



May 16, 2012

To: Area Managers
From: Don Fordiani - National Field and Dealer Operations Manager
Subject: Update - 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 3rd 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. Please refer to the GS 350 Warranty Administrator Job Aid for specific guidelines on correct claim submission.

Model	Opcode	Description	Flat Rate Hour
GS 350	2624BA	Confirm Engine ECM Calibration ID	0.2 hr./vehicle
	2624BB	Confirm Engine ECM Calibration ID and Reflash with Updated Calibration ID	0.8 hr./vehicle
	2624BE	ECM reflash (combined with LSC CLC HVAC ECU calibration update)	0.6 hr./vehicle
	2624BF	ECM reflash (combined with LSC CLC HVAC ECU calibration update and Safety Recall CLD VGRS ECU calibration update)	0.4 hr./vehicle

*The flat rate times include 0.1 hours for administrative cost per unit for the dealership.

Lexus' usual customer care amenities of car wash and fuel tank fill apply to this Customer Satisfaction Campaign. 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



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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 3rd 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 3rd 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.

Warranty Claim Submission Guidelines for 2013 GS 350

- Customer Satisfaction Campaign (CLS) CLA – Engine Control Module (ECM) Reflash
- Limited Service Campaign (LSC) CLC – Heating, Ventilation, and Air Conditioning (HVAC) System Update
 - Safety Recall CLD – Variable Gear Ratio Steering (VGRS) Off-Center

1. Service Advisors and Technicians: Verify vehicle eligibility prior to vehicle repair.
2. Warranty Administrator: Pull up the associated repair order in the Claims Processing System or refer to the repair order hard copy to identify which procedures were completed during the service visit requiring a claim(s) to be submitted.

Note: Lexus will debit any overlapping labor paid on warranty claims incorrectly submitted by dealers.



TECHNICAL INSTRUCTIONS
FOR
CUSTOMER SATISFACTION CAMPAIGN CLA
ENGINE CONTROL MODULE (ECM) REFLASH
CERTAIN 2013 MODEL YEAR GS350

UPDATED MAY 24, 2012

TECHNICAL INSTRUCTION UPDATE NOTICE:

Updated 5/24/12

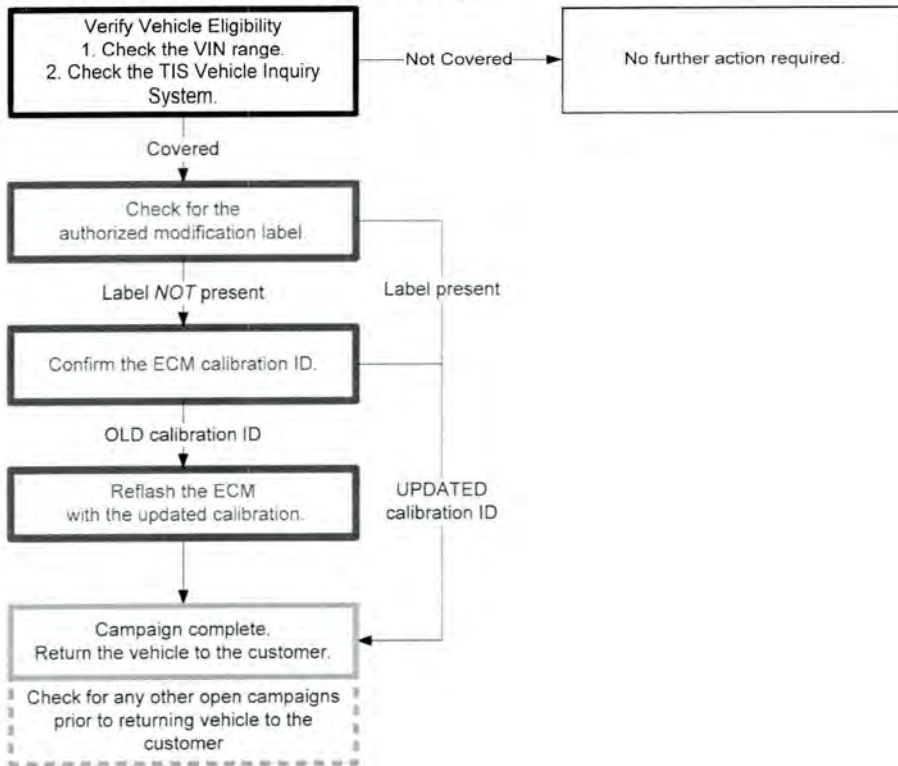
- Operation flowchart has been updated (SECTION I)
- Warranty Claim Submission Guidelines have been added (SECTION VII)

Updated 2/23/12

- VIN information has been added
- Reflash procedure has been updated (SECTION VI)

Previous versions of these Technical Instructions should be discarded.

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. COVERED VIN RANGE

WMI	Year	VIN Range	
		VDS	Range
JTH	2013	BE1BL	5000150-TBD
		CE1BL	5000125-TBD

NOTE:

- Check the TIS Vehicle Inquiry System to confirm the VIN is involved in this Customer Satisfaction Campaign, and that the campaign has not already been completed prior to dealer shipment or by another dealer.
- TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

A. PARTS

Part Number	Part Description	Quantity
00451-00001-LBL	Authorized Modification Label*	1

*Labels can be ordered in packs of 25 from the MDC through Dealer Daily website

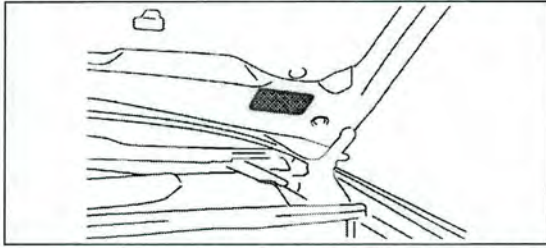
B. TOOLS & EQUIPMENT

- TIS Techstream
- Techstream Lite
- GR8 Battery Diagnostic Station

IV. BACKGROUND

Lexus recently identified a momentary sensation that some drivers may consider unusual following the upshift into 3rd 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.

V. ECM CALIBRATION ID VERIFICATION



1. CHECK FOR THE AUTHORIZED MODIFICATION LABEL

- a) Open the hood to determine if the modification label is present.

INSPECTION RESULT	ACTION REQUIRED
Label NOT present	Proceed to STEP 2. ECM CAL ID
Label present	Not affected, campaign complete

2. CONFIRM THE ECM CALIBRATION ID

- a) Perform a health check.
- b) Confirm the current calibration ID in the ECM.

MODEL	CURRENT CALIBRATION ID	ACTION REQUIRED
2WD	Main	330S2000
	Sub	530G4000
4WD	Main	330S3000
	Sub	530G5000

Proceed to
STEP VI. ECM REFLASH PROCEDURE

NOTE: If the calibration ID is **NOT** listed above, the vehicle is not affected and the campaign is complete.

VI. ECM REFLASH PROCEDURE

1. CONNECT THE GR8

- a) Set the GR8 to Power Supply Mode to help maintain 13.5 volts during ECM reprogramming.



- A battery charger set to power supply mode **MUST** be used during reprogramming.
- ECM damage may occur if the correct battery charger setting is not used.

2. REFLASH THE ECM

- a) Click yes on the health check results screen, or follow the links below to begin the reflash process.

MODEL	ECM	CURRENT CAL ID	UPDATED CAL ID
2WD	Main	330S2000	330S2100
	Sub	530G4000	Same (not updated)
4WD	Main	330S3000	330S3100
	Sub	530G5000	Same (not updated)

NOTE:

- For general reprogramming procedures, refer to [L-SB-0015-10](#).
- Confirm the latest version of Techstream software is being used.

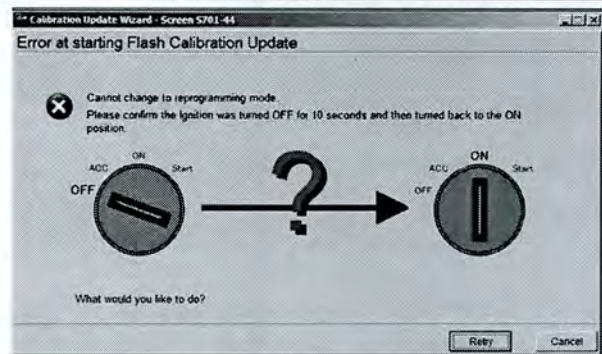
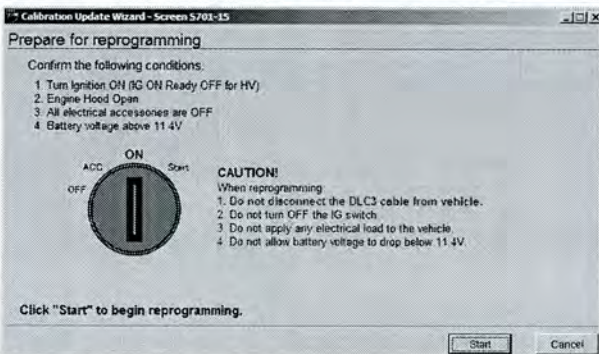


- If the Techstream does not have sufficient battery power the reflash will fail.
- Confirm the DLC3 cable is in good condition before attempting reflash.

PAY CLOSE ATTENTION DURING THIS STEP OF THE REFLASH PROCESS

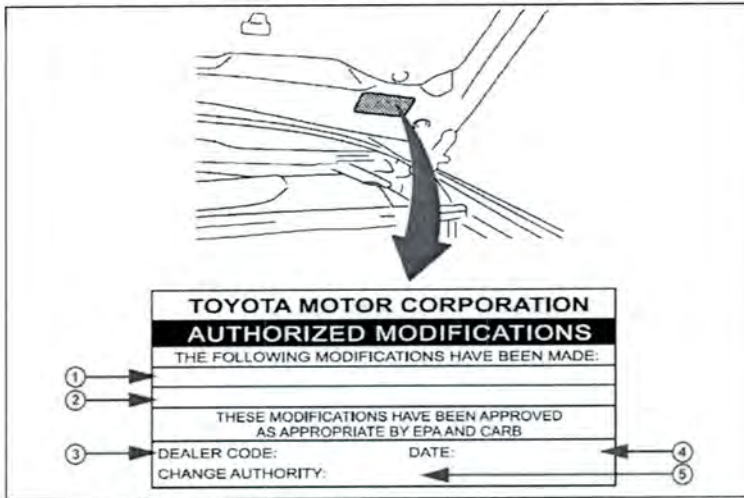
After turning IG ON it may be necessary to wait an additional 25-30 seconds before pressing Start on the CUW.

If Start is pressed on the CUW before allowing enough time to elapse, an error may occur and the CUW will request that you retry the process.



3. ATTACH THE AUTHORIZED VEHICLE MODIFICATION LABEL

- a) Fill out the label.
- b) Affix the label to the under-side of the hood.



1	Replacement ECM P/N 2WD – 89661-30U51 4WD – 89661-30U61
2	New Calibration ID 2WD – 330S2100 4WD – 330S3100
3	Dealer Code
4	Date Completed
5	Campaign Code (CLA)

4. CHECK FOR DTCs

5. CHECK FOR ANY OTHER OPEN CAMPAIGNS

- a) Check for any other open campaigns prior to returning vehicle to the customer.



- If applicable, advise the warranty administrator that multiple campaigns have been completed on this vehicle.
- Refer to the attached Warranty Claim Submission Guidelines for assistance with claim submissions.

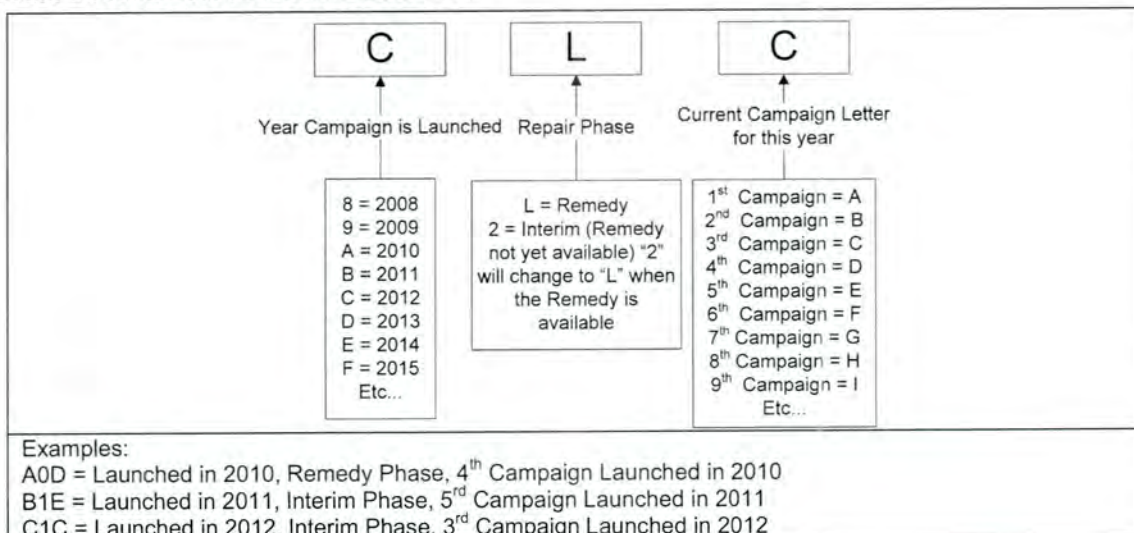
◀ VERIFY REPAIR QUALITY ▶

- Confirm the GR8 is set up properly prior to beginning the reprogramming
- Confirm the reflash completes successfully
- Confirm the Authorized Vehicle Modification Label is filled out and affixed to the vehicle
- Confirm there are no DTCs in the ECM

If you have any questions regarding this update, please contact your regional representative

VII. APPENDIX

A. CAMPAIGN DESIGNATION DECODER



Warranty Claim Submission Guidelines for 2013 GS 350

- Customer Satisfaction Campaign (CLS) CLA – Engine Control Module (ECM) Reflash
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