



Volume: XVIII
Number: TC14-038
Date: 9/2/2014
 Action
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 Information

PRODUCT SUPPORT DIVISION

To: All PD Dealer Operations/Parts & Service Vice Presidents,
All Region/PD Customer Service Field Managers,
All Region/PD Technical Service & Training Managers,
All Region/PD Customer Service Operations Managers

From: Bob Waltz 
Vice-President, Product Quality and Service Support

Subject: Owner Renotification of Non-Completed Safety Recalls

Toyota will be sending Safety Recall Follow-Up Notices to remind owners whose vehicles have not yet had campaign repairs completed. Please note the following information for Regional and PD associates.

1. Safety Recalls Covered in the Renotification

Campaigns	Description (Title)	Model and Model Year
COM	Power Window Master Switch	Various Toyota and Scion Models
*D0B	SRS Electronic Control Module	2003 to 2004 MY Corolla

*Letters will only be sent to vehicles located in the following locations Florida, Hawaii, Puerto Rico, and Virgin Islands.

2. Dealer Letter Mailing Date

Dealer Letters will be mailed in late August, 2014.

3. Follow-Up Owner Notification Letter Mailing Date

The Safety Recall 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, over a period of several weeks consistent with parts availability.

4. Customer Handling and Dealership Follow-Up

Toyota encourages dealerships to follow-up with their customers by telephone to remind them of the non-completed Safety Recall. A word track has been provided in the dealer letter 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.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts. Please refer to the attached Dealer Letter for additional information.

Thank you for your cooperation.

Enclosures

cc: Region/Private Distributor Assistant General Managers
 Region/Private Distributor Customer Service Operations Managers
 Region/Private Distributor Service Managers/Directors/VPs
 Region/Private Distributor Parts Managers/Directors/VPs
 Region/Private Distributor Customer Services Field Managers
 Region/Private Distributor Technical Services and Training Managers
 Region/Private Distributor District Service and/or Parts Managers
 Region/Private Distributor Customer Relations Managers
 Region/Private Distributor PDC Managers
 Region/Private Distributor Field Technical Specialists
 Region/Private Distributor Service Training Specialists
 Region/Private Distributor Vehicle Operations Managers
 Field Product Engineers

To: All Toyota Dealer Service Managers & Parts Managers

Subject: Owner Renotification of Non-Completed Safety Recalls

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 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 Recalls Covered in the Renotification

Campaigns	Description (Title)	Model and Model Year
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*Letters will only be sent to vehicles located in the following locations Florida, Hawaii, Puerto Rico, and Virgin Islands.

2. Follow-Up Owner Notification Letter Mailing Date

The Safety Recall 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. 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.

5. New Vehicles in Dealer Stock

As required by Federal law, dealers are not to deliver any new vehicles in their inventory that are involved in a Safety Recall unless the defect has been remedied. Vehicle Safety Recall completion can be verified through TIS.

6. Pre-Owned Vehicles in Dealer Stock

Toyota requests dealers to conduct the remedy on any pre-owned vehicles in dealer inventory that are covered by a Safety Recall prior to delivery to the customer.

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.