

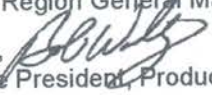
TOYOTA

SB-10056520-1881

PRODUCT SUPPORT DIVISION

Volume: XIX
Number: TC14-015
Date: 07/24/2014
 Action
 Retain
 Information

INTEROFFICE MEMORANDUM

To: All Toyota Region General Managers/Vice Presidents
From: Bob Waltz, 
Group Vice President, Product Quality and Service Support
Subject: Limited Service Campaign (LSC) E0J
Certain 2013 – 2014 Model Year Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) on certain 2013 – 2014 Model Year Avalon and Avalon Hybrid vehicles. This LSC will cover approximately 77,600 vehicles.

Background

On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.

Limited Service Campaign (LSC) Remedy

Authorized Toyota dealerships are requested to replace the driver and passenger front seatback board at **NO CHARGE** to the vehicle's owner.

This LSC will be available until **July 31, 2017**, and will only be available at an authorized Toyota Dealer.

1. Dealer Letter Mailing Date

The attached Dealer Letter will be sent to all Toyota dealers in late July, 2014.

2. Owner Notification Mailing Date

The owner notification will commence in late July, 2014, approximately one week after the Dealer Letter.

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

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

To ensure customer satisfaction Toyota requests that dealers conduct this LSC remedy on any new or used vehicles currently in dealer inventory that are covered by this LSC prior to customer delivery.

4. Number and Identification of Covered Vehicles

There are approximately 77,600 Avalon and Avalon Hybrid Vehicles covered under this LSC.

5. Parts Ordering Process (Dealer Ordering Solutions)

Orders can be placed through the dealership's facing PDC. The Seatback Board kits have been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria. Each dealer has received specific dealer ordering criteria in an email from their facing PDC Manager based on Repair Order Volume * PDC Affected UIO. Therefore, it is vital that each dealership work with both Parts and Service to immediately file claims and coordinate appropriate kit orders.

Additional Part Ordering information can be found in the dealer communication.

6. Region/District Summary Reports

We have enclosed the following LSC E0J Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package:

- Region/PD Summary Report that provides an overview of the entire Region/PD for this LSC.
- A District Summary Report that indicates the number of covered vehicles per dealership in each district for this LSC.

The attached Dealer Notification Letter contains additional details.

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

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
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers



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

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

Subject: Limited Service Campaign (LSC) E0J
Certain 2013 – 2014 Model Year Toyota Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) on certain 2013 – 2014 Model Year Avalon and Avalon Hybrid vehicles. This LSC will cover approximately 77,600 vehicles.

Background

On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.

Limited Service Campaign (LSC) Remedy

Authorized Toyota dealerships are requested to replace the driver and passenger front seatback board at **NO CHARGE** to the vehicle's owner.

This LSC will be available until **July 31, 2017**, and will only be available at an authorized Toyota Dealer.

1. Owner Notification Mailing Date

The owner notification will commence in late July, 2014, approximately 1 week after the dealer notification.

Toyota tries hard 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.

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 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 conduct the LSC remedy on any new or used vehicles currently in dealer inventory that are covered by this LSC prior to customer delivery.

3. Number and Identification of Covered Vehicles

There are approximately 77,600 (2013 – 2014 MY) Avalon and Avalon Hybrid vehicles covered by this LSC.

| WMI | MY | VDS | START | FINISH |
|-----|------|-------|---------|---------|
| 4T1 | 2013 | BD1EB | U001001 | U018728 |
| | | BK1EB | U001002 | U077873 |
| | 2014 | BD1EB | U013774 | U018782 |
| | | BK1EB | U063828 | U078048 |

(Covered Vehicles continued . . .)

Please note that only owners of the covered vehicles will be notified. If a dealer is 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. Not all vehicles in the VIN range are covered by this LSC.

4. Dealer Summary Reports

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

- The number of covered vehicles in your dealership's primary marketing area. (Please verify eligibility by confirming through TIS prior to performing repairs.)
- A suggested initial parts ordering quantity.

5. Parts Ordering

Dealer Ordering Solutions:

Orders can be placed through the dealership's facing PDC. The kits have been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria

The same kit is used for the Driver and Passenger seatback. Two kits are required per vehicle.

| Part Number | Part Description | Color | Quantity |
|----------------|---------------------------|------------|----------|
| 04004-08107-A0 | Front Seatback Board Kit* | Flaxen | 2 |
| 04004-08107-B0 | Front Seatback Board Kit* | Light Gray | 2 |
| 04004-08107-C0 | Front Seatback Board Kit* | Black | 2 |

* Each Front Seatback Board Kit includes one (1) Seatback Board and two (2) Screws.

Each dealership will receive specific dealer ordering criteria in an email from TMS Special Activities group based on Repair Order Volume * PDC Affected UIO. Dealers ordering criteria will also be available through the Customer Support Leader at their facing PDC. Therefore, it is vital that each dealership work with both Parts and Service to immediately file claims and coordinate appropriate kit orders. A sample of the Parts Allocation Report has been attached below for your reference.

| <h2 style="color: red; margin: 0;">TOYOTA</h2> <h3 style="margin: 0;">Parts Allocation Report</h3> <p style="margin: 0;">99999 SAMPLE TOYOTA of NOWHERE</p> <p style="font-size: small; margin: 0;">The below matrix provides information for parts managed by NAPO Dealer Ordering Solution (DOS) and illustrates updates to your current daily allocation quantities. Parts shipments, arrivals and inventory quantities at your local PDC will change daily as parts are received and shipped from NAPO Suppliers. Therefore, your daily allocation quantity is subject to change based on the parts in-stock availability as well as in-transit inventory to your facing PDC. This report is provided as needed when daily allocation changes for DOS parts.</p> <p style="font-size: small; margin: 0;">Parts with recent changes will be illustrated from top to bottom with the most recent effective date.</p> <p style="font-size: small; margin: 0;">If you have any questions or concerns, please contact your facing PDC Customer Support Leader, John Q Sample at (999) 999-9999.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="font-size: x-small;">Part Number</th> <th style="font-size: x-small;">Total Allocation Quantity</th> <th style="font-size: x-small;">Allocation Quantity</th> <th style="font-size: x-small;">Allocation Frequency</th> <th style="font-size: x-small;">Total Allocation Shipped</th> <th style="font-size: x-small;">Total Allocation Remaining</th> <th style="font-size: x-small;">Effective Date</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table> | Part Number | Total Allocation Quantity | Allocation Quantity | Allocation Frequency | Total Allocation Shipped | Total Allocation Remaining | Effective Date | | | | | | | | | | | | | | | | | | | | | | <p style="color: red; font-weight: bold; margin: 0;">IMPORTANT PARTS ORDERING UPDATE</p> <p style="font-size: small; margin: 0;">All Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin 2011-087 for campaign parts that are currently returnable under the Monthly Parts Return Program and additional details.</p> |
|--|---------------------------|---------------------------|----------------------|--------------------------|----------------------------|----------------------------|----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|
| Part Number | Total Allocation Quantity | Allocation Quantity | Allocation Frequency | Total Allocation Shipped | Total Allocation Remaining | Effective Date | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

6. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the recall process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly, technicians performing this recall repair must also meet at least one of the certification levels listed below:

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

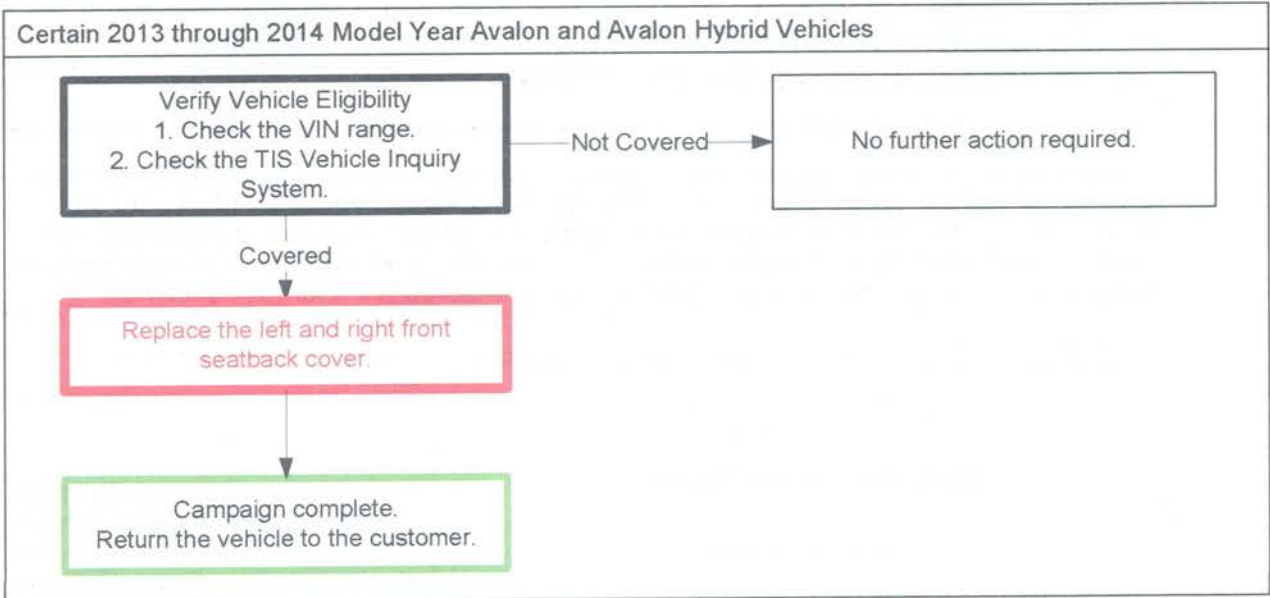
It is the dealership's responsibility to select technicians with the above certification level or greater to perform this LSC repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and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

7. Remedy Procedures

Please refer to TIS for Technical Instructions.

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

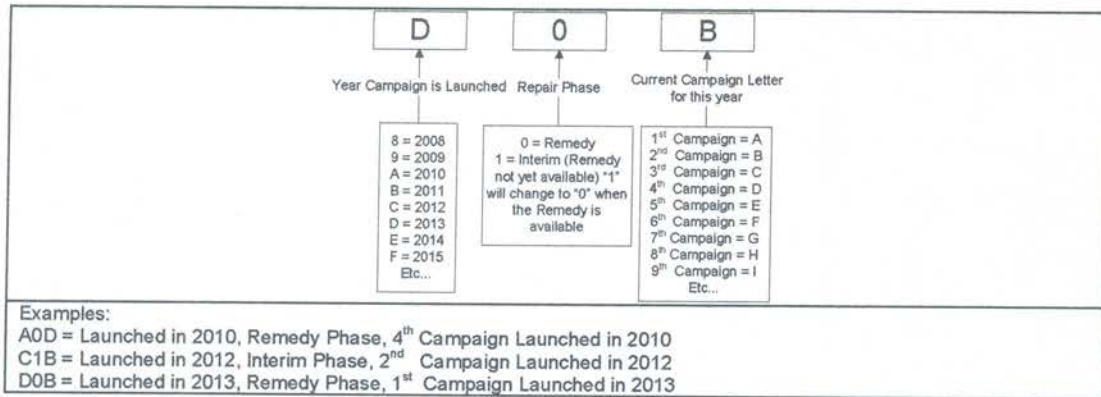
8. Warranty Reimbursement Procedure



| LSC | Op. Code | Description | Flat Rate |
|-----|----------|--|------------|
| E0J | AGG24A | Replace Driver and Passenger Seatback Board (Both Sides) | 0.5 hr/veh |

- The above operation codes include 0.1 hour 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

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or LSC remedy. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371).

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.

Certain 2013 - 2014 Model Year Toyota Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board
LIMITED SERVICE CAMPAIGN

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Limited Service Campaign, which includes your vehicle.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner. If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

What is the condition?

On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.

What is included in the Limited Service Campaign?

Any authorized Toyota dealership will replace the driver and passenger front seatback board at **NO CHARGE** to you.

This Limited Service Campaign will be available until July 31, 2017, and will only be available at an authorized Toyota Dealer.

This offer is limited to your specific vehicle whose Vehicle Identification Number (VIN) is printed at the beginning of this letter and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Manual Supplement or Owner's Warranty Information booklet. For additional information, please refer to the booklet.

How do you take advantage of this Limited Service Campaign?

Please contact an authorized Toyota dealer and make an appointment to have this remedy performed **before July 31, 2017.**

Replacement of the driver and passenger front seatback board will take approximately 45 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

If your vehicle is covered by this Limited Service Campaign, you do not need this owner letter to have the campaign completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

What if you have other questions?

- Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the repair.
- You can find additional information and locate a Toyota dealer in your area by going online and visiting www.toyota.com/recall.
- If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

What if you have previously paid for repairs to your vehicle for this specific condition?

If you have previously paid for a repair to your vehicle for this specific condition prior to receiving this letter, please mail a copy of your repair order, proof-of-payment and proof-of-ownership to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc.
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. Please allow us 6-9 weeks to process your request.

Please note the dealer will need to perform this LSC before reimbursement consideration requests can be processed.

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, USA, INC.



**Limited Service Campaign (LSC) – E0J
2013 - Certain 2014 Model Year Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board**

Frequently Asked Questions

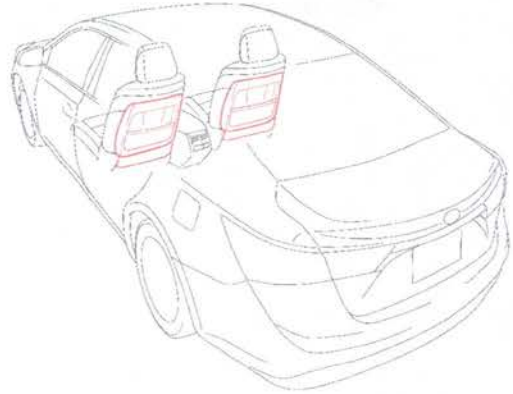
Published Late July 2014

Q1: *What is the condition?*

A1: On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.

Q1a: *What is the cause of the condition?*

A1a: The plastic portion of the seatback which secures the retention clip can develop a crack resulting in a loose seatback board.



Q2: *What is Toyota going to do?*

A2: Owners of vehicles covered by this Limited Service Campaign will receive an owner notification letter by first class mail starting in late-July 2014. Any authorized Toyota dealership will replace the driver and passenger front seatback board at **NO CHARGE** to you.

Q2a: *How does Toyota obtain my mailing information?*

A2a: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information based upon the DMV records. Please make sure your registration or title information is correct.

Q2b: *Do I need my owner letter to have the remedy performed?*

A2b: No, you do not need an owner letter to have this LSC completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present the owner notification at the time of your service appointment.

Q3: *Which and how many vehicles are covered by this Limited Service Campaign?*

A3: There are approximately 77,600 Avalon and Avalon Hybrid vehicles covered by this Limited Service Campaign in the US.

| Model | Model Year | Production Range | Appx. UIO |
|-----------|---------------------------|---|-----------|
| Avalon | 2013 through certain 2014 | Early May 2012 through mid-October 2013 | 59,900 |
| Avalon HV | | | 17,700 |

Q3a: *Are there any other vehicles covered by this Limited Service Campaign?*

A3a: No. This specific condition only affects 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles.

Q5: *How long will the repair take?*

A5: Replacement of the driver and passenger front seatback boards will take approximately 45 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q6: When will this Limited Service Campaign expire?

A6: This Limited Service Campaign will be available until **July 31, 2017**.

Q7: What if you have previously paid for repairs to your vehicle for this specific condition?

A7: Owners who have previously paid for repairs to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration.

Please note the dealer will need to perform this LSC before reimbursement consideration requests can be processed.

Q8: What if an owner has additional questions?

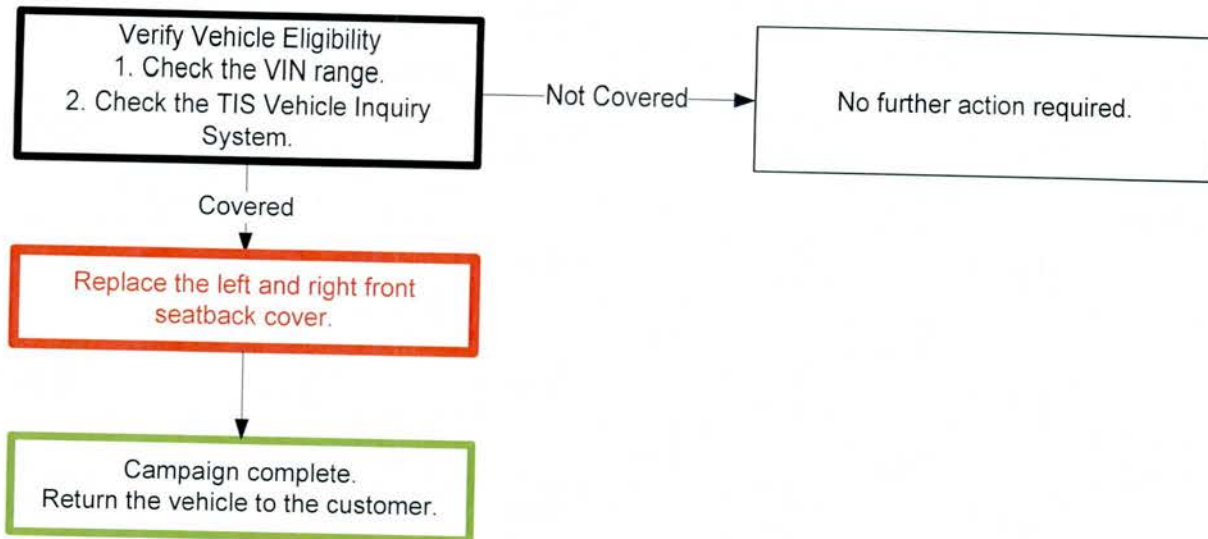
A8: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am to 4:00 pm Pacific Time.

TECHNICAL INSTRUCTIONS
FOR
LIMITED SERVICE CAMPAIGN E0J
FRONT SEATBACK COVER REPLACEMENT
CERTAIN
2013 - 2014 MODEL YEAR AVALON & AVALON HV

All dealership associates involved in the recall process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly; technicians performing this recall repair are required to currently hold at least one of the following certifications levels:

- Toyota Certified (any classifications)
- Toyota Expert (any classifications)
- Master
- Master Diagnostic Technicians

OPERATION FLOW CHART



I. IDENTIFICATION OF COVERED VEHICLES

A. COVERED VIN RANGE

| WMI | MY | VDS | START | FINISH |
|-----|------|-------|---------|---------|
| 4T1 | 2013 | BD1EB | U001001 | U018728 |
| | | BK1EB | U001002 | U077873 |
| | 2014 | BD1EB | U013774 | U018782 |
| | | BK1EB | U063828 | U078048 |

NOTE:

- Check the TIS Vehicle Inquiry System to confirm the VIN is involved in this LSC, and that the campaign has not already been completed prior to dealer shipment or by another dealer.
- **TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not covered or were completed by another dealer.**

II. PREPARATION

A. PARTS

| Part Number | Part Description (Kit Contents) | Color | Quantity |
|----------------|---|------------|----------|
| 04004-08107-A0 | Front Seatback Cover Kit (Seatback Cover & Screws) | Flaxen | 2 |
| 04004-08107-B0 | Front Seatback Cover Kit (Seatback Cover & Screws) | Light Gray | 2 |
| 04004-08107-C0 | Front Seatback Cover Kit (Seatback Cover & Screws) | Black | 2 |

Note: Two kits are required per vehicle, dependent upon the seat color. The same kit is used for both front seats.

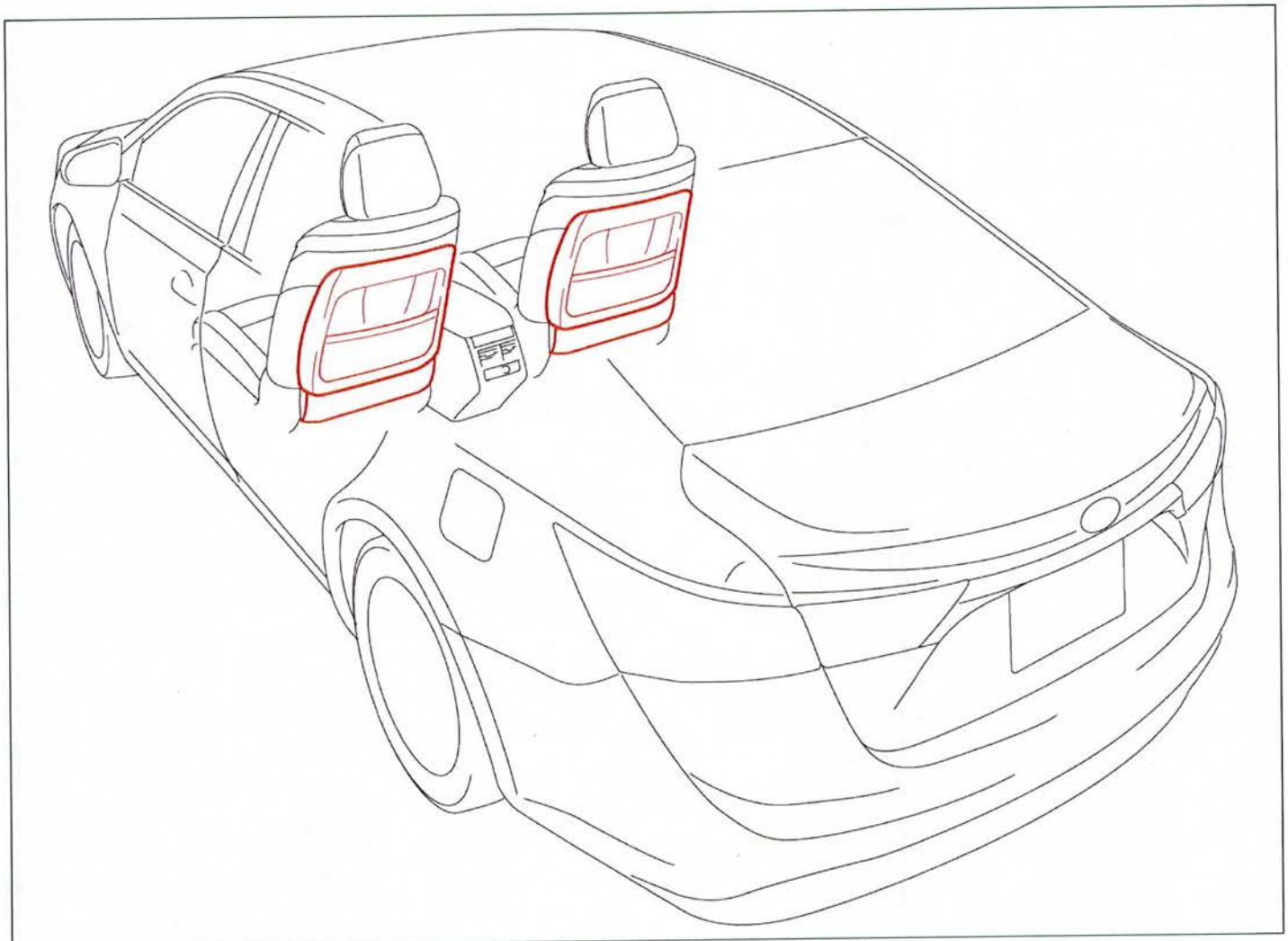
B. TOOLS, SUPPLIES & EQUIPMENT

- Standard Hand Tools

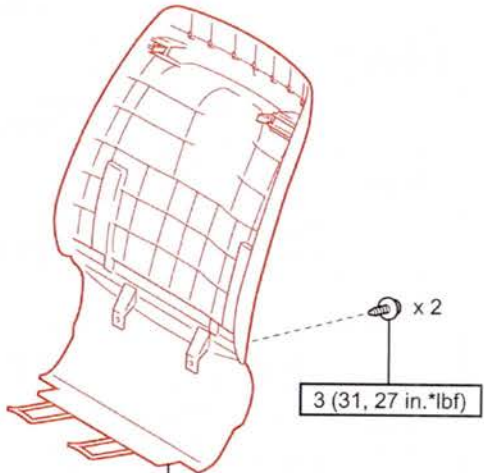
C. MATERIALS

- Protective Tape
- Protective Gloves
- Shop Cloth

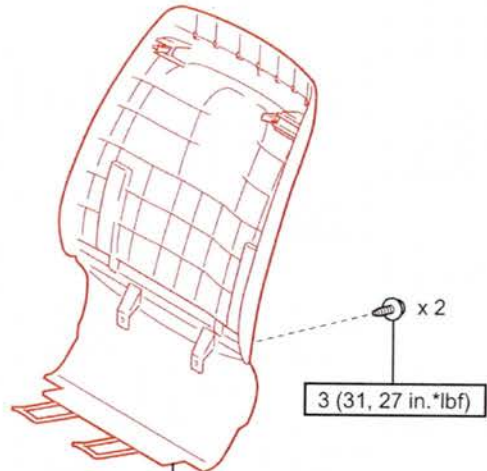
III. BACKGROUND



IV. WORK PROCEDURE



● FRONT SEATBACK BOARD
SUB-ASSEMBLY RH



● FRONT SEATBACK BOARD
SUB-ASSEMBLY LH

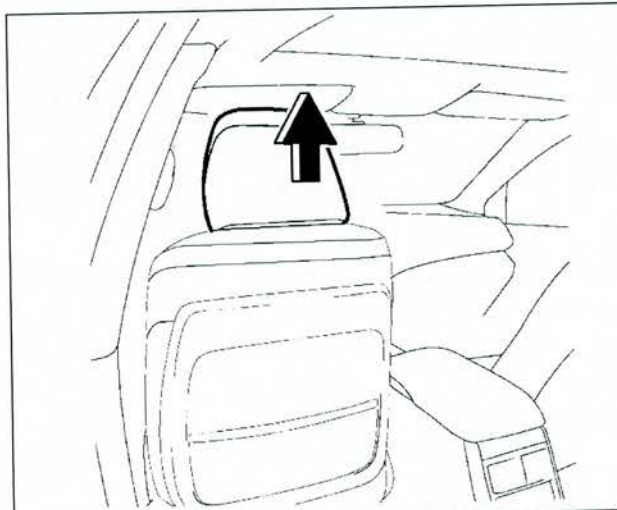
●: Replacement part

$\boxed{N*m (kgf*cm, ft.*lbf)}$: Specified torque

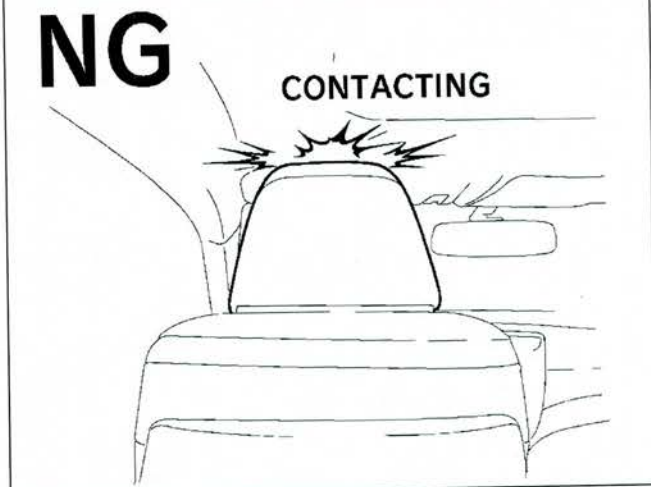
V. FRONT SEATBACK COVER REMOVEAL

NOTE:

- The same procedure applies to the left and right seat



1. RECORD FRONT SEAT POSTION
2. REMOVE THE FRONT HEAD REST

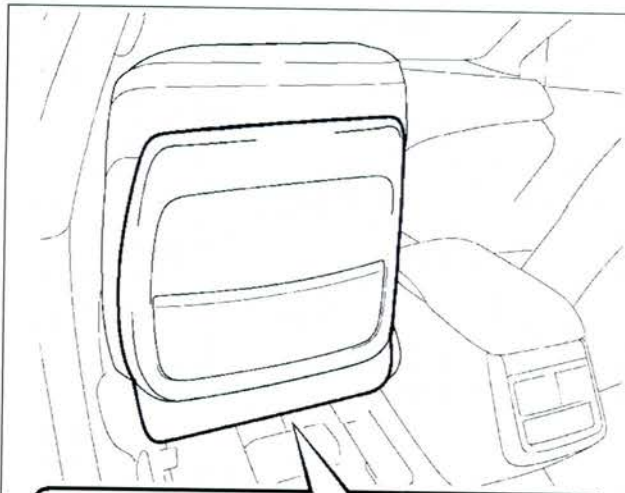


The headrest needs to be removed to prevent damaging the headliner, when the seat is in its uppermost position.

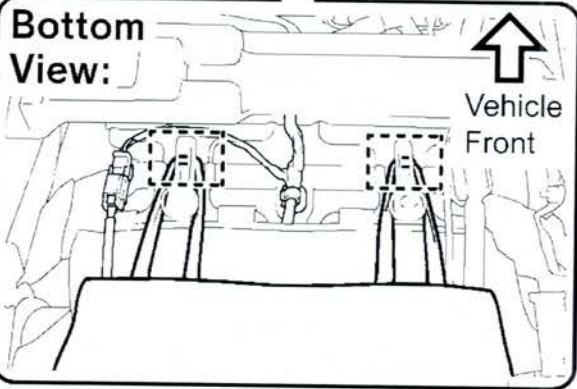


3. ADJUST SEAT POSITION

- a) Adjust the seat to the following:
 - The upper most position
 - The most forward position
 - The backrest to the most forward position



Bottom View:



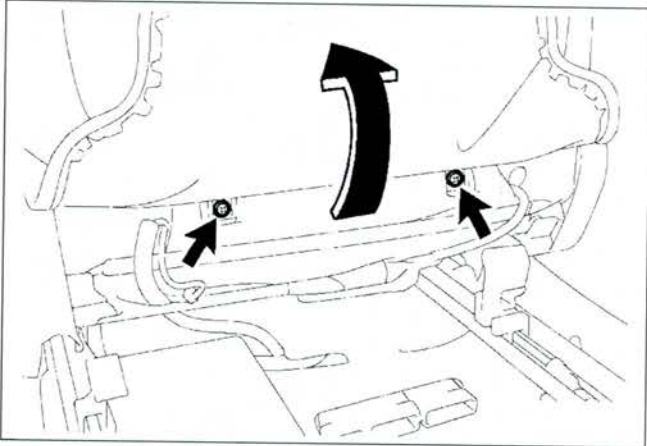
4. REMOVE THE FRONT SEATBACK COVER



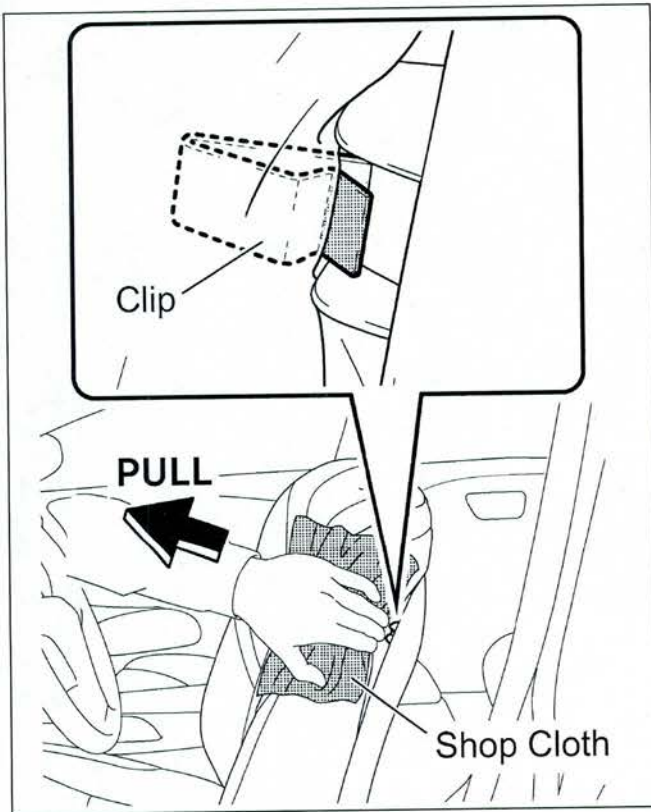
Wear protective gloves. There are sharp edges that could injure your hands.

- a) Unhook the 2 straps for the seatback fabric cover from the 2 hooks underneath the bottom seat frame.

Note: Do not disturb the wiring for the seat SRS system.



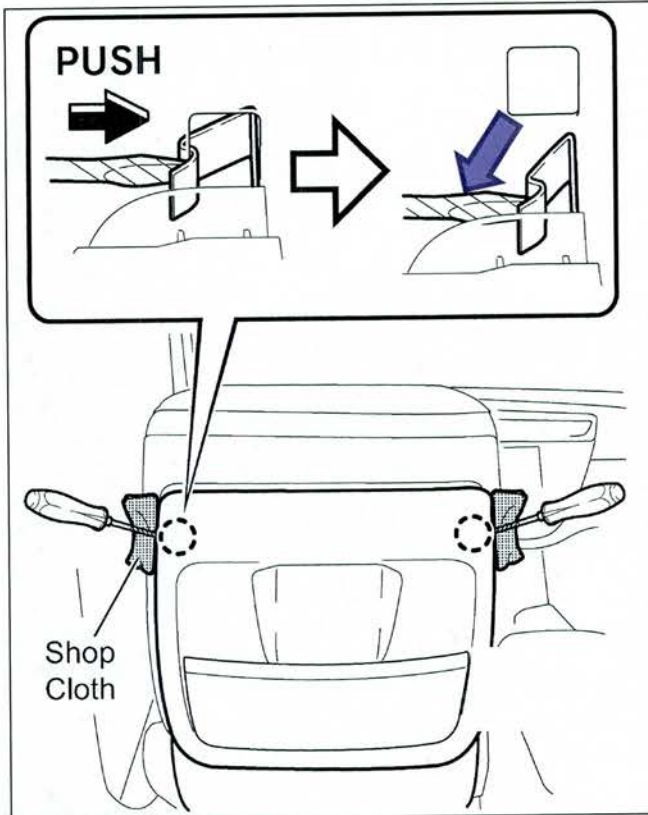
- b) Raise the cover and remove the 2 screws.



c) Cover the area shown with a clean cloth to prevent the seat cover from being damaged or soiled.

Note:

- Cover the area where the retainer clips are located. You may need to pull the seat fabric slightly forward to locate the clips.
- If necessary refer to the new seatback cover to locate the clips.

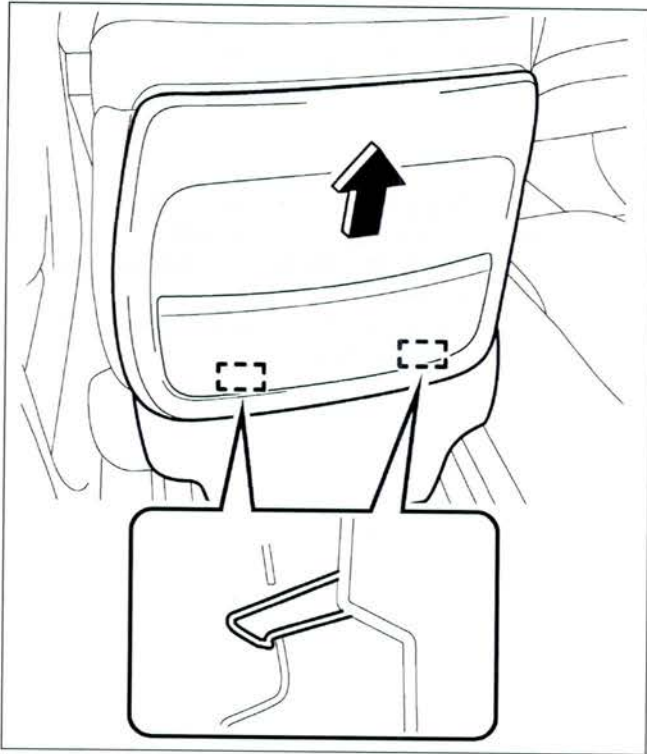


d) Using a clean screwdriver, wrap the tip with tape.

e) Carefully pull back on the top of the seatback cover enough to insert the screwdriver and release the clip on each side of the seatback cover.

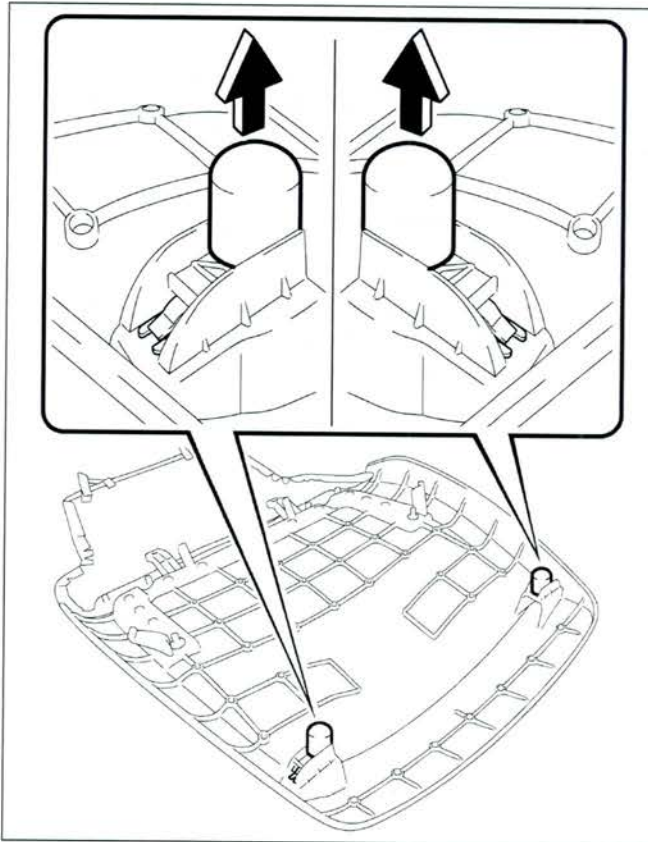
f) After the 2 clips are disengaged tilt the top of the cover back.

Note: The clips may come out of there grooves and fall down to the bottom of the seatback cover.



- g) Disengage the 2 lower guides as shown and remove the cover from the seat.
- h) Mark the old seatback cover so it cannot be reused.

VI. FRONT SEATBACK COVER INSTALLATION

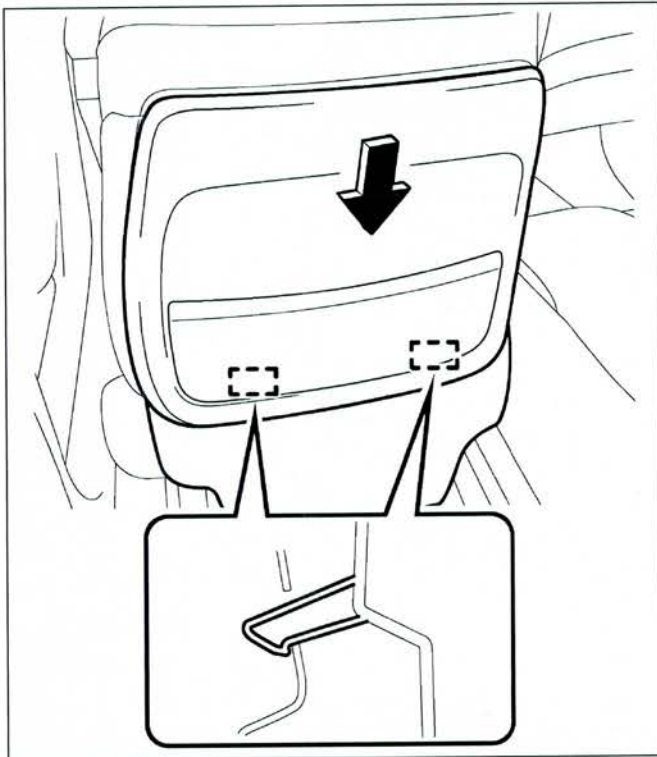


1. INSTALL THE NEW SEATBACK COVER

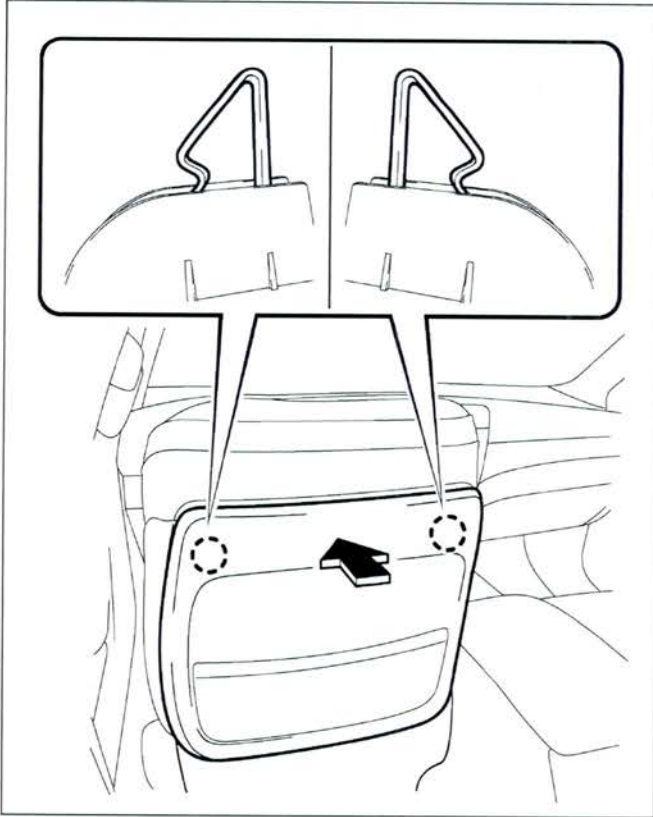
- a) Remove and discard the 2 rubber caps from the lower guides.



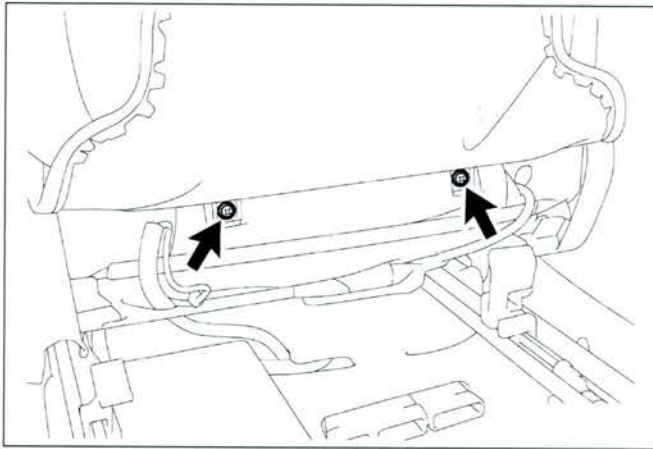
b) Check that the 2 clips are properly installed.



c) Engage the 2 lower guides into the backrest.

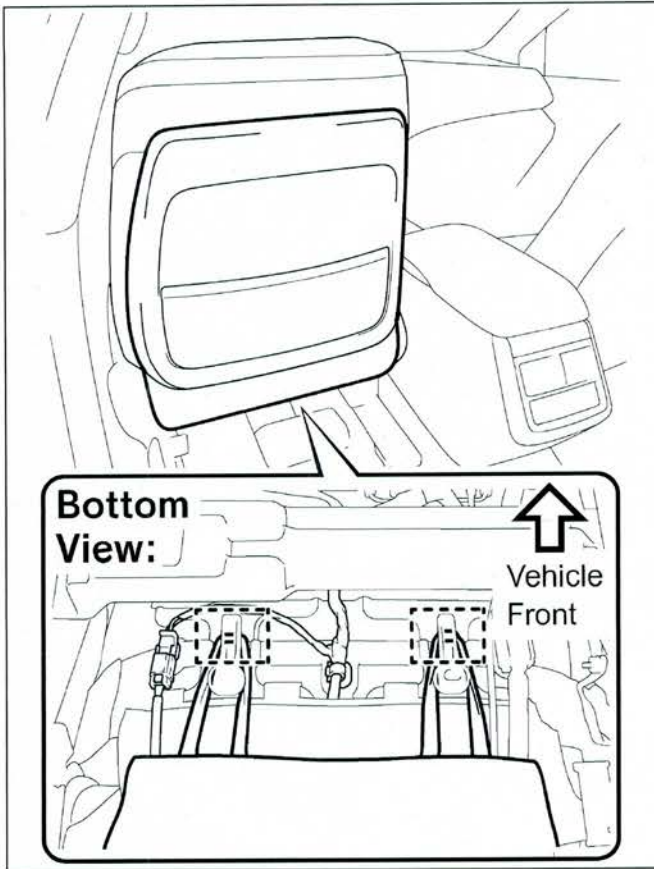


d) Push on the top of the cover until the 2 clips engage into the seatback.



e) Reinstall the 2 screws.

Torque:
3.0 N m (31 kgf cm, 27 in lbf)



- f) Reconnect the 2 straps for the seatback fabric cover onto the 2 hooks on the bottom of the seat frame.

Note: When reconnecting the 2 straps do not disturb the seat wire harnesses.

2. RETURN THE SEAT TO ITS ORIGINAL POSITION
3. REINSTALL THE HEADREST
4. REPEAT PROCEDURE ON THE OTHER FRONT SEAT

◀ **VERIFY REPAIR QUALITY** ▶

- Ensure the seatback cover is secure
- Check that the seat material was not damaged or soiled during replacement of the seatback cover
- If you have any questions regarding this recall, please contact your regional representative

VII. APPENDIX

A. CAMPAIGN DESIGNATION DECODER

