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To: Toyota Dealer Principals, General Managers, Service Managers, and Parts Managers at Dealers in areas targeted for Takata Canvassing

Subject: Takata Recall Canvassing Program for Certain Vehicles Included in Safety Recall DSF, E04, and F0L

Program Overview

In an effort to maximize Takata recall completion rates, TMNA is launching an owner outreach canvassing program in certain high humidity metro areas. Canvassing is when Toyota sends agents to the registered owner's home to discuss scheduling a repair for the open safety recalls. These agents will assist owners in scheduling Takata recall repair appointments and will be contacting dealers on the owners' behalf.

A canvassing service provider will be conducting the in-person outreach to owners. The owners will receive a mail notification approximately four weeks prior to a scheduled visit to their addresses. The canvassing agents, referred to as Recall Specialists, will be wearing branded clothing with the airbag recall logo and a photo identification badge, also with the airbag recall logo as well as text describing that they are "on assignment with Toyota". They will explain the recall to the owners and offer to assist them in setting up a repair appointment at the owner's preferred dealer or, if no preferred dealer, a nearby dealer will be contacted. The canvassing agent will have the ability to utilize a dealer's online appointment scheduler if available or may call the dealer on owners' behalf. A door hang card with the canvassing agent's contact information will be left at addresses in which no contact is made. Currently, this canvassing program is planned to be conducted in certain areas of Florida, Texas, California, Louisiana, Mississippi, Alabama, Georgia, South Carolina and Puerto Rico throughout 2020.

Impact to Dealers

This program does not involve new methods of customer handling, or additional services to be offered beyond those outlined in the current Takata recall programs. The warranty reimbursement procedure for VINs which will be canvassed is unchanged. Reference the current campaign publications for the applicable reimbursement procedures. To reduce owner inconvenience, Recall Specialists may inquire with you about the availability of loaner vehicles or pickup and delivery services. Please support their requests as you have been doing already.

Market Source is the service provider who will be conducting the canvassing. Regional representatives will be in contact with each dealership in the areas to be canvassed to provide further detail on this program and verify the preferred point of contact for the canvassing service provider. Market Source staff may then contact the dealers to ensure they are aware of the local canvassing operations and verify dealers' preferred method of appointment scheduling.

Customer Contacts

Owners who receive the canvassing mail notification or are contacted by a canvassing agent may contact your dealership with questions regarding the canvassing outreach. Please welcome them to your dealership and answer any questions that they may have. Inform them that the canvassing outreach is a Toyota conducted program to assist owners with Takata recall repair scheduling, and that the Recall Specialist (canvassing agents) are on assignment with Toyota.

Owners with additional questions or concerns may also contact the Toyota Customer Experience Center (1-888-270-9371) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.