



February 11, 2013

To: Lexus General Managers

Subject: UPDATE REGARDING CUSTOMER NOTIFICATION OF SETTLEMENT AGREEMENT IN ECONOMIC LOSS LITIGATION RELATED TO PAST RECALLS

In December 2012, Toyota announced that it had entered into an agreement to resolve certain economic loss class action litigation in the U.S. This update offers additional information to help you and your staff provide information to dealers to help them answer inquiries from customers.

Background

As announced at the end of last year, Toyota has entered into a proposed settlement to resolve certain class action litigation filed against the company in the wake of the 2009/2010 recalls. On February 11, 2013, the next phase of the settlement process will begin. During this phase, the court-appointed Administrator will mail notifications to certain current and former customers alerting them to the settlement. Approximately 20 million notices will be mailed by March 29, 2013.

In addition, beginning in March notice of the settlement will run in select U.S. publications and banner ads will be posted on the internet in order to alert consumers to the settlement. The broad reach of the notification process could generate inquiries from customers, who may reach out to Lexus dealers for more information. A copy of the publication schedule is attached for your reference (*please do not distribute this document*).

The text of the mailed and published notices is available on the settlement website, www.ToyotaELsettlement.com.

The Court has instructed that all inquiries regarding the settlement should be directed to a court-appointed administrator, Gilardi & Company. For more information, customers can visit the settlement website or call 877-283-0507. A copy of the proposed settlement agreement is also available on the website; it includes a list of affected vehicles, a description of the settlement and estimated dates and deadlines.

Please note that the Court must grant final approval of the settlement before eligible participants are determined and any benefits are made available. Because the settlement is contingent on Court approval, we will provide you with further updates and additional information if the settlement is approved. You can also check the settlement website for status updates.

1. Dealer Notification

Lexus will notify dealers on February 11, 2013 of the planned notification mailings and advertisements. To answer any questions that the dealers may have about the customer notification process, and to help them address any questions that customers may have, Lexus will also send the attached Customer/Dealer FAQ.

2. Owner Notification

The Court has instructed that all inquiries regarding the settlement should be directed to a court-appointed administrator, Gilardi & Company. Customers with questions about the settlement should be directed to the settlement website, www.ToyotaELsettlement.com, or asked to call 877-283-0507.

3. Media Contacts

For *news media inquiries only*. While we do not anticipate media coverage of the notifications, due to the nature of this process and the settlement agreement, it is imperative that all media representatives (local and national) receive a consistent message. For this reason, *all media inquiries* must be directed to the Toyota media line, at (310) 468 5297. (Please do not provide these numbers to customers or direct dealership associates to call).

Please review all of the attached materials with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

Thank you for your cooperation,

Lexus Service and Parts Operations Department

Enclosures

Dealer Letter

FAQ for Customers and Dealers

cc: Area Assistant General Managers
Area Customer Service Operations Managers
Area Customer Services Field Managers
Area Technical Services and Training Managers
Area District Service and Parts Managers
Area Customer Satisfaction Managers
Lexus PDC Managers
Area Field Technical Specialists
Region/Private Distributor Service Training Specialists
Area Vehicle Operations Managers
Field Product Engineers