



May 16, 2012

**To:** Area Managers  
**From:** Don Fordiani - National Field and Dealer Operations Manager  
**Subject:** Owner Notification Phase - Customer Satisfaction Campaign (CSC) - CLA  
 Certain 2013 Model Year GS 350 Vehicles  
 Engine Control Module (ECM) Reflash

As communicated in the Preliminary Notification on February 16, 2012, the Lexus Customer Satisfaction Campaign (CSC) has been launched on certain 2013 model year GS 350 vehicles to reflash the Engine Control Module (ECM) calibration. The reflash will eliminate a momentary sensation that some drivers may consider unusual following the upshift into 3<sup>rd</sup> gear while in the Economy ("ECO") mode.

The purpose of this communication is to advise you that we are beginning the customer contact phase of this campaign. Dealers will be notified via e-mail on May 16, 2012. Notification letters will be sent to owners of affected vehicles in early June, 2012.

Lexus dealers are requested to reflash the Engine Control Module (ECM) at **no charge** to the vehicle owner. Please distribute the list of remaining affected GS 350 vehicles provided to your dealers so they may identify customers for contact.

As a reminder, while this Customer Satisfaction Campaign is not a recall or a Special Service Campaign, Lexus will make use of the systems and processes in place for recalls/Special Service Campaigns to administer this activity. Please share the information in this letter with your staff and ensure that all associates who may be in contact with owners of these vehicles understand that this is not a recall or Special Service Campaign and that they communicate with dealers and customers appropriately.

Identification of Involved Vehicles

There are approximately 2,500 Lexus GS 350 (2013 model year) vehicles covered. The affected vehicle VIN range is listed below.

Model	WMI	Year	VIN Range	
			VDS	Range
GS 350	JTH	2013	BE1BL	5000150 - 5002354
			CE1BL	5000125 - 5002257

**NOTE:** Please verify through Dealer Daily/TIS prior to conducting the Customer Satisfaction Campaign at dealerships.

Implementation at Dealerships

As a reminder, the technical instructions (TI), reflash software, and VIN inquiry are available on TIS for dealer use and reference. Dealers are required to submit CSC CLA claims using the operation codes in this letter.

All GS 350 vehicles subject to the customer contact phase of CSC CLA may also be subject to Limited Service Campaign CLC (Heating, Ventilating, and Air Conditioning (HVAC) System Calibration Update) and/or Safety Recall CLD (VGRS ECU Calibration Update). It is important that your dealership perform all applicable repairs in a single service visit and correctly submit the associated warranty claims. Lexus will only accept sublet charges for customer care amenities (car wash, fuel fill, rental, pick up and delivery) on the dealer claim for the LSC CLC remedy.

Model	Opcode	Description	Flat Rate Hour
GS 350	2624BA	Confirm VIN and ECM Calibration ID	0.2 hr./vehicle
	2624BB	Confirm VIN, ECM Calibration ID and Reprogram ECM	0.8 hr./vehicle

Lexus' usual customer care amenities of car wash and fuel tank fill apply to this Safety Recall. Additionally, one day of rental vehicle expense (to a maximum of \$45/day) or the cost of pick up and delivery or remote repair of the customer's vehicle may be claimed if required.

#### Parts Ordering

The reflash process does not require any parts.

A Q&A is provided to assure a consistent message is communicated.

As always, to assure that all media contacts receive a consistent message, if you are contacted by media please direct **all media contacts** to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

Thank you for your understanding and cooperation.

#### Attachments

CC: Assistant Area General Managers  
 Customer Satisfaction Managers  
 Customer Services Field Managers  
 Customer Services Operations Managers  
 District Service and Parts Managers  
 Field Technical Specialists  
 Field Product Engineers  
 Pre-Owned Managers  
 Vehicle Field Sales Managers



May 16, 2012

**Subject:** Owner Notification Phase - Customer Satisfaction Campaign (CSC) - CLA  
Certain 2013 Model Year GS 350 Vehicles  
Engine Control Module (ECM) Reflash

Dear Dealer Principal:

As communicated in the Preliminary Notification on February 16, 2012, the Lexus Customer Satisfaction Campaign (CSC) has been launched on certain 2013 model year GS 350 vehicles to reflash the Engine Control Module (ECM) calibration. The reflash will eliminate a momentary sensation that some drivers may consider unusual following the upshift into 3<sup>rd</sup> gear while in the Economy ("ECO") mode.

The purpose of this communication is to advise you that we are beginning the customer contact phase of this campaign. Notification letters will be sent to owners of affected vehicles in early June, 2012.

Lexus dealers are requested to reflash the Engine Control Module (ECM) at **no charge** to the vehicle owner. Please use the list of remaining affected GS 350 vehicles provided by your Area office to identify customers for contact.

As a reminder, while this Customer Satisfaction Campaign is not a recall or a Special Service Campaign, Lexus will make use of the systems and processes in place for recalls/Special Service Campaigns to administer this activity. Please share the information in this letter with your staff and ensure that all dealership associates who may be in contact with owners of these vehicles understand that this is not a recall or Special Service Campaign and that they communicate with customers appropriately.

#### Identification of Involved Vehicles

There are approximately 2,500 Lexus GS 350 (2013 model year) vehicles covered. The affected vehicle VIN range is listed below.

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			VDS	Range
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#### Implementation at Dealerships

As a reminder, the technical instructions (TI), reflash software, and VIN inquiry are available on TIS for dealer use and reference. Dealers are required to submit CSC CLA claims using the operation codes in this letter.

*All GS 350 vehicles subject to the customer contact phase of CSC CLA may also be subject to Limited Service Campaign CLC (Heating, Ventilating, and Air Conditioning (HVAC) System Calibration Update) and/or Safety Recall CLD (VGRS ECU Calibration Update). It is important that your dealership perform all applicable repairs in a single service visit and correctly submit the associated warranty claims. Lexus will only accept sublet charges for customer care amenities (car wash, fuel fill, rental, pick up and delivery) on the dealer claim for the LSC CLC remedy.*

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Thank you for your understanding and cooperation.

Lexus, A Division of Toyota Motor Sales, USA, Inc.

Attachment

CC:      Customer Satisfaction Manager      Sales Manager  
           General Manager                            Service Manager  
           Parts Manager



Customer Satisfaction Campaign CLA - Q&A  
Certain 2013 GS 350 vehicles  
Engine Control Module (ECM) Reflash

Q1: What is the condition?

A1: Lexus recently identified a momentary sensation that some drivers may consider unusual following the upshift into 3<sup>rd</sup> gear while in Economy ("ECO") mode.

As part of our continuing efforts to provide superior customer satisfaction and to optimize vehicle performance, Lexus will re-flash the Engine Control Module (ECM) calibration in certain early 2013 model year GS 350 to eliminate this condition from occurring.

Q2: What is Lexus going to do?

A2: Lexus will invite customers to bring their vehicle into a Lexus dealership to receive the ECM reflash. The owner letters will begin mailing in early June, 2012. The reflash will be performed at No Charge to the customer.

Q3: Are there any customer complaints?

A3: Lexus is not aware of any customer complaints regarding this feeling.

Q4: How did Lexus discover this condition?

A4: Lexus engineers isolated the condition during their continued routine product evaluations.

Q5: Which and how many vehicles are covered by this Customer Satisfaction Campaign.

A5: There are approximately 2,500 GS 350 (2013 model year) vehicles covered.

Q6: Are there any other Toyota or Lexus vehicles covered by this Customer Satisfaction Campaign?

A6: No. Only the 2013 model year GS 350 is covered by this Customer Satisfaction Campaign.

Q7: How long will the reflash take?

A7: The reflash will take approximately 30 minutes; however, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q8: What if an owner has additional questions?

A8: Owners with questions are asked to please contact Lexus Customer Satisfaction at 1-888-25-LEXUS Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.

Certain 2013 Model Year Lexus GS350 Vehicles  
Engine Control Module (ECM) Reflash

Customer Satisfaction Campaign

[VIN]

Dear Lexus GS 350 Owner:

We greatly appreciate your purchase of the 2013 model year GS 350.

At Lexus, vehicle quality and your ownership experience are very important to us. Lexus recently identified a momentary sensation that some drivers may consider unusual following the upshift into 3<sup>rd</sup> gear while in Economy ("ECO") mode.

As part of our continuing efforts to provide superior customer satisfaction and to optimize vehicle performance, Lexus would like to reflash the Engine Control Module (ECM) calibration in your GS 350 to eliminate this condition from occurring.

What should you do?

Any Lexus dealer will reflash the ECM with a new calibration at **No Charge** to you.

What if you have other questions?

*Your local Lexus dealer will be more than happy to answer any of your questions and arrange an appointment to perform the reflash.* If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

We have sent this notice in the interest of your continued satisfaction with our products. We apologize for any inconvenience.

Thank you for driving a Lexus.

Sincerely,

LEXUS DIVISION  
TOYOTA MOTOR SALES, USA, INC.