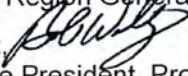


TOYOTA**PRODUCT SUPPORT DIVISION**

Volume: XIX
 Number: TC15-014
 Date: 4/8/2015
 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: Product Update F0M
 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

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

Subject: Product Update FOM
Certain 2011 Model Year Sienna Vehicles
3rd Row Seat Back Panel Replacement

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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. Owner Notification Mailing Date

The owner notification will commence in mid-April, 2015, 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. Used Vehicles in Dealership Inventory (In-Stock Vehicles)

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

3. Number and Identification of Covered Vehicles

There are approximately 63,500 Sienna (Certain 2011 MY) vehicles covered by this Product Update.

Please note that **not all vehicles in the VIN range are covered** by this product update. 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 update as outlined in the Technical Instructions located on TIS.

4. Dealer Summary Reports

Summary Reports, containing the number of covered vehicles in your dealership's primary marketing area, have been enclosed in the dealer package. (Please verify eligibility by confirming through TIS prior to performing repairs.)

5. Parts Ordering

Orders can be placed through the dealership's facing PDC. The 3rd Row Seat Fiberboard Back Panel has been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria.

Campaign	Part Number	Color	Part Description	Qty.
FOM	04004-09108-B0	Dark Gray	COVER KIT, RR SEAT BACK BOARD, RH & LH	1
	04004-09108-B1	Gray		1
	04004-09108-E0	Ash Brown		1

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.

TOYOTA

Parts Allocation Report

99999
SAMPLE TOYOTA of NOWHERE

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.

Parts with recent changes will be illustrated from top to bottom with the most recent effective date.

If you have any questions or concerns, please contact your facing PDC Customer Support Leader, John Q Sample at (999) 999-9999.

Part Number	Total Allocation Quantity	Allocation Quantity	Allocation Frequency	Total Allocation Shipped	Total Allocation Remaining	Effective Date

6. Update 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.

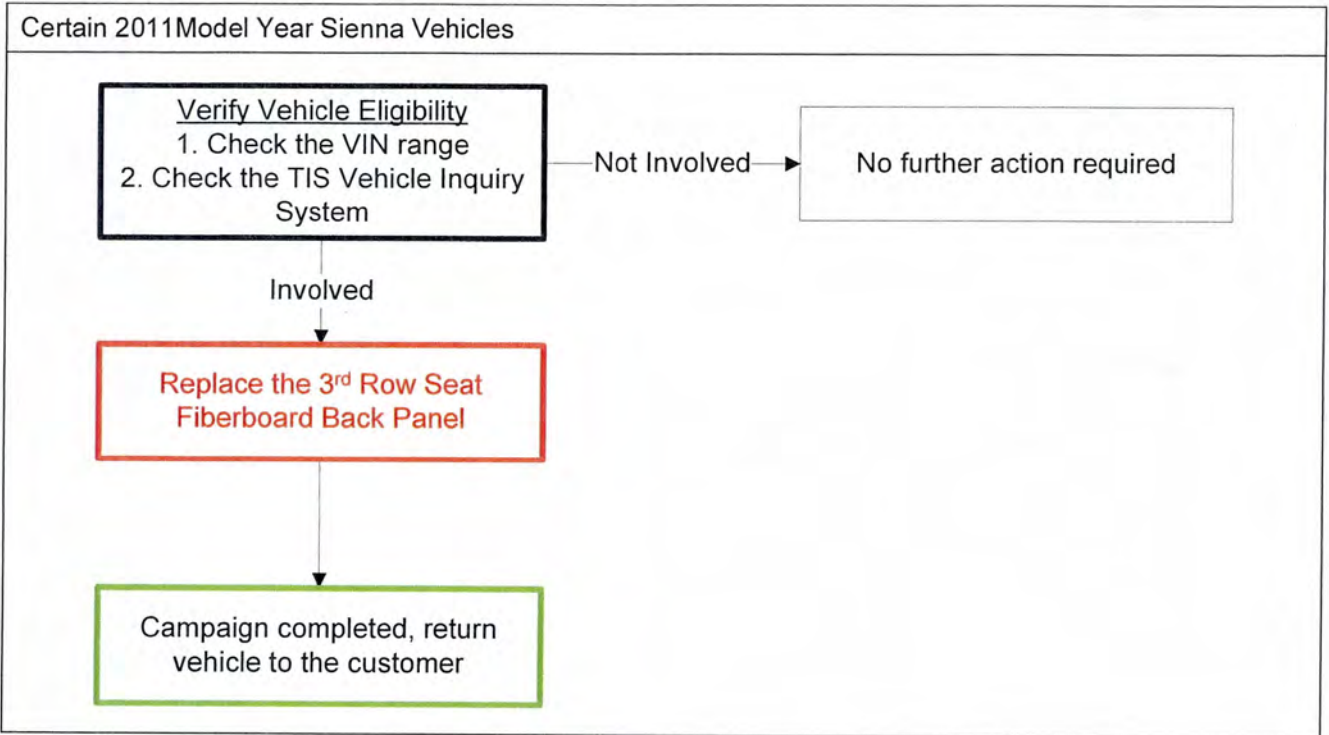
7. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the product update process are required to successfully complete E-Learning course SC15A. To ensure that all vehicles have the update performed correctly; technicians performing this product update 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 Product Update. Carefully review your resources, the technician skill level, and ability before assigning technicians to this. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this update at all times.

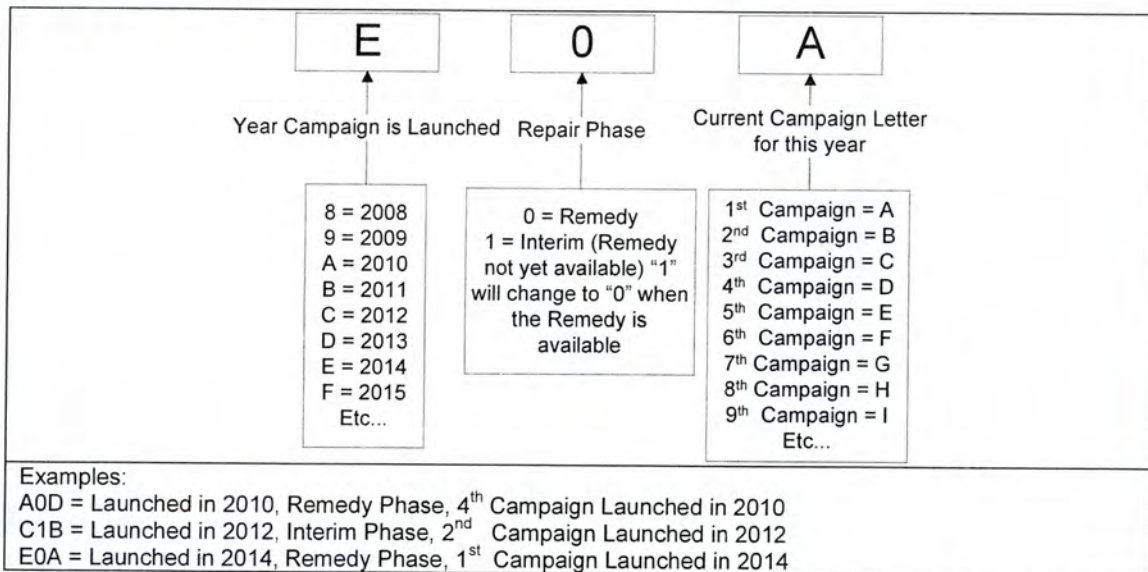
8. Warranty Reimbursement Procedure



LSC	Op. Code	Description	Flat Rate
F0M	AGG37A	Replace 3 rd Row Seat Fiberboard Back Panel	0.6 hr/vehicle

- The above operation codes include 0.1 hour for administrative cost per unit for the dealership.

9. Campaign Designation Decoder



10. Update Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the update performed correctly, please designate at least one associate (someone other than the individual who performed the update) to verify the 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

A FAQ is attached to help respond to any customer concerns. If the customer has any further questions, they are requested to contact the Toyota Customer Experience Center. The Toyota Customer Experience Center can be reached 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.

Please note the attached FAQ is published on the www.Toyota.com website for customer viewing.

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 Product Update.

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



**Product Update F0M
 Certain 2011 MY Sienna Vehicles
 3rd Row Seat Back Panel Replacement**

Customer Frequently Asked Questions

Published Early April, 2015

Q1: What is the update?

A1: 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.

Q2: What is Toyota going to do?

A2: Owners of vehicles covered by this product update will receive a notification letter by first class mail starting in Mid-April, 2015.

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

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 update 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 product update?

A3: There are approximately 63,500 certain (2011 MY) Sienna vehicles covered by this product update in the U.S.

Model Name	Model Year	Production Period
Sienna	Certain 2011	Early January, 2010 through Late August, 2010

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

A3a: No, this update only applies to 2011 MY Sienna vehicles.

Q4: When will this product update expire?

A4: This product update will be available until **December 31, 2017**.

Q5: How long will the update take?

A5: The 3rd row seat fiberboard back panel replacement will take approximately 1 hour. 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 an owner has additional questions?

A6: 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.

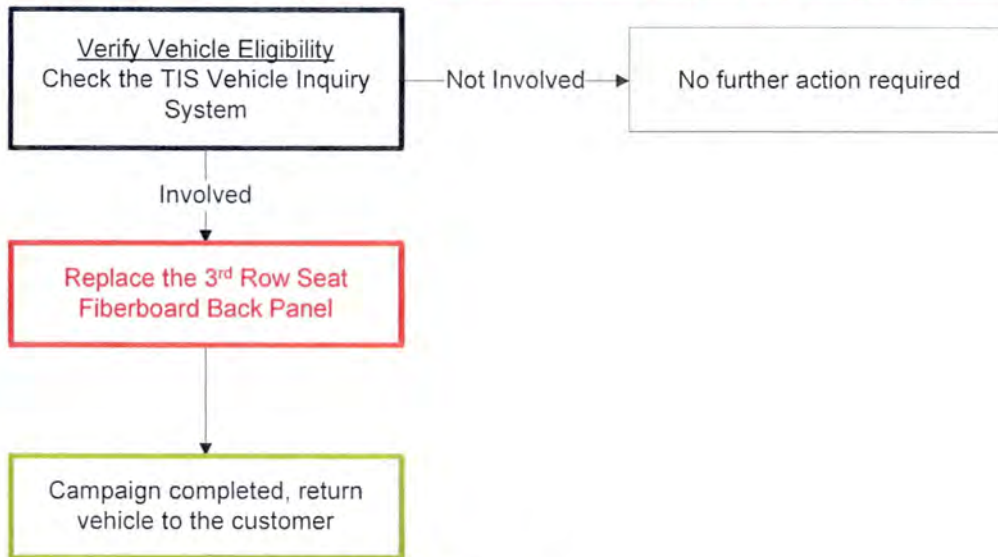
TECHNICAL INSTRUCTIONS
FOR
LIMITED SERVICE CAMPAIGN F0M
3RD ROW SEAT BACK PANEL REPLACEMENT
CERTAIN 2011 MODEL YEAR SIENNA

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

- **Certified any specialty**
- **Expert any specialty**
- **Master**
- **Master Diagnostic Technician**

I. OPERATION FLOW CHART

The flow chart is for reference only. **DO NOT** use it in place of the full technical instructions. Follow **ALL** steps as outlined in the full technical instructions to confirm the campaign is completed correctly.

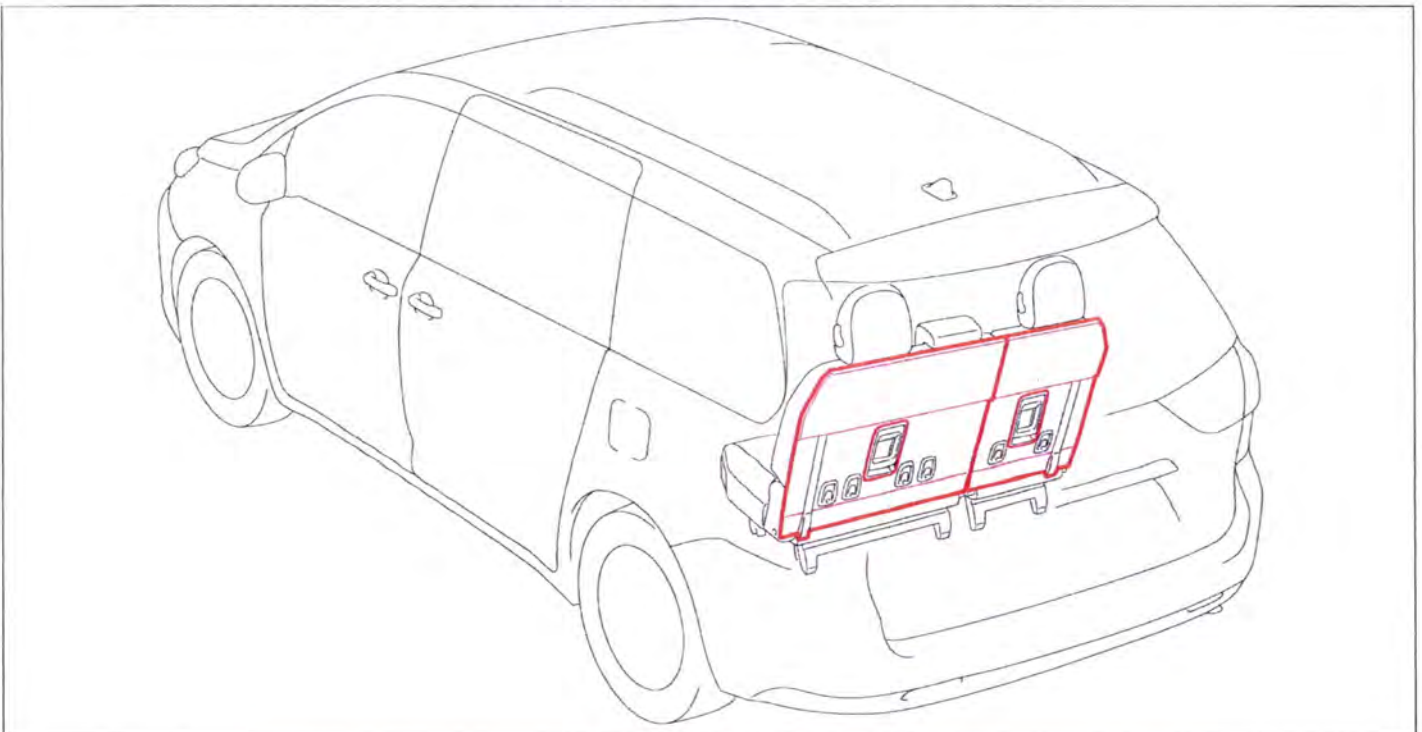


II. IDENTIFICATION OF AFFECTED VEHICLES

- Check the TIS Vehicle Inquiry System to confirm the VIN is involved in this Safety Recall, 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 affected or were completed by another dealer.

III. 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



IV. PREPARATION

A. PARTS

Part Number	Part Description	Color	Quantity
04004-09108-B0	Cover Kit, RR Seat Back Board, RH & LH	Dark Gray	1
04004-09108-B1	Cover Kit, RR Seat Back Board, RH & LH	Gray	1
04004-09108-E0	Cover Kit, RR Seat Back Board, RH & LH	Ash Brown	1

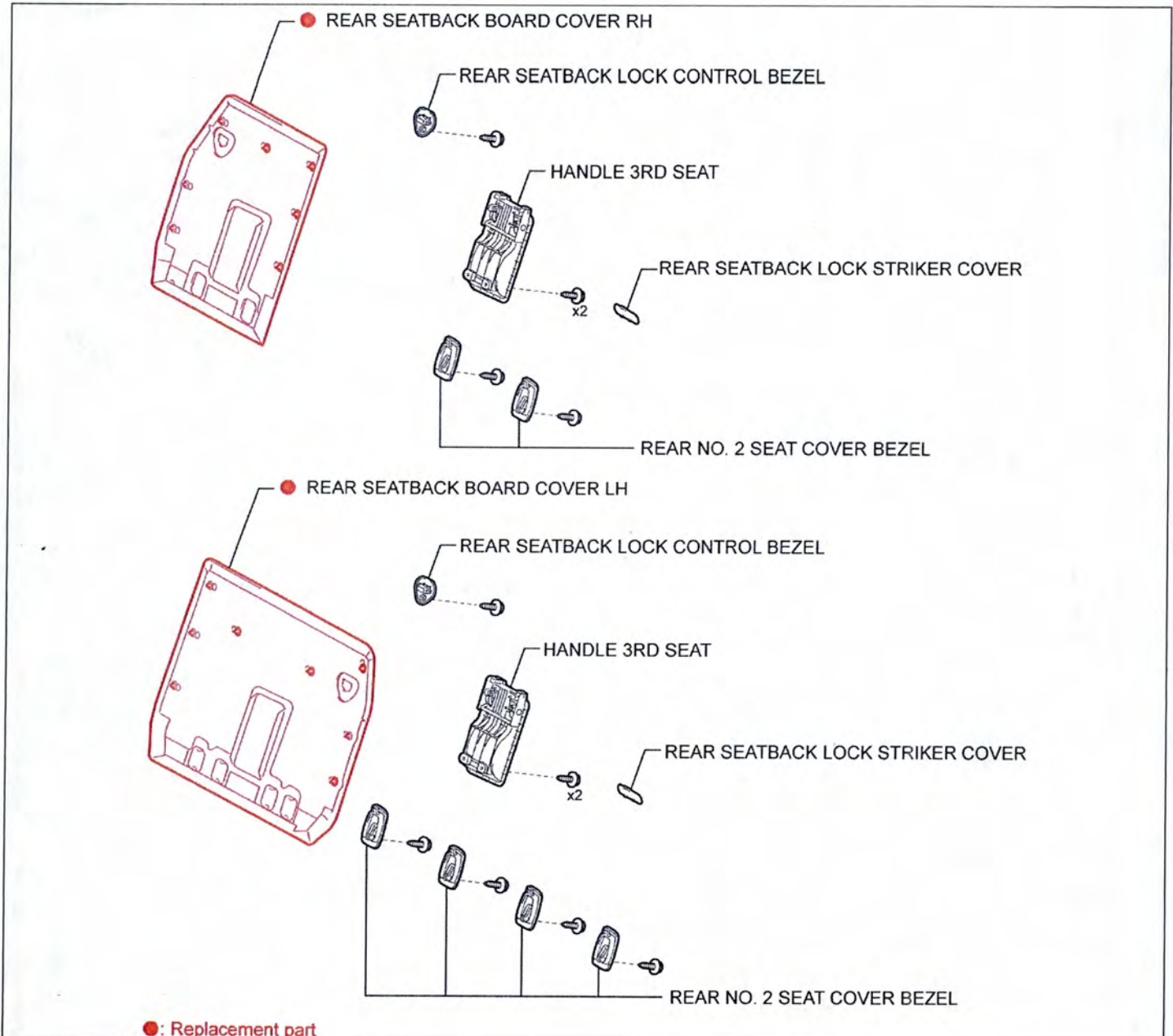
B. TOOLS & EQUIPMENT

- Standard hand tools

C. MATERIALS

- Standard hand tools
- Protective Gloves

V. COMPONENTS



VI. 3RD ROW SEATBACK BOARD REMOVAL PROCEDURE



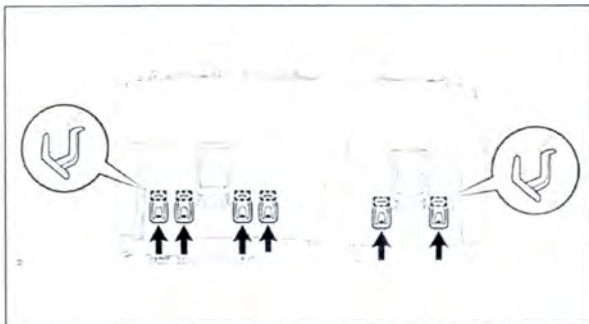
1. FOLD/STOW 3RD ROW SEATS

- If the seats are not stowed, stow the seats in the stored position as shown.

NOTE: If this is not possible due customer cargo the procedure can be done in the upright position.

STOP

The seats do not need to be removed to perform this procedure.

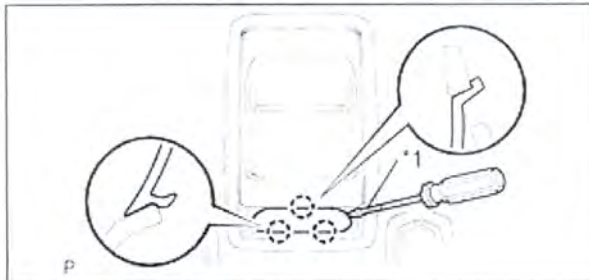


2. REMOVE THE SEAT BEZELS FROM THE LH & RH SEAT BACK

- Remove the 6 screws from the seat bezel (1 screw per bezel).
- Disengage the guide and remove all 6 bezels.

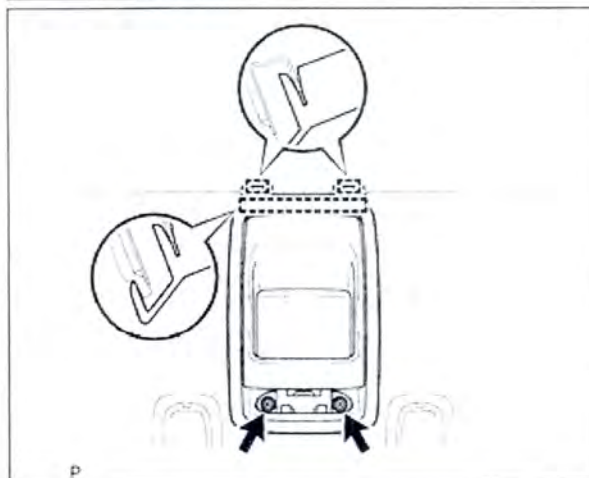
STOP

Wear protective gloves so that your hands do not get injured from the sharp edges of the parts.



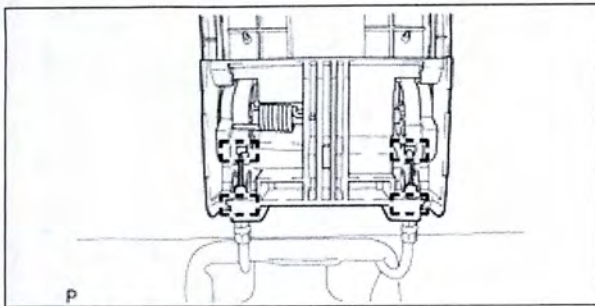
3. REMOVE THE REAR SEATBACK LOCK STRIKER COVER LH & RH

- Using a plastic pry tool or screw driver wrapped in protective taper, disengage the the 3 claws on each cover.

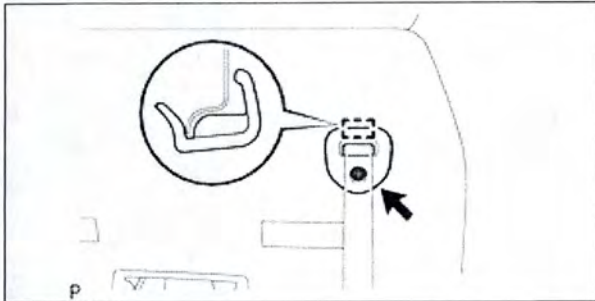


4. REMOVE THE SEATBACK HANDLE LH & RH

- Remove the 2 screws from each handle.
- Disengage the 3 guides for each seat handle.

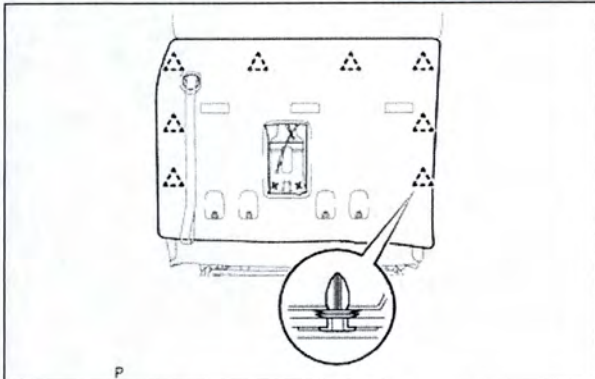


- c) Disconnect the 4 cable clamps on each handle..



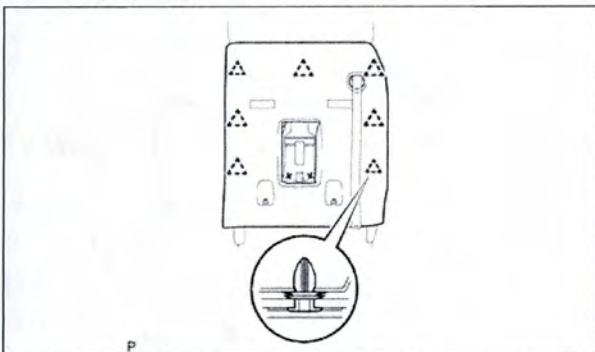
5. REMOVE THE SEAT BACK LOCK CONTROL BEZEL LH & RH

- a) Remove the screw.
b) Disengage the guide and remove the bezel.
c) Repeat on the steps on the other seat.



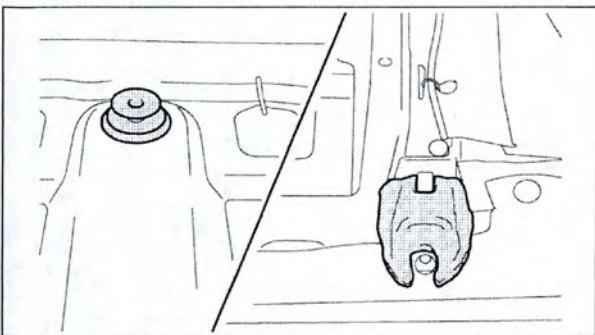
6. REMOVE THE LH SIDE SEATBACK BOARD

- a) Disengage the 8 clips and remove the seatback board.



7. REMOVE THE RH SEATBACK BOARD

- a) Disengage the 7 clips and remove the seatback board.

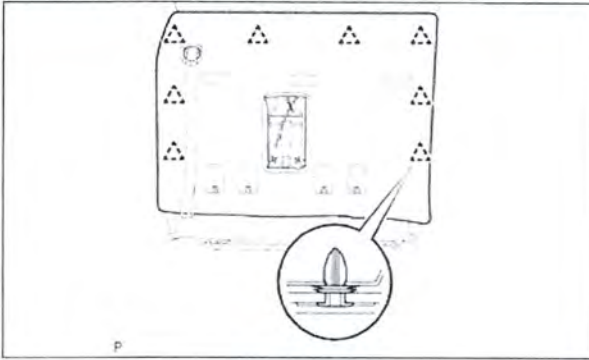


8. CONFIRM REMOVAL

- a) Confirm all the old clips have been removed.
b) Confirm that there are no remaining pieces of the seatback board on the seat assembly.

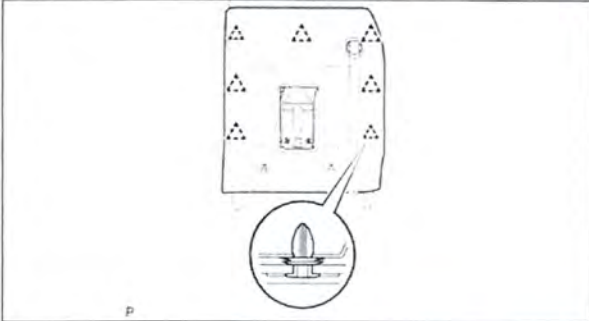
9. MARK THE OLD SEATBACK BOARD SO THAT THEY ARE NOT REUSED

VII. SEATBACK BOARD INSTALLATION PROCEDURE



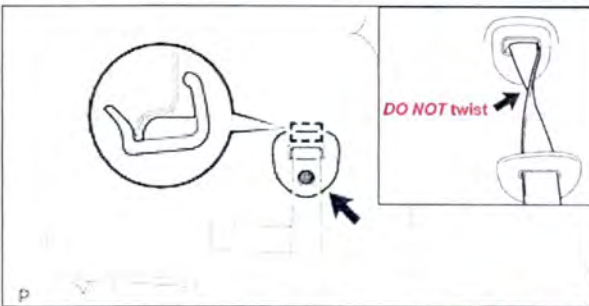
1. INSTALL THE NEW LH SEATBACK BOARD

- a) Engage the 8 seatback board clips.



2. INSTALL THE NEW RH SEATBACK BOARD

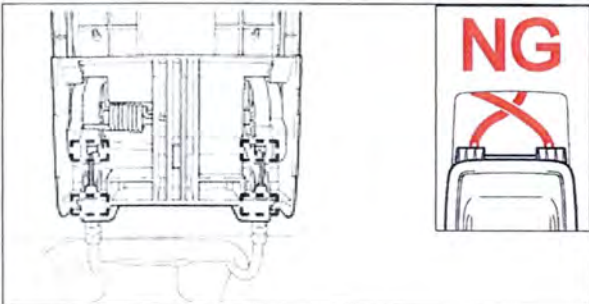
- a) Engage the 7 seatback board clips.



3. INSTALL SEATBACK LOCK CONTROL BEZEL

- a) Engage the guide.
- b) Install the screw on the bezel.
- c) Repeat steps on other seat.

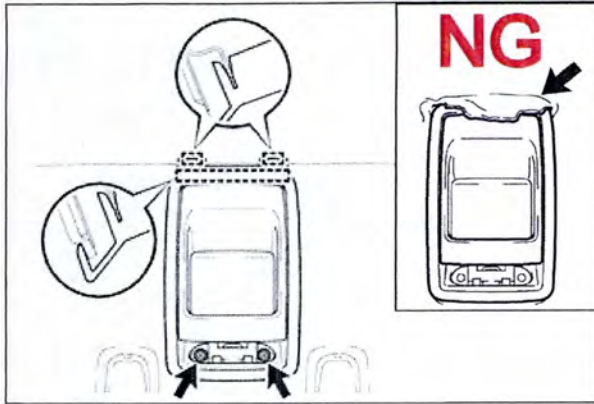
NOTE: Ensure that the No.1 reclining release handle is not twisted when installing the lock control bezel.



4. INSTALL THE SEATBACK HANDLE

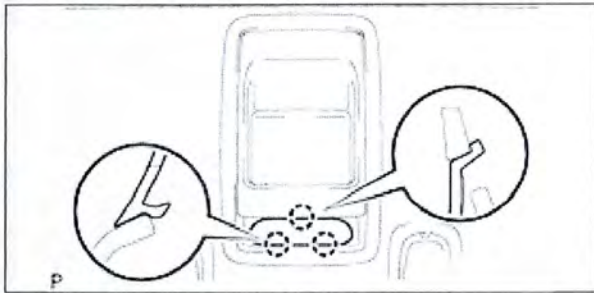
- a) Connect the the 4 cable clamps on each handle.

NOTE: Ensure that the cables are not crossed when installing the handle.



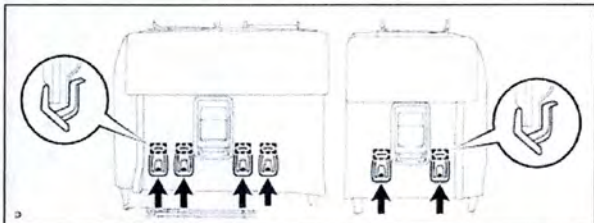
b) Engage the 3 guides and install the 2 screws on each handle.

NOTE: Ensure that the carpet is positioned properly under the handle.



5. INSTALL THE SEATBACK STRIKER COVER

a) Engage the 3 claws and install the striker on each seat.



6. INSTALL THE SEATBACK BEZELS

a) Engage the guide on install the screw on each of the 6 bezels.

7. RETURN SEAT TO THE CUSTOMER'S ORIGINAL POSITION.

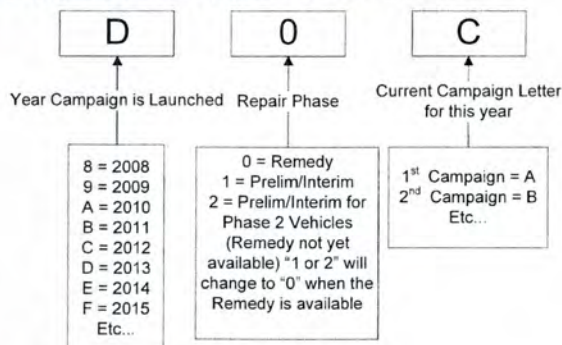
◀ VERIFY REPAIR QUALITY ▶

- Confirm the correct seatback covers have been installed.
- Confirm the 3rd row seat functions properly.
- Confirm that the seat is clean and free of debris.

If you have any questions regarding this update, please contact your area representative.

VIII. APPENDIX

A. CAMPAIGN DESIGNATION DECODER



B. CAMPAIGN PARTS DISPOSAL

As required by Federal Regulations, please make sure all campaign parts (original parts) removed from the vehicle are disposed of in a manner in which they will not be reused, **unless requested for parts recovery return.**