

Toyota Motor Sales, U.S.A., Inc.
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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 and SSC Follow-Up Notices to remind owners whose vehicles have not yet had campaign repairs completed.

We request your assistance in completing the applicable campaign repairs as owners receive the Follow-Up Notice and contact your dealership. Please note the follow-up activity may cause an increase in your current 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 and SSC Campaign(s) Covered in the Follow-Up

Safety Recall/SSC	Safety Recall and SSC Description (Title)	Model and Model Year
A9E	Severe Corrosion of Spare Tire Carrier Cable	Certain 1998 - 2010 Sienna
A0G	Skid Control ECU Update	Certain 2003 Sequoia
B0B	Non-Compliance Campaign - LT Tire FMVSS138 TPWS	Certain 2008 - 2011 FJ Cruiser
		Certain 2008 - 2011 Land Cruiser
		Certain 2008 - 2011 Sequoia
		Certain 2008 - 2011 Tacoma
		Certain 2008 - 2011 Tundra

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

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

3. Technical Instructions

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

4. Number of Covered Vehicles

Dealer Reports will no longer contain a VIN list. However, they will contain the number of covered 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 SSC. 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 follow-up notice a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the Safety Recall or SSC Follow-Up Notice may contact your dealership with questions regarding the letter and/or remedy. Please ensure that all customer contact personnel are aware of these Safety Recall and SSCs 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.