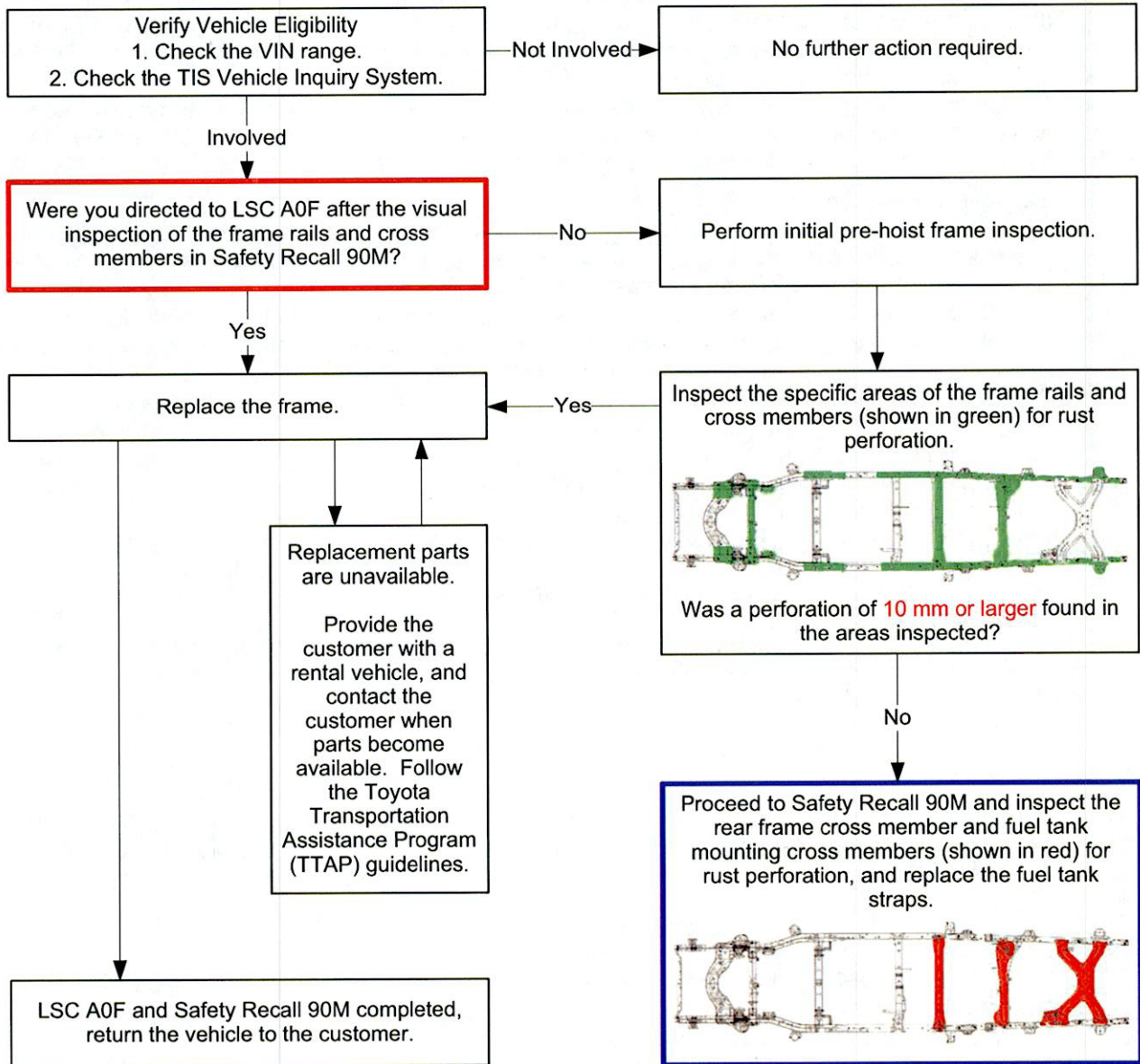
The majority of vehicles experiencing this condition are limited to the *Severe Cold Climate States* that regularly apply salt to deice road surfaces. We believe the direct impact to customers whose vehicles are registered outside of these states will be extremely limited. However, please read this communication in its entirety so that you may be able to respond to any customer inquiries.

We will require your assistance in carefully monitoring activities within your immediate area to prevent inappropriate application of this warranty enhancement. Direct marketing of warranty or this LSC is strictly prohibited as outlined in Warranty Policy No. 5.21.

We will require your utmost cooperation and full support on this LSC.

6. Vehicle Handling Process, if Frame is Perforated

We understand there will be unique situations that will require assessment on a case-by-case basis. Please refer to the attached instructions for specific frame perforation inspection procedures.



7. **Region/PD staff assistance during this program**

All States:

- Coordinate and consult with dealerships to assure they are intimately familiar with this LSC.
- Frame replacement is a unique repair for dealerships. It will take significant coordination between the dealership's Parts and Service departments, the TRAC program, as well as synchronization with frame and related parts arrivals. Please provide dealerships technical and administrative support as necessary to facilitate smooth frame replacement.
- Appropriate application of this LSC will be key component to the success of this program. Please monitor and counsel dealerships as necessary to assure they are strictly adhering to this Limited Service Campaign. ***Inappropriate activities are subject to immediate claim debit.***

Severe Cold Climate States:

- In the Severe Cold Climate States, we suggest each Region Office designate two management level associates to coordinate activities both within the Region as well as with the dealerships. These associates should have weekly meetings to coordinate DSPM and FTS activities.
- Coordinate with dealerships to assure they begin preparations for vehicle frame replacements. Each DSPM will need to consult with the dealership on manpower, facility and work schedule requirements to assure the dealership will be able to handle frame replacements beginning in May, 2010.
- Coordinate and consult with dealerships to assure they are intimately familiar with this LSC.
- Frame replacement is a unique repair for dealerships. It will take significant coordination between the dealership's Parts and Service departments, the TRAC program, as well as synchronization with frame and related parts arrivals. Please provide dealerships technical and administrative support as necessary to facilitate smooth frame replacement.
- Appropriate application of this LSC will be key component to the success of this program. Please monitor and counsel dealerships as necessary to assure they are strictly adhering to Warranty Policy. ***Inappropriate activities are subject to immediate claim debit.***

We request that all appropriate field associates become completely familiar with the details and materials related to this LSC. It is imperative to the success of this program that a consistent message is communicated between the Region/PD, the district and dealer levels. Periodic meetings to level-set will be vital in this regard.

8. **Parts Ordering**

Frame replacement will entail not only the special frame kit part number, but several other parts/kits which contain related bolts, nuts, washers, brake lines, rear leaf springs, etc. In order to assist dealerships in researching vehicle specific requirements and provide order status information, the following tools are available:

Primary Frame/Parts/Kits Research Website

- Go to website: <http://LSC-AOF.imagespm.info>
- Log-on using your dealer code and existing password. If you do not have an existing password, please use "xxxxx" (default password is five "x"s all lower case).
- Enter the VIN to research the appropriate ***primary*** frame, parts and kits.
- The primary list of parts necessary for this activity can be printed out and used as a checklist. **This website is for reference purposes only and will not order the parts.**

Order Placement and Status Through Dealer Daily Website

- Place your order on the Dealer Daily Parts ordering system as you would normally. However, ***to assist in order tracking, enter the customer VIN into the "remarks" field.***
- Frame ETAs will be made available on the Dealer Daily website, in the MAC reference area. Please reference the enclosure for step-by-step instructions.
- ETAs for the kits and supplemental parts will be available via the normal system.
- As a reminder, frame assemblies are not returnable to the PDC since the PDC does not stock these items. These parts, including the associated parts kits, are exempt from the Monthly Parts Return program and are not returnable under any circumstances. As a result, orders for these commodities should be carefully reviewed prior to placing them on Dealer Daily.

(Parts Ordering Continued . . .)

Additional Parts Information

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

- To accommodate the Tundra frame, packaging orientation and dimensions have been modified for the Tundra LSC frame kit. Special arrangements have also been made for a limited time in the *Severe Cold Climate States* to accommodate delivery using a specialized transport equipped with a forklift. Delivery will also be accommodated to body shops within a reasonable area of the dealership. Please note the following:
 - Frames will be drop shipped during normal business hours only. Dealers will be contacted in advance by the carrier to confirm delivery date, time and delivery address.
 - If a dealer would like the frame delivered to an alternate location (within reason), the carrier will fax a letter requesting the Parts Manager's signature authorizing the other delivery location. By signing this waiver, the dealership agrees to have the delivery made to the alternate location, and authorizes on-site personnel to accept delivery on the dealer's behalf. Personnel at the alternate location will be responsible for inspecting and ensuring the part is being delivered without damage prior to signing the Bill-of-Lading. A sample copy of the waiver letter is attached. The alternate location must be within a 20 mile radius of the dealer's address.
 - Alternative final delivery locations (body shops) will only be made available to support the Tundra LSC. All alternative (body shop) deliveries will cease once the LSC has ended.
 - For a specific time, deliveries in the defined *Severe Cold Climate States* will have a forklift available on the truck for handling of the frame. Other deliveries will be via LTL delivery where the dealership personnel must be available to assist with off-loading of the frame. Your dealership will be notified by the appropriate carrier and will be advised which delivery method will be used prior to delivery.
 - Dealerships must designate a holding and storage area near the frame replacement work area for the frame and parts kits.
- Please note that for states outside of the *Severe Cold Climate States* and under normal circumstances, transportation carriers are not obligated nor equipped to offload the shipment. As such, a receiving dock or forklift should be considered to accept the delivery and promote quality and safety.
- As with all product shipments:
 - Delivery **may not be refused or redirected** to third parties unless it has been prearranged with NAPO. Deliveries to outside body shops will follow these same guidelines, and the ordering dealership will maintain overall responsibility for frame ownership from TMS.
 - Damage inspection must be performed at the time of delivery and damages must be noted on the delivery receipt.
 - Damage claims are to be submitted within three (3) business days, and in accordance with all sections of the Toyota Dealer Parts Manual pertaining to the return policy for damaged items.
- Dealers must carefully review all orders in detail prior to placing them.

9. Repair Procedures

Refer to TIS for the appropriate Inspection Procedure and Technical Instructions.

Due to the size and weight of the frame only **above-ground lifts** are to be utilized when performing the frame replacement on 2000 – 2003 Tundra Vehicles. If a dealership is not equipped with above-ground lifts, the frame replacement may need to be sublet to a body shop or other dealership business.

10. Media Contacts

For News media inquiries only:

Due to the nature of this LSC, 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, 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. Please provide these contacts to only media associates.)

11. Region/District Summary Reports

We have enclosed the following LSC Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package:

- Region/PD Summary Report - Provides an overview of the entire Region/PD for this LSC.
- District Summary Report - Provides the number of involved vehicles per dealership in each district.

Please refer to the attached Dealer Letter for additional information.

Please review this entire LSC 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.

Enclosures

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

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



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

To: Toyota Dealer Principals, Service Managers, Parts Managers

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Certain 2000 – 2003 Model Year Tundra Vehicles – Frame Rust Corrosion Perforation
Limited Time Offer

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Background

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It is important to note that, 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.

Limited Service Campaign (LSC) Remedy

All States:

Although the vehicle's frame is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), we at Toyota care about the customers' overall experience and confidence in their vehicle. To assure them that we stand behind our product, we are providing an enhancement to the warranty coverage on their vehicle's frame for this specific condition for a limited time (***repairs must be completed by April 30, 2012***).

In the event excessive rust perforation of the frame is found on a vehicle involved in this LSC (based upon Toyota's inspection criteria*), the frame will require replacement.

- If a customer experiences frame perforation caused by rust, please utilize the frame inspection instructions and Technical Instructions (TI) located on TIS.
- If a frame is confirmed to be perforated (based upon Toyota's inspection criteria*) ***and it falls within the parameters of the program***, the frame will need to be replaced.

****Refer to the Technical Instructions (located on TIS) for specific inspection instructions and details.***

1. Owner Notification Mailing Date

Owner letters will commence in May, 2010. Owners whose vehicles are currently registered in the District of Columbia and the following ***Severe Cold Climate States*** will be mailed first:

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

The remaining owner letters will be mailed shortly thereafter. If a dealer is contacted by an owner, who has not yet received a notification, please instruct the dealer to ***verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs***. Dealers should perform the inspection and if necessary the repair as outlined in the Technical Instructions found on TIS.

2. Dealer Summary Reports

For your reference, a report showing the number of involved vehicles in your dealership's primary marketing area for this phase will be included with the Service and Parts Manager package.

3. Number of Vehicles Covered by the LSC

Nationwide there are approximately 440,000 vehicles covered by this LSC. There are approximately 110,000 Tundra (2000 – 2003 model year) vehicles registered in the *Severe Cold Climate States*.

MODEL	WMI	MY	VDS	START - FINISH
Tundra	5TB	2000	BN441	S001001 - S125840
			BN481	S001001 - S001001
			BT441	S001001 - S125901
			BT481	S001001 - S125894
			JN321	S001001 - S125878
			KN421	S001001 - S123980
			KN441	S001001 - S051314
			KT441	S001001 - S125833
			RN341	S001001 - S125859
			RN381	S001001 - S001003
			RT341	S001001 - S125904
			RT381	S001001 - S125897
		2001	BN441	S125937 - S220312
			BT441	S125905 - S220327
			BT481	S064334 - S220350
			JN321	S126112 - S220343
			KN441	S064852 - S064852
			KT421	S090565 - S217964
			KT441	S125921 - S220297
			RN341	S125909 - S220341
			RT341	S125907 - S220347
			RT381	S064333 - S220345

MODEL	WMI	MY	VDS	START - FINISH
Tundra	5TB	2002	BN441	S220394 - S332707
			BT441	S219294 - S332720
			BT481	S219295 - S332685
			JN321	S220351 - S332714
			KT421	S220380 - S328382
			KT441	S220392 - S332706
			RN341	S220353 - S332719
			RT341	S220360 - S332721
			RT381	S220365 - S332666
			2003	BN441
		BT441		S316368 - S439612
		BT481		S306031 - S439613
		JN321		S332745 - S436914
		KT421		S332818 - S414089
		KT441		S330788 - S439601
		RN341		S307943 - S436915
		RT341		S306032 - S439732
		RT381		S308386 - S439716

4. Limited Service Campaign (LSC) Applicability

If the Tundra's frame exhibits excessive rust perforation, customers are requested to contact any Toyota dealer and make arrangements for inspection of the frame. **After inspection and confirmation of the perforation condition (based upon Toyota's inspection criteria), Toyota will repair the frame (according to the perforation level).**

The limited time offer covers vehicle repair cost for perforation (based upon Toyota's inspection criteria) of the vehicle's frame caused by rust corrosion with no mileage limitations until April 30, 2012 (repairs must be completed by this date).

This offer is limited to 2000 – 2003 Tundra vehicles and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Manual Supplement or Owner's Warranty Information booklet, with the exception of the extended warranty coverage on the vehicle's frame. Eligibility notes: (1) Damage incurred from abuse, misuse, tampering, a crash, vandalism, flood-damage and/or other impact is not covered by this offer. (2) This offer does not apply to scrapped, salvaged, dismantled, flood-damaged, rebuilt or other branded/salvage title vehicles (excluding lemon law branded vehicles). (3) The customer must demonstrate that the vehicle is operable, has been operated regularly over the preceding twelve months and has a valid and current registration or the customer must demonstrate that he/she was unable to register the vehicle due to the perforation condition in order for this extended warranty coverage to be applied; (4) Vehicles must be drivable and vehicles with moderate, or more, accident damage, are not eligible for this offer; and (5) If the vehicle is originally and/or currently registered in the states of CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, WI, WV, VA, VT or the District of Columbia a **Toyota dealer must conduct the separate safety recall for the rear cross member (spare tire carrier), rear brake lines at the LSPV and fuel tank mounting system, as well as the application of a corrosion resistant compound when it becomes available.**

This program is intended for individual customer support and only applies to warranty work performed at an authorized Toyota dealership.

5. **Inspection of vehicles eligible for this program**

In most cases, any perforation of the vehicle's frame caused by rust corrosion will be identified during the course of routine service or state vehicle inspections (in states that require them). ***It is important to remember that 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.*** Customers should look for ***perforation*** of the frame and/or large amounts of rust that flake off the vehicle, and if any is observed, bring the vehicle to an authorized Toyota dealership for inspection, at no charge, under Toyota's inspection criteria*.

****Refer to the Technical Instructions (located on TIS) for specific inspection instructions and details.***

Please note that direct marketing of warranty or this LSC is strictly prohibited as outlined in Warranty Policy No. 5.21. Non-compliance with this policy will result in a claim debit.

6. **Impact to your Dealership**

The majority of vehicles experiencing this condition are located in the *Severe Cold Climate States* that regularly apply salt to deice road surfaces, your dealership may be contacted by a number of customers with this concern.

Due to the size and weight of the frame only **above-ground lifts** are to be utilized when performing the frame replacement on 2000 – 2003 Tundra Vehicles. If a dealership is not equipped with above-ground lifts, the frame replacement may need to be sublet to a bodyshop or other dealership business.

We believe the direct impact to customers whose vehicles are registered **outside** of these *Severe Cold Climate States* will be extremely limited. However, please read this communication in its entirety so that you may be able to respond to any customer inquiries.

7. **Repair Procedures**

Refer to TIS for the appropriate Technical Instructions.

8. **Parts Ordering**

Frame replacement will entail not only the special frame kit part number, but several other parts/kits which contain related bolts, nuts, washers, brake lines, rear leaf springs, etc. In order to assist dealerships in researching vehicle specific requirements and provide order status information, the following tools are available:

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- Enter the VIN to research the appropriate **primary** frame, parts and kits.
- The primary list of parts necessary for this activity can be printed out and used as a checklist. **This website is for reference purposes only and will not order the parts.**

Order Placement and Status Through Dealer Daily Website

- Place your order on the Dealer Daily Parts ordering system as you would normally. However, **to assist in order tracking, enter the customer VIN into the "remarks" field.**
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- ETAs for the kits and supplemental parts will be available via the normal system.
- As a reminder, frame assemblies are not returnable to the PDC since the PDC does not stock these items. These parts, including the associated parts kits, are exempt from the Monthly Parts Return program and are not returnable under any circumstances. As a result, orders for these commodities should be carefully reviewed prior to placing them on Dealer Daily.

(Parts Ordering Continued . . .)

Additional Parts Information

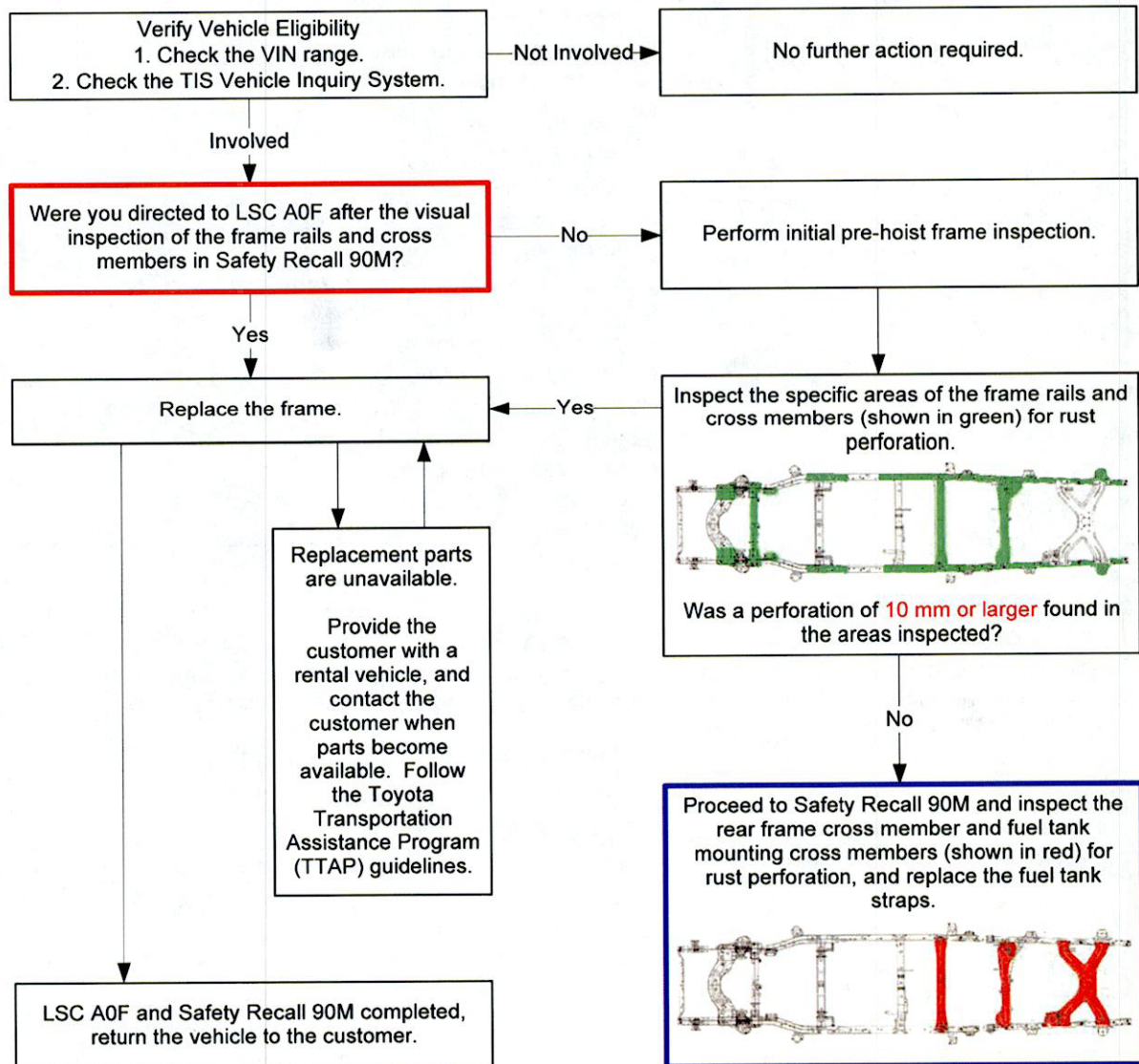
IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

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 - Frames will be drop shipped during normal business hours only. Dealers will be contacted in advance by the carrier to confirm delivery date, time and delivery address.
 - If a dealer would like the frame delivered to an alternate location (within reason), the carrier will fax a letter requesting the Parts Manager's signature authorizing the other delivery location. By signing this waiver, the dealership agrees to have the delivery made to the alternate location, and authorizes on-site personnel to accept delivery on the dealer's behalf. Personnel at the alternate location will be responsible for inspecting and ensuring the part is being delivered without damage prior to signing the Bill-of-Lading. A sample copy of the waiver letter is attached. The alternate location must be within a 20 mile radius of the dealer's address.
 - Alternative final delivery locations (body shops) will only be made available to support the Tundra LSC. All alternative (body shop) deliveries will cease once the LSC has ended.
 - For a specific time, deliveries in the defined *Severe Cold Climate States* will have a forklift available on the truck for handling of the frame. Other deliveries will be via LTL delivery where the dealership personnel must be available to assist with off-loading of the frame. Your dealership will be notified by the appropriate carrier and will be advised which delivery method will be used prior to delivery.
 - Dealerships must designate a holding and storage area near the frame replacement work area for the frame and parts kits.
- Please note that for states outside of the *Severe Cold Climate States* and under normal circumstances, transportation carriers are not obligated nor equipped to offload the shipment. As such, a receiving dock or forklift should be considered to accept the delivery and promote quality and safety.
- As with all product shipments:
 - Delivery **may not be refused or redirected** to third parties unless it has been prearranged with NAPO. Deliveries to outside body shops will follow these same guidelines, and the ordering dealership will maintain overall responsibility for frame ownership from TMS.
 - Damage inspection must be performed at the time of delivery and damages must be noted on the delivery receipt.
 - Damage claims are to be submitted within three (3) business days, and in accordance with all sections of the Toyota Dealer Parts Manual pertaining to the return policy for damaged items.
- Please carefully review all orders in detail prior to placing them.

9. **Vehicle Handling Process, if Frame is Perforated**

We understand there will be unique situations that will require assessment on a case-by-case basis. Please refer to the attached instructions for specific frame perforation inspection procedures.



10. Warranty Processor Instructions

The operation codes to be used for this Safety Recall are:

LSC #	Vehicle	Op. Code	Description	Flat Rate Hour
A0F	Tundra 2WD & 4WD	0622D1	<ul style="list-style-type: none"> Inspect the frame for rust perforation* No rust found* 	0.6 hr/vehicle
	Tundra 2WD	0622D2	<ul style="list-style-type: none"> Inspect the frame for rust perforation* Rust perforation found* Replace Frame 	40.6 hr/vehicle
		0622D3	<ul style="list-style-type: none"> Inspect the frame for rust perforation* Rust perforation found* Replace Frame by an independent or dealer body shop 	0.6 hr/vehicle
	Tundra 4WD	0622D4	<ul style="list-style-type: none"> Inspect the frame for rust perforation* Rust perforation found* Replace Frame 	42.6 hr/vehicle
		0622D5	<ul style="list-style-type: none"> Inspect the frame for rust perforation* Rust perforation found* Replace Frame by an independent or dealer body shop 	0.6 hr/vehicle

*Based upon Toyota's inspection criteria

NOTE:

- The above flat rate times include 0.1 hour for Safety Recall administrative cost per unit for the dealership.
- Vehicle Maintenance Fee** (Front Brake Cleaning, Battery Charging, etc): Maintenance for vehicles stored an extended period of time (due to parts delay) may be reimbursed under **Sublet Type YB** for a maximum rate of 3.0hrs X Dealer Hourly Labor Rate per vehicle.

Available Sublet:

- Frame Replacement at Independent or Dealer Body Shop:**

Description	Sublet Amounts	Sublet Type
Op Code 0622D3**	Maximum 40 hr/vehicle	YF
Op Code 0622D5**	Maximum 42 hr/vehicle	YF
Cost to Transport Vehicle to Independent or Dealer Body Shop (For Use with Op. Codes 0622D3 or 0622D5)	Maximum \$250 per vehicle	YG

Frame replacement sublet to an independent body shop should not exceed the maximum allotted hours **at the body shop's mechanical labor rate.

- Rental Car (Toyota-Rent-A-Car (TRAC) Program):**

Op. Code	Description	Sublet Amounts	Sublet Type	DSPM Authorization
0622DF	Vehicle Rental 1-30 Days (Frame Replacement ONLY)	Maximum \$60.00 per day	RT	Not Required
0622DG	Vehicle Rental 31-60 Days (Frame Replacement Delay**)	Maximum \$60.00 per day	RT	Required
0622DH	Vehicle Rental 61-97 Days (Frame Replacement Delay**)	Maximum \$60.00 per day	RT	Required

Rental car for frame replacement is up to 7 days. If frame replacement is delayed due to parts availability, additional time, up to 30 days, may be claimed. Additional time, up to 60 days, may be claimed **only with DSPM authorization. For vehicles that were brought into the dealer before March 2010, dealers may claim up to 90 days in addition to the 7 days allotted for fame replacement with DSPM authorization.

Submit Safety Recall claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

11. Customer Handling

Please consider this campaign a great opportunity to focus on assuring customers that their safety and quality remains Toyota's highest priority. Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or campaign remedy. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated.

- During early May 2010, the Toyota Customer Experience Center will make outbound phone contact with those eligible 2000-2003 MY Tundra owners who have previously contacted us to record a frame perforation related concern. These customers will be encouraged to contact their servicing Toyota dealer for further inspection and details regarding potential frame repairs to their Tundra vehicle.
- Customers with additional questions or concerns should be instructed to please contact the Toyota Customer Experience Center (1-888-270-9371).
- If a customer has previously paid for repairs of their Tundra frame for this specific condition during the applicable period, please contact the Toyota Customer Assistance Center at 1-888-270-9371.

12. Media Contacts

For News media inquiries only:

Due to the nature of this LSC, 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, 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. Please provide these contacts to only media associates.)

As part of our dedication to continuous improvement, changes have been incorporated in the production process to ensure the highest quality products are provided to our customers.

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 Limited Service Campaign.

Thank you for your cooperation.



**Limited Service Campaign Q&A
Certain 2000 through 2003 Toyota Tundra Frame Rust Corrosion Perforation
Limited Time Offer**

Q1: What is the condition?

A1: Toyota has received a number of reports regarding 2000 through 2003 model year Tundra vehicles currently registered in cold climate areas with high road salt use (*Severe Cold Climate States*), exhibiting excessive corrosion to the frame causing perforation of the metal.

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 these states considered Severe Cold Climate States?

A2a: 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 consider the entire state as a Severe Cold Climate State rather than a portion.

Q2b: Will vehicles registered in other states be covered by this Limited Service Campaign?

A2b: Although Toyota is confident that vehicles registered in other states will not be impacted by this condition, owners of such vehicles will receive a 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 the condition?

A3: On certain 2000 through 2003 model year Tundra vehicles operated in cold climate areas with high road salt use (*Severe Climate States*) excessive corrosion may be exhibited on the frame. This is a combination of factors, including usage in areas where a great amount of road salt is applied, the design of the frame and manufacturing issue.

It is important to note that, 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.

Q3a: Is this condition related to using inferior steel in the construction of the Tundra frame?

A3a: No. Toyota utilizes industry leading technology in the construction of the Tundra frames.

Q3b: Why isn't this condition occurring on vehicle frames of competitor pickup trucks?

A3b: We are unaware if other manufacturers have experienced similar situations in their production.

Q3c: Who is the supplier of the affected Tundra frames?

A3c: Toyota assumes responsibility for the quality of our vehicles with our customers and we do not identify suppliers. We can confirm that the supplier is a North American firm that provides a variety of components for the automotive industry as well as to Toyota.

Q3d: Is the North American Supplier Dana Corporation?

A3d: Yes. Dana Corporation supplied the frame.

Q4: What is Toyota going to do?

A4: Although the vehicle's frame is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), we at Toyota care about our customers' overall experience with and confidence in their vehicles. To assure our customers that we stand behind the product, we are providing an enhancement to the warranty coverage on the vehicle's frame for this specific condition for a limited time. This limited time offer covers vehicle repair cost for perforation (based upon Toyota's inspection criteria*) of the vehicle's frame caused by rust corrosion with no mileage limitations until April 30, 2012 (repairs must be completed by April 30, 2012).

**This program is intended for individual customer support and only applies to warranty work performed at an authorized Toyota dealership. Please see the owner letter or any Toyota dealership for additional details and limitations.*

Q4a: Why is Toyota launching this Limited Service Campaign?

A4a: We at Toyota care about our customers' overall experience with and confidence in their vehicles. To assure our customers that we stand behind our product, we are providing an enhancement to the warranty coverage on certain 2000 through 2003 model year Tundra vehicles to address perforation of the vehicle's frame caused by corrosion.

Q4b: Is it a safety issue?

A4b: All iron based metallic material will eventually rust. We believe this is a long term durability issue.

Q4c: Does this Limited Service Campaign apply to rusted body panels?

A4c: No. This Limited Service Campaign only applies to the frame of 2000 to 2003 model year Tundra vehicles.

Q4d: What is Toyota's standard rust perforation warranty coverage? Is the frame covered under this warranty?

A4d: Toyota's warranty against rust perforation of body panels (or sheet metal) is 60 months, unlimited mileage. In the case of body-on-frame construction, the frame is considered a chassis component and is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first). This is typical practice in the automotive industry.

Q5: Which models are covered by the Limited Service Campaign?

A5: This Limited Service Campaign covers 2000 through 2003 model year Tundra vehicles**. ***Please see the owner letter or any Toyota dealership for additional details and limitations.*

Q6: How many vehicles are involved?

A6: There are approximately 110,000 vehicles registered in the specific Severe Cold Climate States.

	Model Year	Model	Approx UIO
USA	2000 - 2003	Tundra	110,000 units

Nationwide, there are 440,000 vehicles.

Q7: Are there any other Toyota, Scion or Lexus models covered by the Limited Service Campaign?

A7: No, there are no other models covered by this Limited Service Campaign.

Q8: How many vehicles may exhibit the condition?

A8: Given the age and differences in driving environment, it is impossible to calculate an exact number of vehicles that are experiencing this specific condition. However, based upon our studies, we believe this number to be relatively low. Regardless of this low occurrence, we want to assure our consumers that we stand behind our product and therefore this Limited Service Campaign was launched.

Q9: Is this a Recall?

A9: No. This is a Limited Service Campaign covering 2000 through 2003 model year Tundra vehicles for perforation of the vehicle's frame caused by rust corrosion.

Q9a: Didn't Toyota launch a Safety Recall on the 2000 through 2003 model year Tundra for Excessive corrosion of the rear cross member?

A9a: Yes. The Safety Recall covers the rear cross member, the rear brake line at the proportioning valve and the fuel tank mounting system for vehicles originally sold-in or registered in the 20 Severe Cold Climate States.

This Limited Service Campaign is separate from, but may supplement any coverage provided in the Safety Recall.

Q10: Have there been any accidents reported relating to this condition?

A10: No. There have not been any accidents reported that relate to this condition.

Q11: How does a customer know if perforation of the vehicle's frame caused by rust corrosion exists on his/her Tundra vehicle?

A11: In most cases, any perforation of the vehicle's frame caused by rust corrosion will be identified during the course of routine service or state vehicle inspections (in states that require them). However, if the vehicle is primarily utilized in states where road salt usage is prevalent, owners may wish to inspect the vehicle on an annual basis. It is important to remember that, 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. Customers should look for **perforation** of the frame and/or large amounts of rust that flake off the vehicle, and if any perforation is observed, the owner should bring the vehicle to an authorized Toyota dealership for an inspection, at no charge, under Toyota's inspection criteria. If a customer is not comfortable performing these steps, he/she may contact any Toyota dealership who will inspect the vehicle at **no charge**.

Q11a: What should customers do if perforation of the vehicle's frame caused by corrosion is found?

A11a: In the event a customer believes that the frame is perforated due to corrosion, he/she should make an appointment to have the vehicle inspected by a Toyota dealer.

Q12: Are there any warning signs that this condition may occur?

A12: No. There are no specific warning signs, but customers may look for **perforation** of the frame and/or large amounts of rust that flake off the vehicle. It is important to remember that, 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.

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

A13: In the event that rust corrosion to the frame causing perforation (based upon Toyota's inspection criteria) of the metal has occurred on a customer's Tundra vehicle, he/she may contact any Toyota dealer and make arrangements to have the vehicle inspected.

Q14: What if a customer has previously paid for repairs to address perforation of the vehicle's frame due to corrosion during the applicable period?

A14: If a customer has previously paid for repair to address this specific condition during the applicable period, please instruct him/her to contact the Toyota Customer Assistance Center at 1-888-270-9371.

**Limited Service Campaign A0F
2000 through 2003 Model Year Tundra Frame Rust Corrosion Perforation
Limited Time Offer Notification**

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to meet your product expectations, Toyota would like to advise you of an extension to portions of your vehicle's (VIN noted above) New Vehicle Limited Warranty as it applies to your vehicle's frame.

Toyota cares about our customers

Toyota has received isolated reports regarding certain 2000 through 2003 model year Tundra vehicles exhibiting excessive rust corrosion to the frame causing perforation of the metal. Toyota has investigated these reports and determined that the vehicle frames in some number of vehicles may not have adequate corrosion-resistant protection. This combined with prolonged exposure to road salts and other environmental factors may contribute to the development of excessive rust corrosion in the frames of some vehicles. 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.

Although the vehicle's frame is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), we at Toyota care about your overall experience and confidence in your vehicle. To assure you that we stand behind our product, we are providing an enhancement to the warranty coverage on your vehicle's frame for this specific condition for a limited time (repairs must be completed by April 30, 2012).

The limited time offer covers vehicle repair cost for perforation (based upon Toyota's inspection criteria*) of the vehicle's frame caused by rust corrosion with no mileage limitations until April 30, 2012 (repairs must be completed by this date).

***Please see your Toyota dealership for further details.**

This offer is limited to your specific vehicle whose Vehicle Identification Number (VIN) is printed in this letter and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Manual Supplement or Owner's Warranty Information booklet, with the exception of the extended warranty coverage on the vehicle's frame. Eligibility notes: (1) Damage incurred from abuse, misuse, tampering, a crash, vandalism, flood-damage and/or other impact is not covered by this offer. (2) This offer does not apply to scrapped, salvaged, dismantled, flood-damaged, rebuilt or other branded/salvage title vehicles (excluding lemon law branded vehicles). (3) You must demonstrate that your vehicle is operable, has been operated regularly over the preceding twelve months and has a valid and current registration or you must demonstrate that you were unable to register the vehicle due to the perforation condition in order for this extended warranty coverage to be applied; (4) Vehicles must be drivable and vehicles with moderate, or more, accident damage are not eligible for this offer; and (5) If your vehicle is originally and/or currently registered in the states of CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, WI, WV, VA, VT or the District of Columbia a **Toyota dealer must conduct the separate safety recall for the rear cross member (spare tire carrier), rear brake lines at the LSPV and fuel tank mounting system, as well as the application of a corrosion resistant compound when it becomes available, prior to October 30, 2011.**

This program is intended for individual customer support and only applies to warranty work performed at an authorized Toyota dealership.

What should I do?

In the event that rust corrosion to the frame causing perforation (based upon Toyota's inspection criteria) of the metal has occurred on your Tundra vehicle, contact any Toyota dealer and make arrangements to have your vehicle inspected. Please present this notice to the Toyota dealer when you bring the vehicle in for your appointment.

If you have not experienced this condition, please insert this letter into your Toyota Owner's Manual Supplement or Owner's Warranty Information booklet or in the vehicle's glove box for future reference.

If you no longer own the vehicle, please let us know by completing and returning the enclosed postage paid form.

How do I know if perforation of the vehicle's frame caused by rust corrosion exists on my vehicle?

In most cases, any perforation of the vehicle's frame caused by rust corrosion will be identified during the course of routine service or state vehicle inspections (in states that require them). However, if your vehicle is primarily utilized in states where road salt usage is prevalent, you may wish to inspect your vehicle on an annual basis. It is important to remember that 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. Customers should look for **perforation** of the frame and/or large amounts of rust that flake off the vehicle, and if any is observed, bring the vehicle to an authorized Toyota dealership for inspection, at no charge, under Toyota's inspection criteria. If you are not comfortable performing these steps, please contact any Toyota dealership who will inspect your vehicle at **no charge**.

What if perforation of the vehicle's frame caused by rust corrosion exists on my vehicle?

Should you experience this condition, please present your vehicle for inspection at any Toyota dealer. Upon confirmation, Toyota will conduct appropriate repair or apply corrosion resistance compound on your vehicle frame when it becomes available.

Please remember to remove any personal effects from your vehicle prior to bringing your vehicle to the dealership. During the repair process, your Toyota dealer will arrange a complimentary loaner vehicle for your use at no charge (upon proof of adequate insurance).

What if I have previously paid for the repair of the vehicle's frame for this specific condition as it applies to my 2000 through 2003 model year vehicle?

If you have previously paid for repair of the frame on your vehicle (VIN noted above) for this specific condition during the applicable period, please contact the Toyota Customer Assistance Center at 1-888-270-9371.

We have sent this notice in the interest of your continued satisfaction with our products.

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

