

3/19/2015 Update: Operation Code Added

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) E03
Certain 2012 – 2014 Model Year Camry Vehicles
Software Update for U760E Torque Converter Shudder

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) on certain 2012 – 2014 Model Year Camry vehicles. This LSC will cover approximately 795,000 vehicles.

Background

The subject vehicles may exhibit a brief intermittent shudder during torque converter flex lock up. This shudder may be observed while driving under light throttle conditions between approximately 25 – 50 mph.

Toyota has developed new Engine Control software logic to help prevent this condition from occurring.

Limited Service Campaign (LSC) Remedy

Authorized Toyota dealerships are requested to perform a software update at **NO CHARGE** to the vehicle's owner.

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

1. Owner Notification Mailing Date

The owner notification will commence in mid-October, 2014, approximately 1 week after the dealer 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 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 795,000 Camry (Certain 2012 - 2014 MY) vehicles covered by this LSC.

Please note that **not all vehicles in the VIN range are covered** by this LSC. If you are 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.

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.)

5. Parts Ordering

Replacement parts are not required for this LSC.

6. Remedy Procedures

Please refer to TIS for Technical Instructions. Technicians will need to utilize Techstream to perform the software update for this LSC.

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

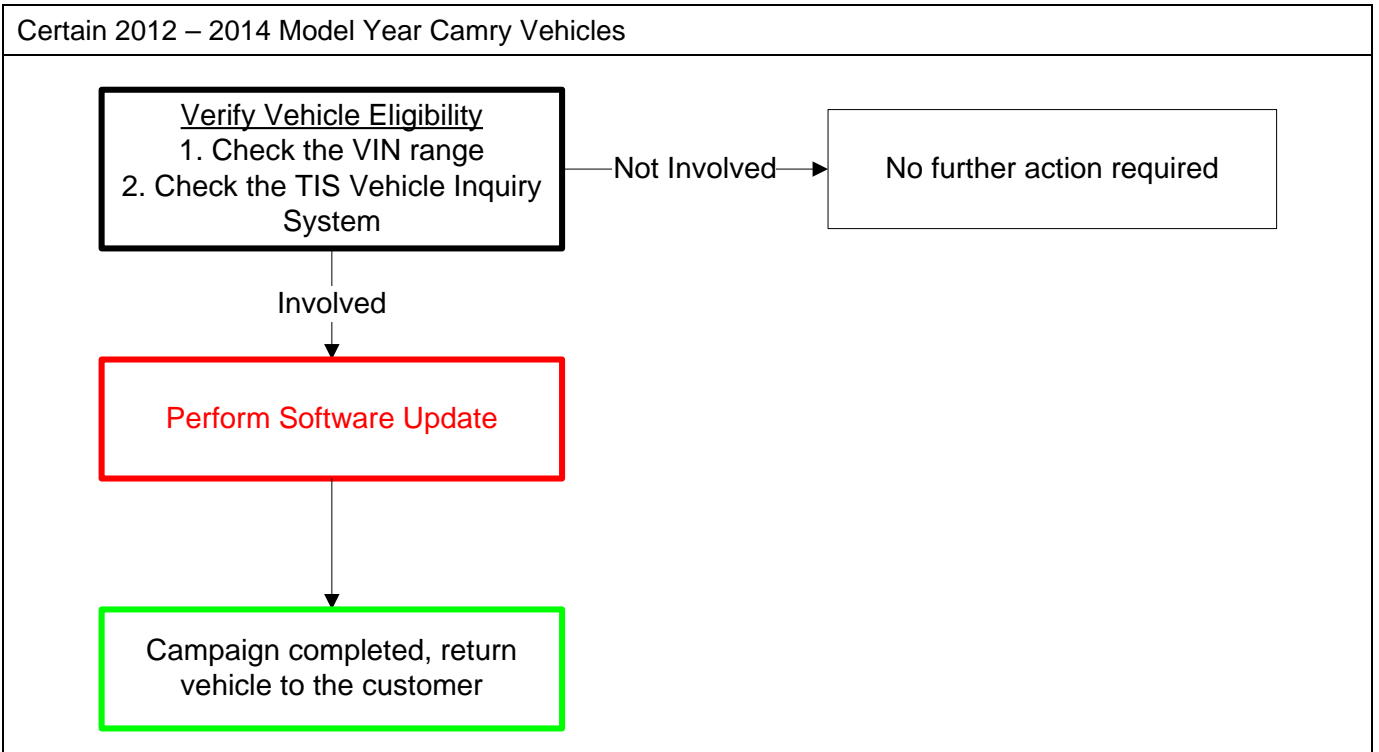
7. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the LSC process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly; technicians performing this LSC repair are required to currently hold at least one of the following certification levels:

- **Certified any specialty**
- **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 Limited Service Campaign 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.

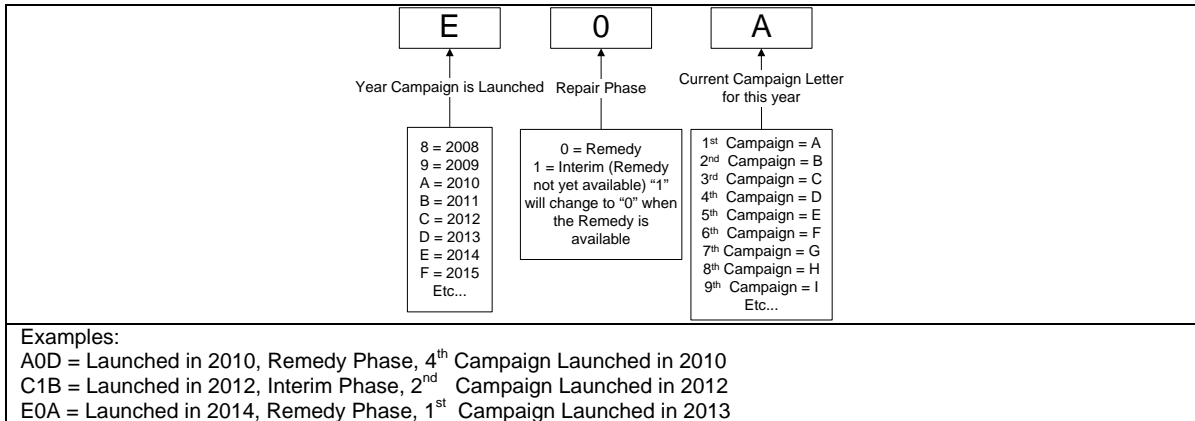
8. Warranty Reimbursement Procedure



LSC	Op. Code	Description	Flat Rate
E03	AGGA2A	Check Calibration ID and Perform Software Update	0.6 hr/vehicle
	AGGA2B	Check Calibration ID – Update Already Present	0.3 hr/vehicle

- 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.



**Limited Service Campaign E03
 Certain 2012-2014 MY Camry Vehicles
 Software Update for U760E Torque Converter Shudder**

Customer Frequently Asked Questions

Published Early October, 2014

Q1: What is the condition?

A1: The subject vehicles may exhibit a brief intermittent shudder during torque converter flex lock up. This shudder may be observed while driving under light throttle conditions between approximately 25 – 50 mph.

Toyota has developed new Engine Control software logic to help prevent this condition from occurring.

Q1a: What is Torque Converter Flex Lock Up?

A1a: Torque converter flex lock up is used to partially lock the torque converter under light throttle driving conditions to improve fuel economy.

Q1b: What is a Torque Converter?

A1b: The torque converter is a part that links the engine and transmission and uses transmission fluid to transfer power.

Q2: What is Toyota going to do?

A2: Owners of vehicles covered by this LSC will receive a notification letter by first class mail starting in Mid-October, 2014.

Any authorized Toyota dealer will update the Engine Control software at **NO CHARGE** to the vehicle owner. Please see your local authorized Toyota dealer for additional details.

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 795,000 Certain (2012-2014MY) Camry vehicles covered by this Limited Service Campaign in the U.S.

Model Name	Model Year	Production Period
Camry	Certain 2012-2014	Late July, 2011 through Mid-January, 2014

Q3a: Are there any other Toyota or Lexus vehicles covered?

A3a: No, this condition only affects 2012-2014 MY Camry vehicles.

Q3b: Why are other vehicles with the U760e transmission not covered by this LSC?

A3b: Other vehicles utilizing the U760e transmission have different software logic.

Q4: When will this Limited Service Campaign Expire?

A4: This Limited Service Campaign will be available until **October 31, 2017**.

Q5: How long will the repair take?

A5: The software update 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: What if you have previously paid for repairs to your vehicle for this specific condition?

A6: 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.

Q7: What if an owner has additional questions?

A7: 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 through 4:00 pm Pacific Time.

**Certain 2012 – 2014 Model Year Camry Vehicles
Software Update for U760E Torque Converter Shudder
LIMITED TIME OFFER**

[VIN]

Dear Toyota Camry 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.

What is the condition?

The subject vehicles may exhibit a brief intermittent shudder during torque converter flex lock up. This shudder may be observed while driving under light throttle conditions between approximately 25 – 50 mph.

Toyota has developed new engine control software logic to help prevent this condition from occurring.

What is included in the Limited Service Campaign?

Before you are inconvenienced by this condition, any authorized Toyota will perform the software update at **NO CHARGE** to you for a limited time. ***This Limited Service Campaign will remain available until October 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 your authorized Toyota dealer to make an appointment to have the software update performed before **October 31, 2017**. The software update will take approximately 45 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your 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 software update.
- 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.
- 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 Standard Time.

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

If you have previously paid for 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

Please note that the dealer must complete the Limited Service Campaign remedy before reimbursement consideration requests can be processed.

If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

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.

SAMPLE