

◀ IMPORTANT UPDATE ▶

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

| DATE | TOPIC |
|-----------------|---|
| January 8, 2018 | A watermark has been added to the Dealer Letter to indicate that FOM expired on December 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: Product Update FOM
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. 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.

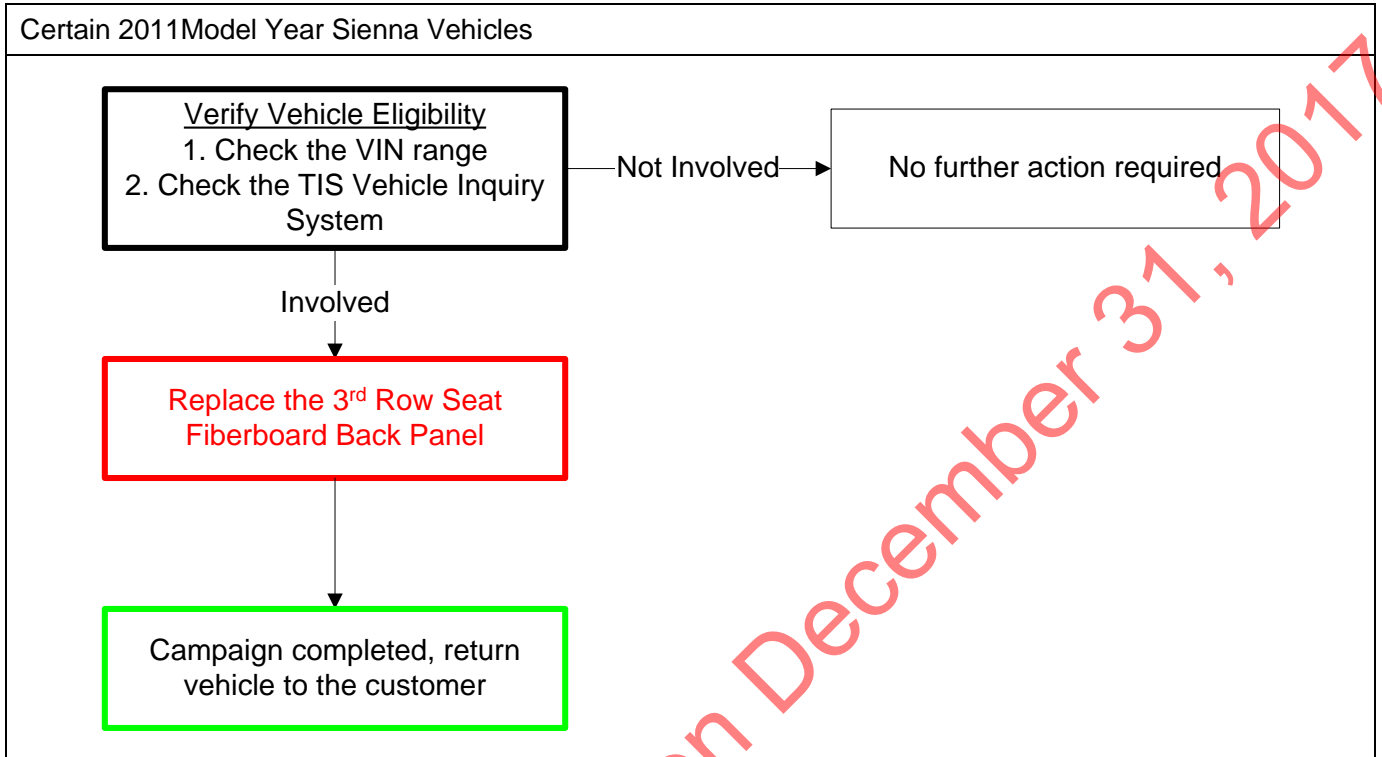
7. Technician Training Requirements

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.

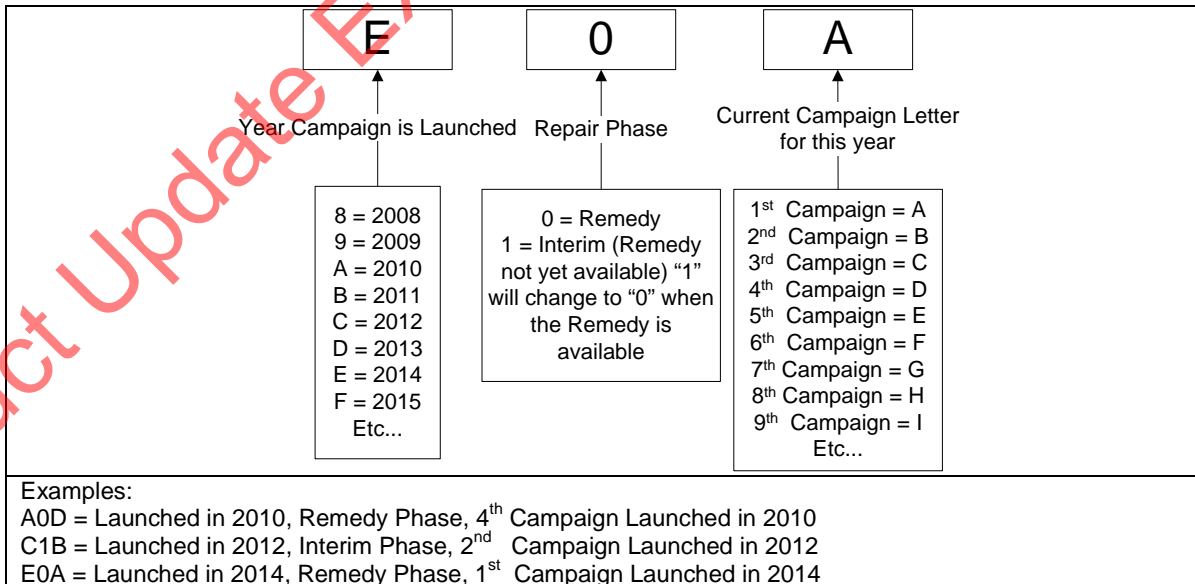
8. Warranty Reimbursement Procedure



| 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 Expired on December 31, 2017.



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.

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

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to provide superior customer satisfaction, we are offering a product update for your vehicle.

What is the update?

The 3rd row seat back panel of your vehicle 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 would like to replace this fiberboard panel, at **no charge** to you, with an updated one containing larger labeling and sequencing instructions.

How do you have your vehicle updated?

Please contact your authorized Toyota dealer and make an appointment to have the 3rd Row Seat Back Panel replaced before **December 31, 2017**.

The 3rd Row Seat Back Panel replacement 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

You do not need this owner letter to have the Product Update performed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

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.

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 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 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, U.S.A., INC.