

TOYOTA

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, S207
Torrance, CA 90509-2991

TMS-NTC-11163
July 12, 2011

Delia Lopez
Recall Management Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Re: Toyota Safety Recalls 09V-388, 10V-023, 10V-160, 10V-176, 10V-345, 10V-346, 10V-384 and 10V-499 Dealer Notification Letter for Owner Follow-Up Notice

Dear Ms. Lopez,

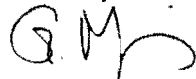
Please find attached Dealer Notification Letters for a Follow-Up Owner Notification for the following Toyota and Lexus vehicles:

NHTSA campaign ID	Toyota campaign No.	Vehicles Covered
10V-023	90L	'09 - certain '10 MY Venza '09 - certain '10 MY Corolla/Matrix
09V-388	90L	'07 - certain '10 MY Tundra '05 - certain '10 MY Tacoma Certain 2007 through 2010 MY ES and certain 2006 through 2010 MY IS
10V-160	A9E	'98 - '10 MY Sienna*
10V-176	A0G	Certain '03 MY Sequoia
10V-345	A0H	Certain '00 - '04 MY Avalon
10V-384	A0J	Certain '05 - '08 MY Corolla and Matrix
10V-499	A0M	Certain '05 - '06 MY Avalon Certain '04 - '06 Highlander (Non-Hybrid)
	ALG	Certain 2006 MY GS350, GS450h, GS460 and IS350
10V-346	ALF	Certain 2003 through 2007 MY LX470

These documents are being submitted in accordance with regulation 49 CFR 573.6 (c)(10).

If you have any questions regarding this matter, please contact me at (310) 468-3392.

Sincerely,



George Morino
National Manager, Quality Compliance

Attachments:

- Toyota Dealer Notification Letter
- Lexus Dealer Notification Letter

*Vehicles in CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, WV, and the District of Columbia

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

To: All Toyota Dealer Service Managers & Parts Managers

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

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 Toyota products. Toyota 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. Toyota 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 No.	Safety Recall Campaign Description (Safety Recall Title)	Model and Model Year
90L	Potential Floor Mat Interference with Accelerator Pedal	'09 - certain '10 MY Venza
		'09 - certain '10 MY Corolla/Matrix
		'07 - certain '10 MY Tundra
		'05 - certain '10 MY Tacoma
A9E	Corrosion of the Spare Tire Carrier Cable	'98 - '10 MY Sienna* *Vehicles in CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, WV, and the District of Columbia
A0G	VSC System, Skid Control ECU Update	Certain '03 MY Sequoia
A0H	Steering Column Upper Bracket Replacement	Certain '00 - '04 MY Avalon
A0J Phase 1	1ZZ-FE Engine Control Module	Certain '05 - '08 MY Corolla and Matrix
A0M	Brake Master Cylinder Cup Seal Replacement	Certain '05 - '06 MY Avalon Certain '04- '06 Highlander (Non-Hybrid)

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

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin in mid-July 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

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 renotification 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 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 Toyota's 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 this Safety Recall 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.

Toyota encourages dealerships to follow-up with their customers by telephone to remind them of the non-completed Safety Recall. The following word track has been provided for this purpose. To assure a consistent and accurate description of the Safety Recall is communicated to the customer, dealership associates are requested to refer to the specific Safety Recall Q&A (available in TIS) to answer any specific customer questions.

Hello [Mr./Ms.] _____ [Customer Name],

Our dealership _____ [Dealership Name] is following up with you regarding Safety Recall _____ [Safety Recall No.] which involves _____ [Safety Recall Title]. Our records indicate that your vehicle falls within the parameters of this Safety Recall and as a customer convenience I would like to answer any questions that you may have. [Answer any questions using the Safety Recall Q&A for the applicable recall]

May I schedule an appointment for your vehicle to complete this important recall 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 name and telephone no.]

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.

Zac White / TMS Toyota Customer Services
Quality Compliance
July 13, 2011
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Owner Renotification of Non-Completed Safety Recalls
*******URGENT*******

Toyota is about to conduct a **Safety Recall Renotification Activity** for owners whose vehicles have not yet had repairs completed. Please take this opportunity to repair any applicable vehicles that visit your dealership to promote customer satisfaction, and to satisfy government requirements.

The campaigns covered in this current renotification activity include the following:

- Safety Recall 90L– Potential Floor Mat Interference with Accelerator Pedal
 - 2009 through Certain 2010 MY Venza Vehicles
 - 2009 through Certain 2010 MY Corolla/Matrix Vehicles
 - 2007 through Certain 2010 MY Tundra Vehicles
 - 2005 through Certain 2010 MY Tacoma Vehicles
- Safety Recall A9E – 1998 through 2010 MY Sienna Vehicles - Corrosion of the Spare Tire Carrier Cable (Cold States Only)
- Safety Recall A0G – Certain 2003 MY Sequoia Vehicles - VSC System, Skid Control ECU Update
- Safety Recall A0H – Certain 2000 through 2004 MY Avalon Vehicle - Steering Column Upper Bracket Replacement
- Safety Recall A0J Phase 1 – Certain 2005 through 2008 MY Corolla/Matrix Vehicles - 1ZZ-FE Engine Control Module
- Safety Recall A0M – Brake Master Cylinder Cup Seal Replacement
 - Certain 2005 through 2006 MY Avalon Vehicles
 - Certain 2004 through 2006 MY Highlander Vehicles (Non-Hybrid)

A dealer notification will be mailed to dealers in mid-July 2011. Toyota will renotify owners approximately one week after the dealer notification.

July 6, 2011

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

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)
9LG	Potential Floor Mat Interference with Accelerator Pedal	ES 350 IS 250/350 IS F IS c	Certain 2007 through 2010 MY ES and certain 2006 through 2010 MY IS vehicles
ALF	Steering Shaft	LX 470	Certain 2003 through 2007 MY vehicles
ALG	Rubber Seal (Brake Master Cylinder Cup)	GS 350 GS 450h GS 460 IS 350	Certain 2006 MY vehicles

Note: RX vehicles subject to Safety Recall ALG will be included in a future re-notification activity.

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

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin in mid-July 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 or LSC. 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 this Safety Recall 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



██████████ Lexus/Toyota

07/06/2011 04:51 PM

To

cc

bcc

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.pdf



Vendor Relations Administrator, Sr.
Lexus Service & Parts Operations
Tel. 310.468. Fax 310.381.
<http://tv/lexusps>

