

Early 2004 Sienna - Floor Carpet Cover and Retaining Clip Safety Recall Campaign 90B

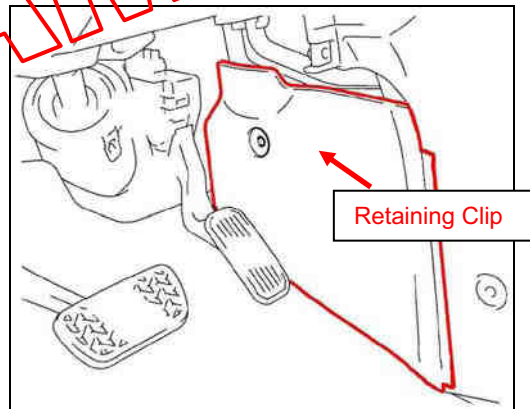
Dear Toyota Customer:

This notice is being sent to you in voluntary accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota is initiating a safety recall on certain early production 2004 model year Sienna vehicles. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to meet your product expectations, we are sending you this notice to provide for the replacement of the retention clip and the floor carpet cover installed in the driver's footwell with a newly designed one at **no charge** to you.

What is the condition?

Toyota has received reports that the Retaining Clip for the Driver's side Center Console Trim Panel (Floor Carpet Cover) was missing in a handful of vehicles. If this Retaining Clip is missing, the Floor Carpet Cover may become loose. In the worst case, if the accelerator pedal is depressed to nearly full throttle, a loose floor carpet cover may interfere with the accelerator pedal. In this condition, if the driver releases the accelerator pedal, it may not return to idle position, and could result in a loss of vehicle control or a crash.

Until this repair is completed on your vehicle, you may verify the Retaining Clip is installed on your vehicle by inspecting for it as indicated below. If the clip is missing, please call your local Toyota dealership.



What will Toyota do?

Any Toyota dealer will replace the Retaining Clip and Floor Carpet Cover with a newly designed one at **NO CHARGE** to you.

What should you do?

Please contact your authorized Toyota dealer to make an appointment to replace the Retaining Clip and Floor Carpet Cover as soon as possible.

The repair will take approximately 15 minutes. 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 would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

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 this Special Service Campaign. 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 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

What if you have previously paid for the replacement/reinstallation of this Retaining Clip and/or Floor Carpet Cover for this specific condition?

If you have previously paid for the replacement of this Retaining Clip and/or Floor Carpet Cover for this specific condition prior to receiving this letter, please mail a copy of your 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

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.