

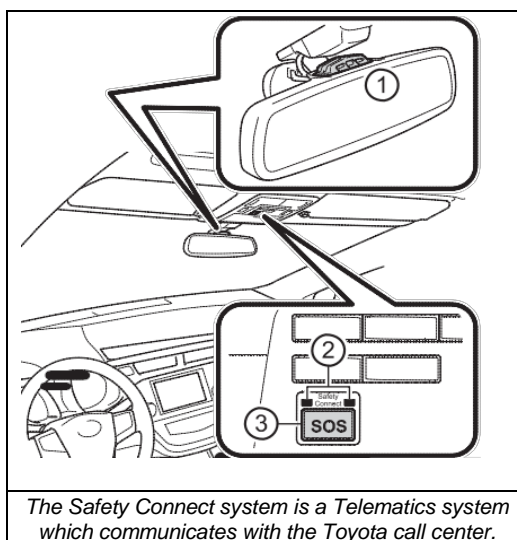
To: All Toyota Dealer Principals, Service Managers, and Parts Managers

Subject: Limited Service Campaign E0K
Certain 2014 Model Year Avalon, Avalon Hybrid, Highlander, and Sienna Vehicles
Safety Connect System Disabled

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) to initialize and verify proper operation of the Safety Connect System. This LSC will cover 167 Avalon, Avalon Hybrid, Highlander, and Sienna vehicles (Certain 2014 Model Year).

Background

The subject vehicles are equipped with Safety Connect, which allows drivers to contact the Toyota 24/7 response center at the touch of a button. Toyota has identified that the Safety Connect System in the subject vehicles has become disabled due to an unplanned expiration of the Mobile Identification Number/Mobile Directory Number.



Limited Service Campaign (LSC) Remedy

Toyota dealers are requested to initialize and verify proper operation of the Safety Connect System by reprogramming the Data Communication Module (DCM) with the valid Mobile Identification Number/Mobile Directory Number at **NO CHARGE** to the vehicle owner. This LSC will remain available until **May 31, 2017**.

The following vital information is provided to inform you and your staff of the owner notification timing and your degree of involvement.

1. Owner Notification

The owner notification will commence in late May, 2014, approximately one week after the dealer notification. In addition to owner mailings, Toyota's Customer Experience Center will contact customers whose vehicles are involved in this LSC.

Toyota makes significant effort to obtain current customer name and address information from each state through industry resources when mailing owner letters. In the event your dealership receives a notice for a vehicle that was sold prior to the LSC announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

(Owner Notification Continued . . .)

Please note that only owners of the covered vehicles will be notified. If you are contacted by an owner who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

2. New and Used Vehicles in Dealership Inventory (In-Stock Vehicles)

To ensure customer satisfaction Toyota requests that dealers perform this remedy on any New or Used Vehicle in dealer inventory that is covered by this LSC prior to customer delivery.

3. Dealer Summary Reports

Summary Reports, containing the following will be enclosed in the dealer packet:

- A VIN list containing vehicles in Dealer Stock is located in the Appendix.
- The number of covered vehicles in your dealership’s primary marketing area.

4. Number and Identification of Covered Vehicles

There are 167 specific 2014 Avalon, Avalon Hybrid, Highlander, and Sienna vehicles covered by this LSC in the U.S.

Model	WMI	MY	VDS	START	FINISH	UIO
Avalon	4T1	2014	BK1EB	U085708	U093137	73
Avalon Hybrid	4T1	2014	BD1EB	U020971	U023545	20
Highlander	5TD	2014	DKRFH	S005618	S010058	51
			YKRFH	S005068	S006709	22
Sienna	5TD	2014	DK3DC	S073641	S073641	1

Please note that **not all vehicles in the VIN range are covered** by this LSC. If you are contacted by an owner who has not yet received the notification, please **verify coverage by confirming through TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

5. Parts Ordering

Replacement parts are not required to perform the LSC E0K.

6. Remedy Procedures

Please refer to TIS for Technical Instructions. Technicians will need to utilize Techstream to initialize and verify proper operation of the Safety Connect System.

Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

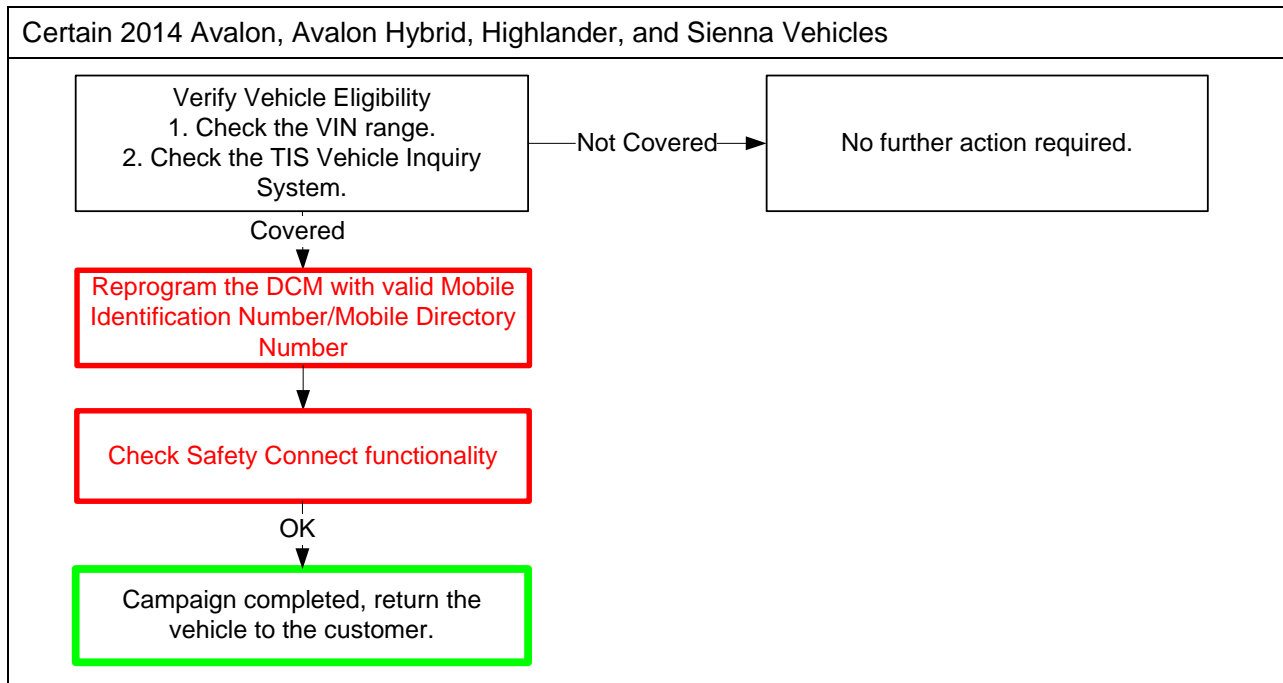
7. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the LSC process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly; technicians performing this LSC repair are required to currently hold at least one of the following certification levels:

- **Toyota Certified (any specialty)**
- **Toyota Expert (any specialty)**
- **Master**
- **Master Diagnostic Technician**

It is the dealership’s responsibility to select technicians with the above certification level or greater to perform this Limited Service Campaign repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

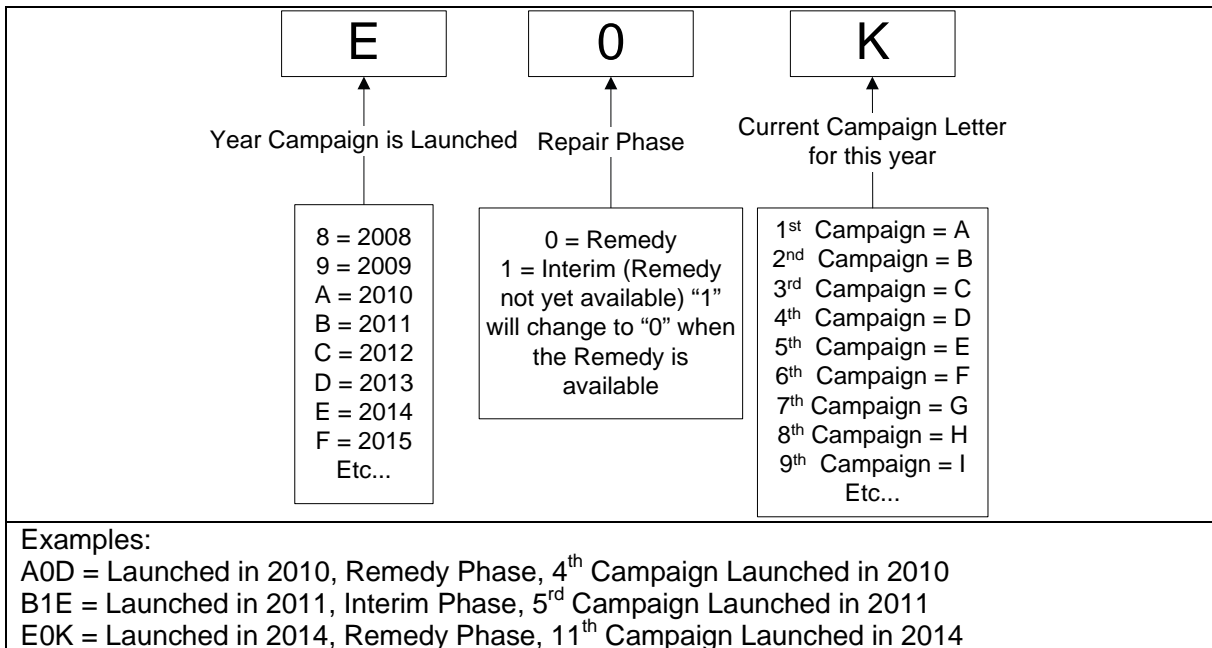
8. Warranty Reimbursement Procedure



LSC	Model	Op. Code	Description	Flat Rate
E0K	All Applicable Models	AGG41A	Re-program	0.3 hr/vehicle

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

9. Campaign Designation Decoder



10. Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

11. Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Cindy Knight (310) 468-2170 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates)

12. Customer Contacts

A FAQ is attached to help dealerships respond to any customer concerns. If the customer has any further questions, they are requested to contact the Toyota Customer Experience Center. The Toyota Customer Experience Center can be reached at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time.

Please note the attached FAQ is published on the www.Toyota.com website for customer viewing.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Limited Service Campaign.

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

E0K DEALER STOCK VIN LIST

DEALER	VIN	DEALER	VIN
11009	4T1BD1EB2EU020971	45083	4T1BK1EB4EU092177
13047	4T1BD1EB8EU022692	31181	4T1BK1EB9EU092188
31158	4T1BD1EB6EU023372	19005	4T1BK1EB8EU092196
39056	4T1BD1EB0EU023383	37083	4T1BK1EB9EU092238
21072	4T1BD1EB5EU023542	14044	4T1BK1EB9EU092286
16056	4T1BK1EB7EU085708	37077	4T1BK1EB5EU092298
45074	4T1BK1EB6EU091564	41021	4T1BK1EB8EU092313
29031	4T1BK1EB1EU091701	31178	4T1BK1EB1EU092315
48039	4T1BK1EB4EU091868	34070	4T1BK1EB7EU092349
5011	4T1BK1EBXEU091955	45013	4T1BK1EBXEU092359
19060	4T1BK1EB7EU091976	48061	4T1BK1EB2EU092372
21043	4T1BK1EB2EU091979	16004	4T1BK1EB5EU092396
13061	4T1BK1EB8EU092022	48030	4T1BK1EB8EU092408
37176	4T1BK1EB2EU092033	48012	4T1BK1EB1EU092525
31110	4T1BK1EB1EU092038	14052	4T1BK1EB9EU092921
24053	4T1BK1EB5EU092043	48036	4T1BK1EB5EU093015
34085	4T1BK1EB8EU092067	12096	4T1BK1EB4EU093071
12137	4T1BK1EB6EU092083	34041	4T1BK1EB4EU093118
7005	4T1BK1EBXEU092099	37164	5TDDKRFH3ES007834
32085	4T1BK1EBXEU092118	19042	5TDDKRFHXES007992
31181	4T1BK1EB9EU092126	12130	5TDDKRFH6ES008928
45081	4T1BK1EB6EU092147		