

September 26, 2011

To: Lexus Dealer Service Managers and Parts Managers  
Subject: Owner Re-notification of Non-Completed Safety Recalls

Safety Recall completion is important not only in satisfying government requirements but also as an integral part of our commitment to meet customer expectations of Lexus products. Lexus will be sending Safety Recall Follow-Up Notices to remind owners whose vehicles have not yet had recall campaign repairs completed.

We request your assistance in completing the applicable recall campaign repairs as owners receive the Safety Recall Follow-Up Notice and contact your dealership. Please note the follow-up activity may cause an increase in your current recall campaign owner appointments. Lexus will continue with additional follow-up activities in the months to come. Please take this into consideration when analyzing your manpower requirements.

1. Safety Recall Campaign(s) Involved in the Follow-Up

Safety Recall	Description	Model	Model Year(s)
ALG	Rubber Seal (Brake Master Cylinder Cup)	RX 330	Certain 2004 - 2006

2. Safety Recall Follow-Up Owner Notification Letter Mailing Date

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin in late September, 2011, approximately one week after the dealer notification. The owner letters will be mailed over a period of several weeks consistent with parts availability by first class mail as required by Federal regulation.

3. Technical Instructions

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

4. Number of Involved Vehicles Not Yet Remedied

Your Area Office will be provided with this information. These counts are based on the last dealership to service an affected vehicle.

5. Parts Ordering

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

- Check current stock levels.
- 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 recall campaign procedures on any vehicles in your stock prior to delivery. Always verify eligibility by consulting Dealer Daily/TIS prior to performing repairs.

## **7. Customer Handling and Dealership Follow-Up**

Please consider this Safety Recall follow-up a great opportunity to focus on assuring customers that their safety remains Lexus' highest priority. Customers who receive the Safety Recall Follow-Up Notice may contact your dealership with questions regarding the letter and/or Safety Recall remedy. Please ensure that all customer contact personnel are aware of these Safety Recalls and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have.

Please review this letter with your Service and Parts staff to familiarize them with the proper procedure for this re-notification activity.

Thank you for your understanding and cooperation.

Lexus Service and Parts Operations Department



Kathy [REDACTED] Lexus/Toyota

09/26/2011 03:15 PM

To

cc

bcc [REDACTED]

Subject Owner Re-notification of Non-Completed Safety Recalls and Service Campaigns

Lexus will be re-notifying owners of vehicles affected by certain Safety Recalls that have not yet had the remedy performed. Please review the attached document that explains to which owners Lexus will be sending re-notification letters and the schedule with your staff to assure that all associates are prepared to answer customer questions and to handle increased service and parts activity resulting from the re-notification.

Thank you for your continuing support.



Dealer Letter - Safety Recall Owner Re-notification ALG - RX.pdf



Kathy [REDACTED]

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Lexus Service & Parts Operations

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