TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

December 13, 2010 TMS-NTC-10259

To:

All Toyota Region General Managers/Vice Presidents

From:

Bob Waltz, Abulty

Vice President, Product Quality and Service Support

Subject:

Safety Recall A0P – *Preliminary Notice*Certain 2011 Model Year Sienna Vehicles
Brake Light (Stop Lamp) Switch Bracket

On December 13, 2010, 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 2011 model year Sienna vehicles to replace the brake light (stop lamp) switch bracket.

Condition

• In the subject vehicles, the stop lamp switch is mounted on a small bracket welded on the left side of the brake pedal support assembly. The bracket is relatively close to the parking brake pedal when the parking brake is fully applied. Due to its proximity to the parking brake pedal, in limited circumstances the stop lamp switch bracket could be deformed (bent) by the driver's foot during parking brake application. Depending on the amount of bracket deformation, this condition could result in the stop lamp switch engaging and causing the brake lights to remain on. If the deformation is significant, the service brake could become partially engaged due to contact from the bracket, resulting in brake drag with associated brake noise, vibration, and/or illumination of the brake warning light. If the driver does not notice these conditions and continues to drive the vehicle, braking effectiveness could be reduced.

Covered Vehicles

- There are approximately 94,000 Sienna (2011 model year) vehicles covered by this Safety Recall.
- The vehicles were produced from late December 2009 to early November 2010.

Status

- A0P ("A1P" until the remedy is launched) Preliminary Notification documents will be posted on TIS starting the morning of Monday December 13, 2010. For reference purposes only, VINs covered by this Safety Recall will be searchable on TIS starting Monday morning, December 13, 2010 (Pacific Time).
- Toyota will replace the bracket assembly which includes the stop lamp switch bracket with one of a different shape. Toyota is currently preparing the remedy parts. We anticipate that preparations will be completed in late February, 2011.
- Once the remedy parts have been produced in sufficient quantities, Toyota will begin (consistent with parts availability and repair capacity) renotifying owners by first class mail to make an appointment with any Toyota dealer to have the remedy performed at *no charge*. A separate dealer notification package will be sent prior to this second owner notification.

Interim Notification

- In the interim, owners of covered vehicles will be notified by first class mail beginning in mid-January, 2011. The interim owner notification will advise owners: (1) of this recall, (2) of the fact they will receive a future notice once parts have been produced in sufficient quantities, (3) of what to do if they experience this condition during the interim period and (4) instructions to minimize the possibility of contacting the stop lamp switch bracket and deforming it. A dealer notification letter will be sent to you just prior to this interim notification.
- The interim owner notification will contain a diagram of the stop lamp switch bracket to inform customers of what it looks like to help them minimize the possibility of contacting the stop lamp switch bracket. We will also request customers to periodically verify that the brake lights on the vehicle are not illuminated while the brake pedal is not depressed and the position of the stop lamp switch bracket. Toyota will provide instructions in the interim owner notification letter. We will be posting this information on the Toyota Owner's site as soon as it is available as well. We apologize to customers for this inconvenience.
- If customers are not comfortable conducting the periodic inspection, we ask the support of Toyota dealers to assist the customers perform the inspection at **no cost**.
- Please thank customers for their patience as we prepare the remedy.

Preliminary Notice A0P - R - Pages 2 of 2

Vehicles in Dealer Inventory

As required by Federal law, dealers are not to deliver any new vehicle in their inventory, which is covered by
a Safety Recall, until the necessary remedy has been performed. Vehicles covered by the Safety Recall are
identified on TIS under Safety Recall "A1P", but require further inspection if built in November, 2010. Please
further inspect these vehicles identified in "A1P" using the inspection instructions which have been posted
on TIS to help determine whether the vehicle is covered by the Safety Recall or not.

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 this number to customers. Please provide this contact to only media associates.)

Customer 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 a customer believes his/her vehicle's stop lamp switch bracket is deformed, he/she is asked to contact his/her local Toyota dealer for diagnosis and, if applicable, repair. If this condition is confirmed, dealerships are requested to conduct the repair at NO CHARGE to the vehicle owner.
 - Toyota is currently developing interim repair procedures in the event customers contact dealerships with this condition. They will be available on TIS shortly.
 - Operation Codes for temporary repairs during this interim period will be provided shortly.
- For a customer who has not experienced this condition but does not feel comfortable driving the vehicle
 please instruct them to contact their local dealer or the Toyota Customer Experience Center.
 - We request that dealers work with the customers and answer any questions they may have. A Q&A is attached.
 - In the event the customer's concerns are not alleviated, on a case-by-case basis, please refer these contacts to the Customer Experience Center.

[Information for Technical Service and Training Managers]

- PQ&SS Compliance is currently developing interim repair procedures. Until the interim repair instructions
 are ready, please assist us by confirming all cases. If confirmed, please provide the following information to
 Compliance (Lonnie Peterson and Luis Marroquin). We will work with NAPO to release the parts:
 - VIN
 - Dealer Code
 - Parts Order Reference Number

The attached Dealer Daily Message will be sent to all dealerships informing them of the DIR filing.

Dealership associates that have any questions, contact their District Service/Parts Manager.

Please review this preliminary notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

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. Fav

N. Fein
F. Fontanella
H. Fukui
S. Haag
J. Hanson
T. Hayakawa
K. Higgins
C. Hostetter
M. Hosoe
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



Safety Recall Campaign A0P – Preliminary Notice Certain 2011 Model Year Toyota Sienna Vehicles Brake Light (Stop Lamp) Switch Bracket – Q&A

Q1: What is the condition?

A1: In the subject vehicles, the brake light (stop lamp) switch is mounted on a small bracket welded on the left side of the brake pedal support assembly. The bracket is relatively close to the parking brake pedal when the parking brake is fully applied. Due to its proximity to the parking brake pedal, in limited circumstances the stop lamp switch bracket could be deformed (bent) by the driver's foot during parking brake application. Depending on the amount of bracket deformation, this condition could result in the stop lamp switch engaging and causing the brake lights to remain on. If the deformation is significant, the service brake could become partially engaged due to contact from the bracket, resulting in brake drag with associated brake noise, vibration, and/or illumination of the brake warning light. If the driver does not notice these conditions and continues to drive the vehicle, braking effectiveness could be reduced.

Q1a: What is the function of the Stop Lamp Switch?

A1a: The stop lamp switch provides a signal to the vehicle's Electronic Control Unit that indicates the service brake pedal has been pressed and illuminates the brake lights.

Q2: Are there any warnings that this condition has occurred?

A2: Depending on the amount of stop lamp switch bracket deformation, the driver may notice the rear brake lights remaining "ON" and/or the brakes could remain slightly applied, resulting in brake drag with associated brake noise, vibration, and/or illumination of the brake warning light. The driver may feel the vehicle is dragging.

Q3: What can customers do to prevent this condition from occurring?

A3: Until the remedy is available, we will be providing a diagram of the stop lamp switch bracket to inform customers of what it looks like to help them minimize the possibility of contacting the stop lamp switch bracket. We will also request customers to periodically verify that the brake lights on the vehicle are not illuminated while the brake pedal is not depressed **and** the position of the stop lamp switch bracket. Toyota will provide instructions in the interim owner notification letter. We will be posting this information on the Toyota Owner's site as soon as it is available as well. We apologize to customers for this inconvenience.

If customers are not comfortable conducting the periodic inspection, any Toyota dealer will be happy to perform the inspection at **no cost**.

Q4: What is Toyota going to do?

A4: Toyota will replace the bracket assembly which includes the stop lamp switch bracket with one of a different shape. The shape of the new stop lamp switch bracket has been changed, taking into account the proximity to the parking brake pedal and possibility of being contacted by the driver's foot when operating the parking brake pedal.

Toyota is currently preparing the remedy parts. In the interim, owners of covered vehicles will be notified by first class mail beginning in mid-January, 2011. The interim owner notification will advise owners: (1) of this recall, (2) of the fact they will receive a future notice once parts have been produced in sufficient quantities, and (3) of what to do if they experience this condition during the interim period and (4) instructions to minimize the possibility of contacting the stop lamp switch bracket and deforming it.

Once the remedy parts have been produced in sufficient quantities, owners will be renotified by first class mail and asked to make an appointment with any Toyota dealer to have the repair performed at **no charge**.

Q4a: When does Toyota anticipate the second mailing to begin?

A4a: Toyota anticipates that a small number of remedy parts will become available in late February, 2011. Toyota will mail owner letters consistent with parts availability and repair capacity.

Q4b: What if the vehicle experiences this condition before the remedy is available?

A4b: If a customer experiences this condition before the remedy is available, he/she is requested to contact an authorized Toyota dealer for diagnosis and an appropriate repair. If the condition is confirmed, before remedy parts are available, the dealer will temporarily move the stop lamp switch bracket back to its designed position. The customer will be requested to return to the dealership when the remedy parts become available.

Q4c: What if a customer has concerns about driving the vehicle until the remedy is available?

A4c: If a customer is concerned about driving the vehicle, he/she is asked to please contact an authorized Toyota dealer or the Toyota Customer Experience Center.

The Toyota Customer Experience Center can be reached at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.

Q5: Which and how many vehicles are covered by this Safety Recall?

A5: There are approximately 94,000 Sienna (2011 model year) vehicles covered by this Safety Recall.

Q6: What is the production period of the covered vehicles?

A6: The covered vehicles were produced from late December 2009 to early November 2010.

Q7: Are there any other Toyota or Lexus vehicles covered by the Safety Recall?

A7: This condition is only limited to 2011 model year Sienna vehicles produced prior to early November, 2010.

Q7a: Are previous generation Sienna vehicles covered by the Safety Recall?

A7a: No. Previous generation Sienna vehicles are of a different design and the stop lamp switch bracket is not in close proximity to the parking brake pedal.

Q8: Have there been any accidents or injuries reported?

A8: Toyota is not aware of any accidents or injuries related to this condition.

Q9: What if an owner has additional questions or concerns?

A9: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time.

[For Dealership Q&A only]

Q10: Can 2011 Sienna vehicles be delivered to customers?

A10: As required by Federal law, dealers are not to deliver any new vehicle in their inventory, which is covered by a safety recall, until the necessary remedy has been performed. Vehicles covered by the Safety Recall are identified on TIS under Safety Recall "A1P", but require further inspection if built in November, 2010. Please further inspect these vehicles identified in "A1P" using the inspection instructions which have been posted on TIS to help determine whether the vehicle is covered by the Safety Recall or not.

Q11: What is my dealership inspecting for?

A11: Please utilize the inspection instructions posted on TIS to help you inspect the shape of the stop lamp switch bracket and identify whether the vehicle is covered by the Safety Recall or not.

(A1P) – SAFETY RECALL 2011 MODEL YEAR SIENNA BRAKE LIGHT (STOP LAMP) SWITCH BRACKET DEALER STOCK VEHICLE INSPECTION GUIDE

This inspection guide will help you determine the condition of 2011 Sienna vehicles in dealer stock.

This inspection guide will assist you to identify which vehicles cannot be delivered until the remedy is performed.

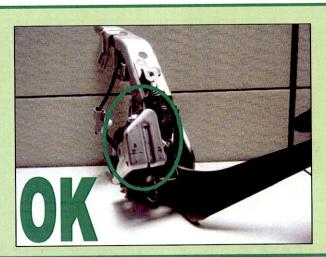
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- Locate and inspect the
 Brake Light (Stop Lamp) Switch
 Bracket.



3. Visually inspect the stop light switch bracket shape.



If the stop light switch bracket is this shape hold the vehicle. Repair instructions will be provided shortly.



If the stop light switch mounting bracket is **OK**, record the VIN and inspection results in the Repair Order, then the vehicle can be delievered.

Wayne Hutchinson / TMS Toyota Customer Services Product Quality and Service Support, Quality Compliance December 13, 2010 Approved By: Bob Waltz

To:

All Toyota Dealers

From:

Toyota Customer Services

Safety Recall A0P – Preliminary Notice Certain 2011 Model Year Sienna Vehicles – Brake Light (Stop Lamp) Switch Bracket ********URGENT******

On December 13, 2010, 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 2011 model year Sienna vehicles to replace the brake light (stop lamp) switch bracket.

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Q1a: What is the function of the Stop Lamp Switch?

A1a: The stop lamp switch provides a signal to the vehicle's Electronic Control Unit that indicates the service brake pedal has been pressed and illuminates the brake lights.

Q2: Are there any warnings that this condition has occurred?

A2: Depending on the amount of stop lamp switch bracket deformation, the driver may notice the rear brake lights remaining "ON" and/or the brakes could remain slightly applied, resulting in brake drag with associated brake noise, vibration, and/or illumination of the brake warning light. The driver may feel the vehicle is dragging.

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Q6: What is the production period of the covered vehicles?

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Q7: Are there any other Toyota or Lexus vehicles covered by the Safety Recall?

A7: This condition is only limited to 2011 model year Sienna vehicles produced prior to early November, 2010.

Q7a: Are previous generation Sienna vehicles covered by the Safety Recall?

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Q8: Have there been any accidents or injuries reported?

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