

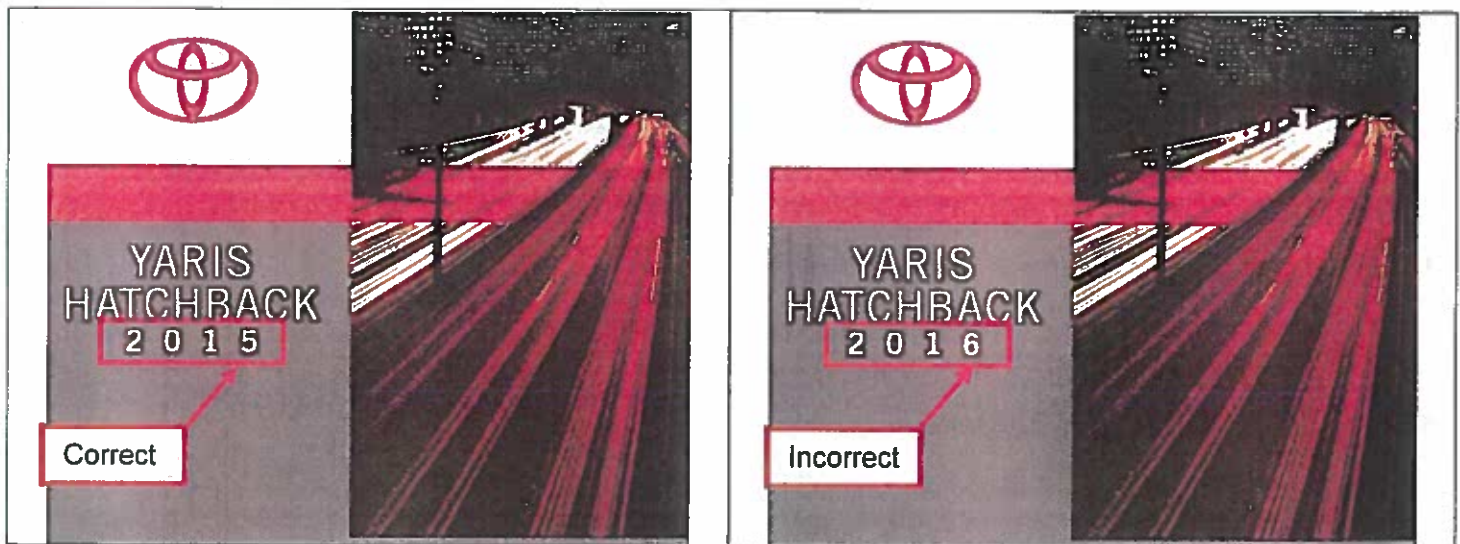
Published February 10, 2016

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

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

Subject: **Owner Notification – GOA**
Certain 2015 Model Year Yaris
Owner's Manual Update

The owner's manual cover for certain 2015 model year Yaris vehicles incorrectly states the model year as 2016. Although the remaining contents of the owner's manual apply to the 2015 model, Toyota is providing an updated owner's manual to eliminate any confusion. Toyota will mail an updated owner's manual to the registered owner of the affected certain 2015 model year Yaris vehicles. ***There is no action required by dealers.***



Covered Vehicles

- There are 70 certain 2015 Yaris vehicles in the United States.
- There are 760 certain 2015 Yaris vehicles in the United States Territories (USTTs).

Owner Letter Mailing Date

Toyota will notify owners in mid-February, 2016. A sample of the owner notification letter has been included for your reference. This letter will contain the updated owner's manual and will instruct the owner to place the updated owner's manual in the vehicle and discard the old version.

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

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).

Certain 2015 Model Year Yaris
Owner's Manual Update
Owner Notification

[VIN]

Dear Toyota Customer:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. You received this notice because our records indicate that you are the current owner of a 2015 Yaris.

The owner's manual cover for certain 2015 model year Yaris vehicles incorrectly states the model year as 2016. Although the remaining contents of the owner's manual apply to the 2015 model, Toyota is providing an updated owner's manual to eliminate any confusion. Please place this manual in the vehicle and discard the old version.

What if you have other questions?

- *Your local Toyota dealer will be more than happy to answer any of your questions.*
- 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 to 4:00 pm Pacific Time.

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

If you are a vehicle lessor, please assist us by forwarding this notice and manual 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, U.S.A., INC.