



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

TMS-NTC-12174
July 30, 2012

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

Re: Toyota Safety Recalls 09V-031, 11V-245 and 10V-346 Dealer Notification Letter for Owner Follow-Up Notice

To whom it may concern,

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 |
|-------------------|---------------------|---|
| 09V-031 | 90C | Certain 2006 – 2007 MY Yaris |
| 11V-245 | B0E | Certain 2007-2008 MY Rav47 certain 2008 Highlander/Highlander HV |
| 10V-346 | ALF | Certain 2003 through 2007 MY vehicles |

If you have any questions regarding this matter, please contact me at (310) 468-5316.

Sincerely,

Mark Kubota
Quality Compliance Assistant Manager

Attachments:

- Lexus Dealer Notification Letter
- Toyota Dealer Notification Letter

July 26, 2012

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 Notices 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 Involved in the Follow-Up

| Safety Recall | Description | Model | Model Year(s) |
|---------------|----------------|--------|---------------------------------------|
| ALF | Steering Shaft | LX 470 | Certain 2003 through 2007 MY vehicles |

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

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin in late July, 2012, 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 Notices 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



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 is an integral part of our commitment to meet customer expectations of Toyota products. Toyota will be sending Safety Recall and Campaign 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 Campaigns Covered in the Renotification**

| Safety Recall & Campaigns | Safety Recall & Campaign Description (Title) | Model and Model Year |
|---------------------------|--|--|
| 90C | Center Pillar Sound Insulator | Certain 2006 – 2007 MY Yaris |
| B0E | Curtain Shield Airbag (CSA) Sensor | Certain 2007-2008 MY Rav4 |
| | | Certain 2008 Highlander/Highlander HV Vehicles |

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

The Safety Recall and Campaign 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 not 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. 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.

All parts replaced for this Safety Recall are subject to Warranty Parts Recovery.

IMPORTANT PARTS ORDERING UPDATE

Effective January 1, 2012, All Future Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts will be eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin 2011-087 for campaign parts that are currently returnable under the Monthly Parts Return Program and additional details.

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 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 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.

Toyota encourages dealerships to follow-up with their customers by telephone to remind them of the non-completed Safety Recalls. 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.