

# TOYOTA CUSTOMER SERVICES

Volume: XVII  
Number: TC10-059  
Date: 12/17/10  
 Action  
 Retain  
 Information

To: All PD Dealer Operations/Parts & Service Vice Presidents,  
All Region/PD Customer Service Field Managers,  
All Region/PD Technical Service & Training Managers,  
All Region/PD Customer Service Operations Managers

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

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

Toyota will renotify owners whose vehicles have not yet had campaign repairs completed. Please note the following information for Regional and PD associates.

1. **Campaign(s) Involved in the Renotification**

Safety Recall/ SSC/LSC	Safety Recall / Service Campaign / Limited Service Campaign Description
90L Phase 7	Safety Recall – 90L 2009 Through Certain 2010 Model Year Corolla and Matrix Vehicles Potential Floor Mat Interference with Accelerator Pedal

2. **Dealer Renotification Letter Mailing Date**

Dealer Letters will be mailed in mid-December 2010.

3. **Owner Renotification Letter Mailing Date**

The owner renotification will begin in late December 2010, following the dealer notification. The letters will be mailed over a period of several weeks.

A word track has been provided to dealerships that would like to contact customers in regards to this campaign renotification, please reference the dealer letter for details.

4. **Number of Involved Vehicles**

We have enclosed the following campaign Summary Reports in the Dealer Operations/Parts & Service VP's, CSFM's, TSTM's, and CSOM's package for the campaigns involved in this renotification:

- Region/PD Summary Reports that provide an overview of the entire Region/PD for each campaign.
- District Summary Reports that indicate the number of involved vehicles per dealership in each district for each campaign.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts. Please refer to the attached Dealer Letter for additional information.

Thank you for your cooperation.

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

G. Borst  
R. Broughman  
G. Bryan  
W. Burns  
D. Camden  
B. Carter  
G. Christoff  
J. Colon  
B. Cooper  
R. Daly  
F. Davidson  
T. Doi  
D. Esmond  
W. Fay  
N. Fein  
F. Fontanella  
H. Fukui  
S. Haag

J. Hanson  
T. Hayakawa  
K. Higgins  
M. Hosoe  
C. Hostetter  
Y. Inaba  
M. King  
K. Kusakawa  
J. Lang  
J. Lentz  
E. Matsuda  
M. Michels  
T. Morrison  
T. Nakagami  
D. Pettitt  
R. Pflughaupt  
C. Reynolds  
C. Roberts

R. Sakai  
D. Sakakibara  
M. Setta  
A. Smith  
R. Specht  
J. Stempkowski  
S. Sugawara  
M. Templin  
J. Tetherow  
P. Turner  
P. Uribe  
K. Ura  
A. Vaish  
R. Waltz  
S. Yamaguchi  
M. Yamanami  
H. Yoshihashi  
D. Zellers

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 7	Safety Recall – 90L 2009 Through Certain 2010 Model Year Corolla and Matrix Vehicles Potential Floor Mat Interference with Accelerator Pedal

**2. Owner Renotification Letter Mailing Date**

The owner renotification will begin in late December 2010, 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.