

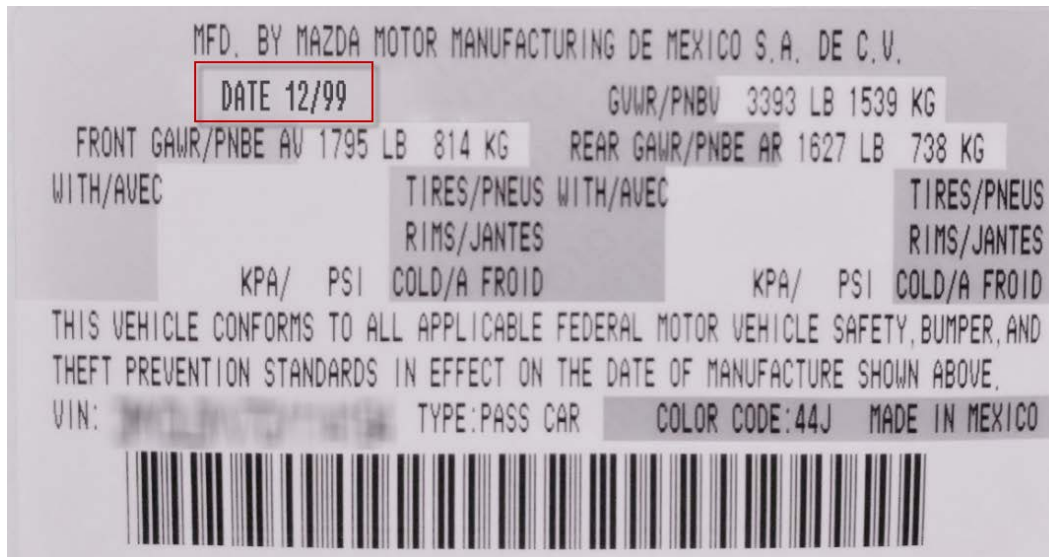
Published March 8, 2017

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

Subject: Special Service Campaign H0D – **Remedy Notice**
Certain 2016 Model Year Scion iA
Certain 2017 Model Year Toyota Yaris iA
Certification Label

Condition

The Certification Labels on the involved vehicles were printed with an incorrect date of manufacture.



Remedy

Any authorized Toyota dealer will replace the Certification Label at **NO CHARGE** to the vehicle owner.

Covered Vehicles

There are 19 vehicles covered by this Special Service Campaign. There are 3 vehicles in Puerto Rico involved in this Special Service Campaign.

| Model Name | Model Year | UIO | Production Period |
|-----------------|------------|-----|-------------------------------------|
| Scion iA | 2016 | 15 | Early June 2015 – Early May 2016 |
| Toyota Yaris iA | 2017 | 4 | Mid-August 2016 – Late October 2016 |

Owner Letter Mailing Date

The Toyota Customer Experience Center will call all vehicle owners to inform them that their vehicle is involved in this Special Service Campaign and to assist in scheduling an appointment at an authorized Toyota dealer. Toyota will then notify all owners who have not had this Special Service Campaign completed by the end of April 2017 via first class mail.

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 Special Service Campaign 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.

New and Used Vehicles in Dealership Inventory (In-Stock Vehicles)

To ensure customer satisfaction Toyota requests that dealers conduct this Special Service Campaign remedy on any new or used vehicles currently in dealer inventory that are covered by this Special Service Campaign prior to customer delivery.

Also, as a reminder, Toyota Certified Used Vehicle (TCUV) policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall. Thus, no affected units should be designated, sold, or delivered as a TCUV until the Special Service Campaign has been completed on that vehicle.

Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course "Safety Recall and Service Campaign Essentials". To ensure that all vehicles have the repair performed correctly, technicians performing this repair are required to currently hold at least one of the following certification levels:

- Certified Technician (any specialty)
- Expert Technician (any specialty)
- Master Technician
- Master Diagnostic Technician

Always check which technicians can perform the recall remedy by logging on to <https://www.uotdealerreports.com>. It is the dealership's responsibility to select technicians with the above certification level or greater to perform this 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.

Remedy Procedures

Refer to TIS for Technical Instructions on repair. Conduct all non-completed Safety Recalls and Service Campaigns on the vehicle during the time of appointment.

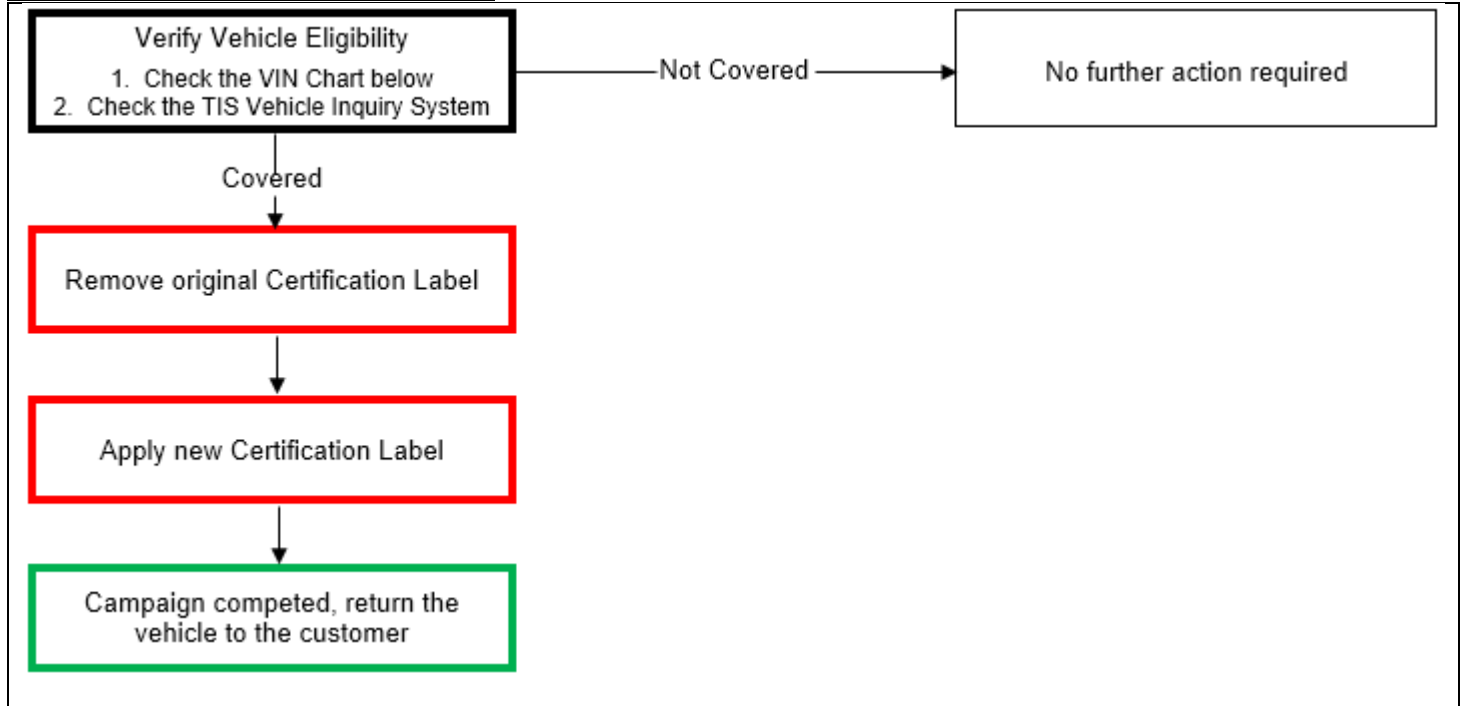
Repair Quality Confirmation

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.

Parts Ordering Process - Non SET and GST Parts Ordering Process

At the launch of the campaign, VIN specific Certification Labels will be mailed to dealers that have coordinated repairs with customers through the CEC. For repairs after the coordinated launch, dealers will need to e-mail the Quality Compliance department (quality_compliance@toyota.com) to order the correct label. Please include the following information in the e-mail:

- VIN
- Photo of the Certification Label
- Copy of the RO
- Contact Person (address and name)

Warranty Reimbursement Procedure

| Opcode | Description | Flat Rate Hours |
|--------|---------------------------------|-----------------|
| LABEL1 | Replace VIN Certification Label | 0.3 hrs/vehicle |

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.
- Dealers may claim the cost for materials needed for removal and cleaning of the original label under opcode LABEL1 at a maximum rate of \$0.20 per vehicle as sublet type "ZZ.")

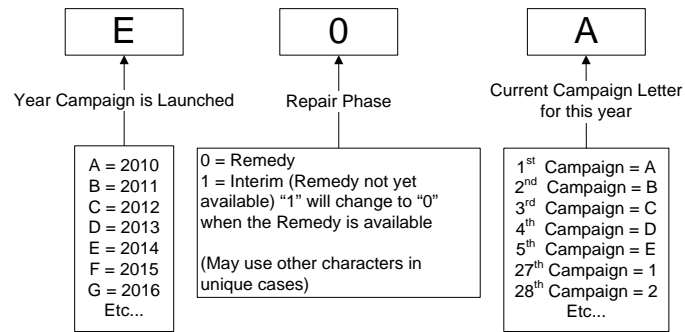
Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Victor Vanov (469) 292-1318 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media associates.

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Special Service Campaign. 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) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

Campaign Designation Decoder**Examples:**

A0D = Launched in 2010, Remedy Phase, 4th Campaign Launched in 2010

C1B = Launched in 2012, Interim Phase, 2nd Campaign Launched in 2012

E0A = Launched in 2014, Remedy Phase, 1st Campaign Launched in 2014

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 Special Service Campaign.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.



Special Service Campaign H0D – *Remedy Notice*
Certain 2016 Model Year Scion iA
Certain 2017 Model Year Toyota Yaris iA
Certification Label

Frequently Asked Questions
Published March 8, 2017

Q1: *What is the condition?*

A1: The Certification Labels on the involved vehicles were printed with an incorrect date of manufacture.

Q2: *What is Toyota going to do?*

A2: The Toyota Customer Experience Center will call all vehicle owners to inform them that their vehicle is involved in this Special Service Campaign and to assist in scheduling an appointment at an authorized Toyota dealer. The authorized Toyota dealer will replace the incorrect Certification Labels on these vehicles with a new Certification Label that contains the correct date of manufacture. If there are vehicle owners who have not had this Special Service Campaign completed by the end of April 2017, Toyota will also notify those remaining owners via first class mail.

Q3: *Which models and how many vehicles are covered by this Special Service Campaign?*

A3: There are 15 2016 Model Year Scion iA and 4 2017 Model Year Toyota Yaris iA vehicles covered by this Special Service Campaign

| Model Name | Model Year | UIO | Production Period |
|-----------------|------------|-----|-------------------------------------|
| Scion iA | 2016 | 15 | Early June 2015 – Early May 2016 |
| Toyota Yaris iA | 2017 | 4 | Mid-August 2016 – Late October 2016 |

Q4: *How long will the repair take?*

A4: The repair takes 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.

Q5: *How does Toyota obtain my mailing information?*

A5: 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.

Q6: *What if I have additional questions or concerns?*

A6: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

**Certain 2016 Model Year Scion iA
Certain 2017 Model Year Toyota Yaris iA
Certification Label
Special Service Campaign (Remedy Notice)**

[VIN]

Dear Toyota Customer:

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 Special Service Campaign, which includes your vehicle.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

What is the condition?

The Certification Labels on the involved vehicles were printed with an incorrect date of manufacture.

What will Toyota do?

Any authorized Toyota dealer will replace the Certification Label at **NO CHARGE** to you.

What should you do?

Please contact your authorized Toyota dealer to make an appointment to have the VIN Certification Label replaced. The remedy will take approximately 45 minutes. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

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, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central 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 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.