

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

Subject: 2007 – Certain 2014 Model Year Tundra
Spare Tire Carrier Instructions Update

Purpose

Toyota is providing enhanced instructions for the use and reinstallation of the spare tire.

Action

Owners of vehicles covered by this mailing will receive a notification letter along with a plastic sheet to insert into their tool bag, or a new tool bag which has detailed instructions, showing the correct use and reinstallation of the spare tire.

Covered Vehicles

There are approximately 839,000 2007 – 2014 Tundra vehicles covered by this mailing.

Model Name	Model Year	Production Period
Tundra	2007 to Certain 2014	Late October, 2006 through Late March, 2014

Owner Letter Mailing Date

Toyota will begin to notify owners of **2007 – 2011 model year Tundra vehicles in late September, 2015**. This owner letter will include a plastic sheet that the owner will be asked to insert into their spare tire tool bag. A sample of the owner notification letter has been included for your reference.

Toyota will begin to notify owners of **2012 – 2014 model year Tundra vehicles in December, 2015**. This owner letter will include a new tool bag which has detailed instructions that the owner will be asked to place in their vehicle. This dealer letter will be updated with a sample of the owner notification letter prior to starting this owner notification.

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 this announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

Other Procedures

For customer vehicles, no action is required by the dealer. If a customer requires assistance with the sheet or tool bag, please have them 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 through 4:00 pm Pacific Time. .

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.)

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter. 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 this program.

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