

Toyota Motor Sales, U.S.A., Inc. 19001 South Western Avenue Torrance, CA 90501 (310) 468-4000

To:

All Toyota Dealer Principals, Service Managers, Parts Managers

Subject:

Owner's Manual Update

Certain 2010 through 2013 Model Year Prius Plug-in Hybrid Vehicles Certain 2012 through 2013 Model Year RAV4 Electric Vehicles

This information is provided for reference only; there is no action necessary by your dealership in regards to customer vehicles. However, we do request that dealers apply the update label to any covered vehicles in new or used dealer inventory.

In late April 2014, Toyota will be mailing an update to the Owner's Manual for certain 2010 through 2013 Model Year Prius Plug-in Hybrid Vehicles (PHV) and certain 2012 through 2013 RAV4 Electric Vehicles (EV). Sample Owner Letter labels are provided below for your reference.

1. Owner Letter Mailing Date

The attached Owner Letter will be mailed by first class mail in late April 2014. Approximately 19,500 Owner's Manual Update notices will be sent. *However, there is no action necessary by the dealership in regards to customer vehicles.*

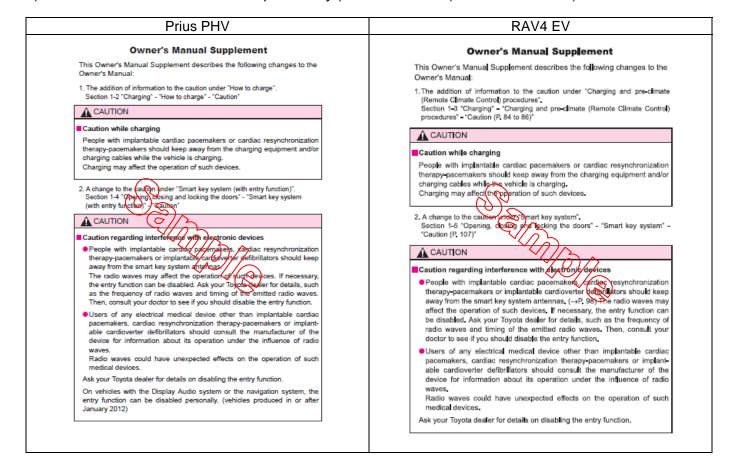
2. New or Used Vehicles in Dealer Inventory (In-Stock Vehicles)

To ensure customer satisfaction Toyota requests that dealers install the Owner's Manual Update Label(s) on any covered new or used vehicle in dealer inventory. Included in this packet are additional labels for use on vehicles in dealer inventory. When installing the labels on covered vehicles in your dealership's inventory, please refer to the guidelines on the following pages.

Note:

- If our records indicate your dealership is the current owner of a covered vehicle, you will receive an owner notification letter for that vehicle. If your dealership has already sold the vehicle, please forward the owner letter to the current owner.
- When installing the labels on covered vehicles in your dealer's inventory, please be aware of the following:
 - This update is for certain 2010 through 2013 Model Year Prius PHV and certain 2012 through 2013 RAV4 EV.
 - VINs will not be loaded on TIS.

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



Please review this notification with your staff to ensure that all relevant personnel have been briefed regarding this subject.

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