

◀ IMPORTANT UPDATE ▶

The attached Dealer Letter has been updated. Refer to the details below.

| DATE | TOPIC |
|------------------|-----------------------------------------------------------------------------------------------|
| December 5, 2017 | A watermark has been added to the Dealer Letter to indicate that EOK expired on May 31, 2017. |

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

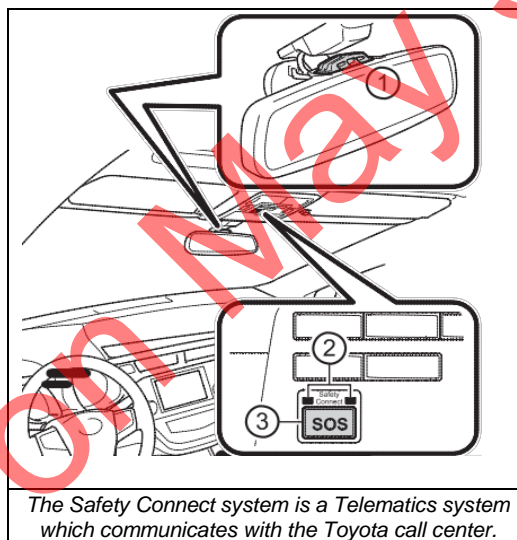
To: All Toyota Dealer Principals, Service Managers, and Parts Managers

Subject: Limited Service Campaign E0K
Certain 2014 Model Year Avalon, Avalon Hybrid, Highlander, and Sienna Vehicles
Safety Connect System Disabled

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) to initialize and verify proper operation of the Safety Connect System. This LSC will cover 167 Avalon, Avalon Hybrid, Highlander, and Sienna vehicles (Certain 2014 Model Year).

Background

The subject vehicles are equipped with Safety Connect, which allows drivers to contact the Toyota 24/7 response center at the touch of a button. Toyota has identified that the Safety Connect System in the subject vehicles has become disabled due to an unplanned expiration of the Mobile Identification Number/Mobile Directory Number.



Limited Service Campaign (LSC) Remedy

Toyota dealers are requested to initialize and verify proper operation of the Safety Connect System by reprogramming the Data Communication Module (DCM) with the valid Mobile Identification Number/Mobile Directory Number at **NO CHARGE** to the vehicle owner. This LSC will remain available until **May 31, 2017**.

The following vital information is provided to inform you and your staff of the owner notification timing and your degree of involvement.

1. Owner Notification

The owner notification will commence in late May, 2014, approximately one week after the dealer notification. In addition to owner mailings, Toyota's Customer Experience Center will contact customers whose vehicles are involved in this LSC.

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.

(Owner Notification Continued . . .)

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 Dealer Daily/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 perform this remedy on any New or Used Vehicle in dealer inventory that is covered by this LSC prior to customer delivery.

3. Dealer Summary Reports

Summary Reports, containing the following will be enclosed in the dealer packet:

- A VIN list containing vehicles in Dealer Stock is located in the Appendix.
- The number of covered vehicles in your dealership's primary marketing area.

4. Number and Identification of Covered Vehicles

There are 167 specific 2014 Avalon, Avalon Hybrid, Highlander, and Sienna vehicles covered by this LSC in the U.S.

| Model | WMI | MY | VDS | START | FINISH | UIO |
|---------------|-----|------|-------|---------|---------|-----|
| Avalon | 4T1 | 2014 | BK1EB | U085708 | U093137 | 73 |
| Avalon Hybrid | 4T1 | 2014 | BD1EB | U020971 | U023545 | 20 |
| Highlander | 5TD | 2014 | DKRFH | S005618 | S010058 | 51 |
| | | | YKRFH | S005068 | S006709 | 22 |
| Sienna | 5TD | 2014 | DK3DC | S073641 | S073641 | 1 |

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.

5. Parts Ordering

Replacement parts are not required to perform the LSC E0K.

6. Remedy Procedures

Please refer to TIS for Technical Instructions. Technicians will need to utilize Techstream to initialize and verify proper operation of the Safety Connect System.

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

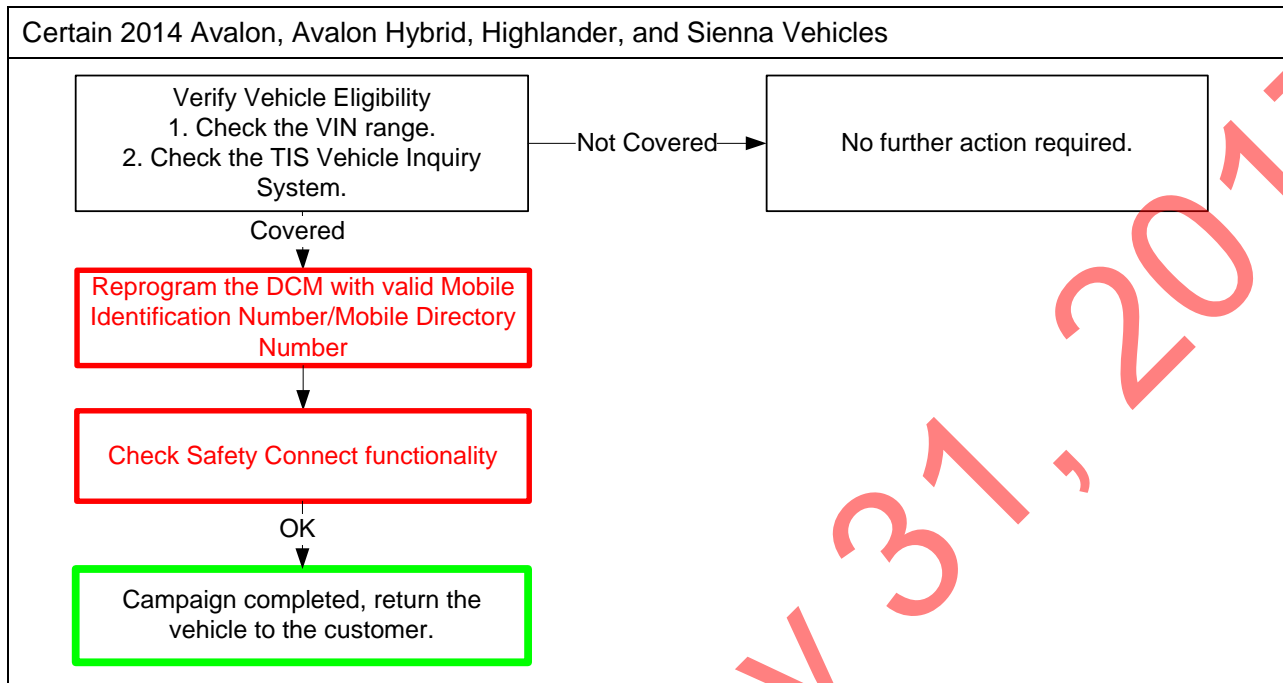
7. Technician Training Requirements

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:

- **Toyota Certified (any specialty)**
- **Toyota 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.

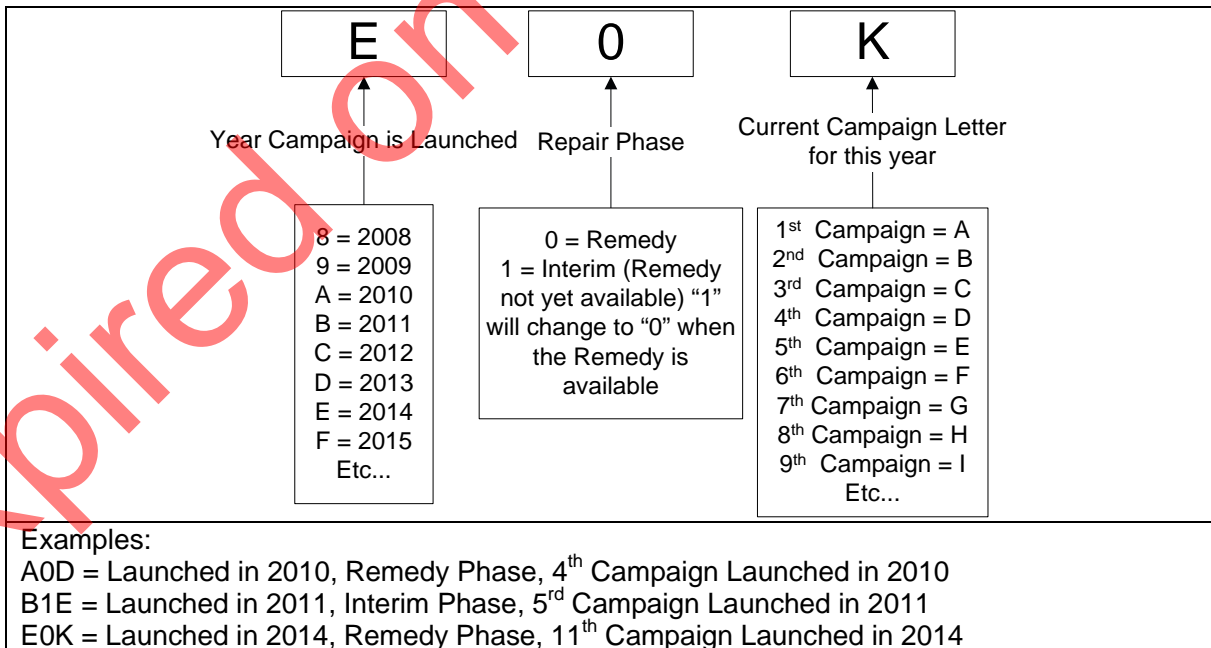
8. Warranty Reimbursement Procedure



| LSC | Model | Op. Code | Description | Flat Rate |
|-----|-----------------------|----------|-------------|----------------|
| E0K | All Applicable Models | AGG41A | Re-program | 0.3 hr/vehicle |

- The flat rate times include 0.1 hours 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

A FAQ is attached to help dealerships 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 Standard 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 Limited Service Campaign.

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

E0K DEALER STOCK VIN LIST

| DEALER | VIN | DEALER | VIN |
|--------|-------------------|--------|-------------------|
| 11009 | 4T1BD1EB2EU020971 | 45083 | 4T1BK1EB4EU092177 |
| 13047 | 4T1BD1EB8EU022692 | 31181 | 4T1BK1EB9EU092188 |
| 31158 | 4T1BD1EB6EU023372 | 19005 | 4T1BK1EB8EU092196 |
| 39056 | 4T1BD1EB0EU023383 | 37083 | 4T1BK1EB9EU092238 |
| 21072 | 4T1BD1EB5EU023542 | 14044 | 4T1BK1EB9EU092286 |
| 16056 | 4T1BK1EB7EU085708 | 37077 | 4T1BK1EB5EU092298 |
| 45074 | 4T1BK1EB6EU091564 | 41021 | 4T1BK1EB8EU092313 |
| 29031 | 4T1BK1EB1EU091701 | 31178 | 4T1BK1EB1EU092315 |
| 48039 | 4T1BK1EB4EU091868 | 34070 | 4T1BK1EB7EU092349 |
| 5011 | 4T1BK1EBXEU091955 | 45013 | 4T1BK1EBXEU092359 |
| 19060 | 4T1BK1EB7EU091976 | 48061 | 4T1BK1EB2EU092372 |
| 21043 | 4T1BK1EB2EU091979 | 16004 | 4T1BK1EB5EU092396 |
| 13061 | 4T1BK1EB8EU092022 | 48030 | 4T1BK1EB8EU092408 |
| 37176 | 4T1BK1EB2EU092033 | 48012 | 4T1BK1EB1EU092525 |
| 31110 | 4T1BK1EB1EU092038 | 14052 | 4T1BK1EB9EU092921 |
| 24053 | 4T1BK1EB5EU092043 | 48036 | 4T1BK1EB5EU093015 |
| 34085 | 4T1BK1EB8EU092067 | 12096 | 4T1BK1EB4EU093071 |
| 12137 | 4T1BK1EB6EU092083 | 34041 | 4T1BK1EB4EU093118 |
| 7005 | 4T1BK1EBXEU092099 | 37164 | 5TDDKRFH3ES007834 |
| 32085 | 4T1BK1EBXEU092118 | 19042 | 5TDDKRFHXES007992 |
| 31181 | 4T1BK1EB9EU092126 | 12130 | 5TDDKRFH6ES008928 |
| 45081 | 4T1BK1EB6EU092147 | | |



Limited Service Campaign (LSC) – E0K
Certain 2014 Model Year Avalon, Avalon Hybrid, Highlander, and Sienna Vehicles
Safety Connect System Disabled

Customer Frequently Asked Questions

Published mid-May 2014

Q1: What is the condition?

A1: The subject vehicles are equipped with Safety Connect, which allows drivers to contact the Toyota 24/7 response center at the touch of a button. Toyota has identified that the Safety Connect System in the subject vehicles has become disabled due to an unplanned expiration of the Mobile Identification Number/Mobile Directory Number.

Q1a: What is Safety Connect?

A1a: Safety Connect is a subscription-based telematics service that uses Global Positioning System (GPS) data and embedded cellular technology to provide safety and security features to subscribers. Safety Connect is supported by Toyota's designated response center, which operates 24 hours per day, 7 days per week. Safety Connect offers Automatic Collision Notification, Emergency Assistance, Roadside Assistance, and Stolen Vehicle Location at the touch of a button.

Q2: What is Toyota going to do?

A2: Owners of vehicles covered by this Limited Service Campaign will receive an owner notification letter by first class mail starting in late May, 2014. In addition to owner mailings, Toyota's Customer Experience Center will contact customers whose vehicles are involved in this LSC.

Any authorized Toyota dealership will initialize the Safety Connect System and verify proper operation at **No Charge** to you.

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?

A3: There are 167 vehicles covered by this LSC in the USA.

| Model | Model Year | Production Range | UIO |
|---------------|------------|-------------------------------------------|-----|
| Avalon | 2014 | November 11, 2013 through January 6, 2014 | 73 |
| Avalon Hybrid | 2014 | November 11, 2013 through January 6, 2014 | 20 |
| Highlander | 2014 | December 6, 2013 through January 8, 2014 | 73 |
| Sienna | 2014 | October 7, 2013 | 1 |

Q3a: Are there any other vehicles covered by this Limited Service Campaign?

A3: No. This specific condition only affects certain 2014 Model Year Avalon, Avalon Hybrid, Highlander, and Sienna vehicles.

Q4: How long will the repair take?

A4: The software update will take approximately 1 hour to complete. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q5: When will this Limited Service Campaign expire?

A5: This Limited Service Campaign will remain available until **May 31, 2017**, at no charge to you.

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 Standard Time.

Expired on May 31, 2017

**Certain 2014 Model Year Avalon, Avalon Hybrid, Highlander, and Sienna Vehicles
Safety Connect System Disabled**

LIMITED TIME OFFER

[VIN]

Dear Toyota 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 are equipped with Safety Connect, which allows drivers to contact the Toyota 24/7 response center at the touch of a button. Toyota has identified that the Safety Connect System in the subject vehicles has become disabled due to an unplanned expiration of the Mobile Identification Number/Mobile Directory Number.

The Safety Connect system is a Telematics system which communicates with a call center.

What is included in the Limited Service Campaign?

Any authorized Toyota dealer will initialize the Safety Connect System and verify proper operation at **NO CHARGE** to you for a limited time. ***This Limited Service Campaign will remain available until May 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 initialize the Safety Connect System before **May 31, 2017**. The repair will take approximately 1 hour. 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 repair.
- 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.

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.