

To: All Toyota Dealer Service Managers & Parts Managers

Subject: Owner Renotification of Non-Completed Safety Recalls

Limited Service Campaign completion is important and is an integral part of our commitment to meet customer expectations of Toyota products. Toyota will be sending Limited Service Campaign 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. Limited Service Campaigns Covered in the Renotification

| Campaigns | Description (Title) | Applicable States | Model and Model Year | Expiration Date |
|-----------|------------------------------------------|-----------------------|---------------------------------|----------------------|
| C0D | Corrosion-Resistant Compound Application | Cold State Only* | Certain 2001 to 2004 MY Sequoia | July 31, 2014 |
| CSD | Frame Inspection | Warm State Vehicles** | Certain 2001 to 2004 MY Sequoia | July 31, 2014 |

* **(Cold States) CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI & WV**

****(Warm States) AK, AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, KS, LA, MO, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, UT, WA, and WY.**

2. Follow-Up Owner Notification Letter Mailing Date

The Limited Service Campaign 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.

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.