

January 25, 2017

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

Subject: **Owner Notification** – H0B
Certain 2017 Model Year Tacoma Vehicles
Tire Maintenance, Safety, and Warranty Manual for Firestone **Spare Tire**

Due to an error made during vehicle processing, the *Tire Maintenance, Safety, and Warranty Manual* for the Firestone **spare tire** may not have been included with certain 2017 model year Tacoma vehicles.

Toyota will mail a *Tire Maintenance, Safety, and Warranty Manual* for the Firestone **spare tire** to registered owners of affected certain 2017 model year Tacoma vehicles. **There is no action required by dealers.**

Covered Vehicles

Approximately 6,000 2017 model year Tacoma vehicles are covered by this Owner Notification.

Model Name	Model Year	Production Period
Tacoma	2017	Late July 2016 – Late September 2016

Owner Letter Mailing Date

Toyota will notify owners in January 2017. A sample of the owner notification letter has been included for your reference. The letter will include the *Tire Maintenance, Safety, and Warranty Manual* and will instruct the customer to place the *Tire Maintenance, Safety, and Warranty Manual* in the vehicle.

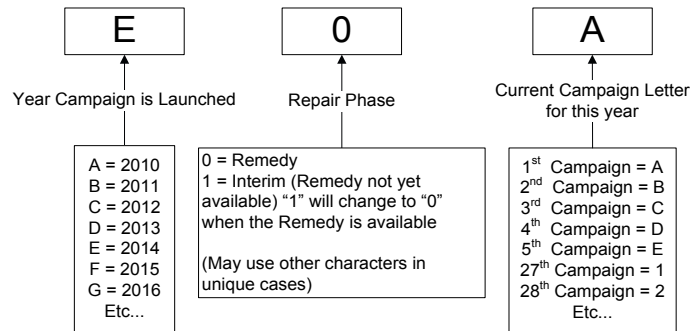
Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to 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 Owner Notification. 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 Owner Notification.

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



Owner Notification – H0B

Certain 2017 Model Year Tacoma Vehicles

Tire Maintenance, Safety, and Warranty Manual for Firestone **Spare Tire**

Frequently Asked Questions

Published January 25, 2017

Q1: Why am I receiving this notification?

A1: Due to an error made during vehicle processing, the *Tire Maintenance, Safety, and Warranty Manual* for the Firestone **spare tire** may not have been included with certain 2017 model year Tacoma vehicles.

Q2: What is Toyota going to do?

A2: Toyota will mail a *Tire Maintenance, Safety, and Warranty Manual* for the Firestone **spare tire** to registered owners of affected certain 2017 model year Tacoma vehicles. **There is no action required by dealers.**

Q3: Which and how many vehicles are covered by this Owner Notification?

A3: Approximately 6,000 2017 model year Tacoma vehicles are covered by this Owner Notification.

Model Name	Model Year	Production Period
Tacoma	2017	Late July 2016 – Late September 2016

Q3a: Are there any other Lexus/Toyota/Scion vehicles covered by this Owner Notification?

A3a: No, there are no other Lexus/Toyota/Scion vehicles covered by this Owner Notification.

Q4: How does Toyota obtain my mailing information?

A4: 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.

Q5: What if I have additional questions or concerns?

A5: 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 2017 Model Year Tacoma Vehicles
Tire Maintenance, Safety, and Warranty Manual for Firestone *Spare Tire*
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, which are based primarily on state registration and title data, indicate that you are the current owner.

Due to an error made during vehicle processing, the *Tire Maintenance, Safety, and Warranty Manual* for the Firestone *spare tire* may not have been included with your 2017 model year Tacoma vehicle.

Toyota is providing a Tire Maintenance, Safety, and Warranty Manual for the Firestone spare tire. Please place this manual in the vehicle.

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.