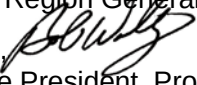




PRODUCT SUPPORT DIVISION

INTEROFFICE MEMORANDUM

Volume: XIX
Number: TC15-014
Date: 4/8/2015
X Action
X Retain
___ Information

To: All Toyota Region General Managers/Vice Presidents
From: Bob Waltz 
Group Vice President, Product Quality and Service Support
Subject: Product Update FOM
Certain 2011 Model Year Sienna Vehicles
3rd Row Seat Back Panel Replacement

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a product update for certain 2011 Model Year Sienna vehicles. This product update will cover approximately 63,500 vehicles.

Background

The 3rd row seat back panel contains instructions on how to stow and use the 3rd row seats. If the proper steps are not followed, users may have difficulty properly stowing or using the seats. Toyota has developed a new 3rd row seat fiberboard back panel containing larger labeling and sequenced instructions.

Update

Authorized Toyota dealerships are requested to replace the 3rd row seat fiberboard back panel at **no charge** to the owner until **December 31, 2017**.

1. Dealer Letter Mailing Date

The attached Dealer Letter will be sent to all Toyota dealers in early April, 2015.

2. Owner Notification Mailing Date

The owner notification will commence in Mid-April, 2015, 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 update as outlined in the Technical Instructions found on TIS.

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

To ensure customer satisfaction, Toyota requests that dealers conduct this product update on any r used vehicles currently in dealer inventory that are covered by this product update prior to customer delivery.

4. Number and Identification of Covered Vehicles

There are approximately 63,500 Sienna (Certain 2011MY) vehicles covered under this product update.

5. Parts Ordering Process (Dealer Ordering Solutions)

The necessary replacement parts have been placed on Dealer Ordering Solutions.

Additional part ordering information can be found in the dealer communication.

6. Region/District Summary Reports

We have enclosed the following FOM Product Update 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 Product Update.
- A District Summary Report that indicates the number of covered vehicles per dealership in each district for this Product Update.

7. Media Contacts

If you are a dealership associate and have any questions, please contact your District Service/Parts Manager. ***In the event you are contacted by the News media***, 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.)

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