



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

Subject: Owner Renotification of Certain Non-Completed Special Service Campaign – BSL

Special Service Campaign completion is an integral part of our commitment to meet customer expectations of Lexus products. Lexus will be sending Follow-Up Notices to remind owners whose vehicles have not yet had Special Service Campaign repairs completed for the campaign listed below.

We request your assistance in completing the applicable campaign repairs as owners receive the Follow-Up Notice and contact your dealership. Please note the follow-up activity may cause an increase in your current Special Service Campaign owner appointments. Lexus will continue with additional follow-up activities in the months to come. Please take this into consideration when analyzing your manpower requirements.

Special Service Campaign Covered in the Renotification

Campaign	Model and Model Year	Approximate UIO	Approximate PR UIO	Mail Schedule
BSL - Smart Stop Technology	Certain 2010 RX 350	31,800	200	Late January 2018
	Certain 2008 - 2010 LX 570	8,500	60	

Follow-Up Owner Notification Letter Mailing Date

The Special Service Campaign Follow-Up Owner Notification Letters (“owner letters”) will begin in late January 2018. The owner letters will be mailed by first class mail, over a period of several weeks consistent with parts availability.

Technical Instructions

Technical Instructions to conduct these campaigns can be found on TIS.

Pre-Owned Vehicles in Dealer Inventory

To ensure customer satisfaction, Lexus requests that dealers complete this Special Service Campaign on any used vehicles currently in dealer inventory that are covered by this Special Service Campaign prior to customer delivery. However, if the campaign cannot be completed (for example, due to remedy parts availability), delivery of a covered vehicle is acceptable if disclosed to the customer that the vehicle is involved in a Special Service Campaign.

Lexus expects dealers to use the attached Pre-Owned Customer Contact and Vehicle Disclosure Form to obtain vehicle buyer information. Dealers are expected to provide a copy of the completed form, along with the most current FAQ, to the vehicle buyer. Lexus and the dealer may use this information to contact the customer when the remedy becomes available.

Keep the completed form on file at the dealership and send a copy to quality_compliance@toyota.com. In the subject line of the email state “Disclosure Form BSL” and include the VIN.

NOTE: Dealers can identify if any of their new and used inventory has any open campaigns in the Vehicle Inventory Summary available in Dealer Daily (<https://dealerdaily.lexus.com/>).

L/Certified Vehicles

L/Certified policy prohibits the certification of any vehicle with an outstanding Safety Recall, Special Service Campaign, or Limited Service Campaign. Thus, no affected units are to be designated, sold, or delivered as L/Certified until all applicable Safety Recalls, Special Service Campaigns, and Limited Service Campaigns have been completed on that vehicle.

Service Loaner (LCCS Vehicles)

Lexus requests that dealers remove all Service Loaner vehicles from service that are covered by a Safety Recall unless the defect has been remedied.

Customer Handling and Dealership Follow-Up

Please consider this follow-up notice a great opportunity to focus on assuring customers that their safety remains a top priority at Lexus. Customers who receive the Special Service Campaign Follow-Up Notice may contact your dealership with questions regarding the letter and/or remedy. Please ensure that all customer contact personnel are aware of these Special Service Campaign and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have.

Lexus encourages dealerships to follow-up with their customers by telephone to encourage them to complete these Special Service Campaign. The following word track has been provided for this purpose. To assure a consistent and accurate description of the Special Service Campaign is communicated to the customer, dealership associates are requested to refer to the specific Special Service Campaign Q&A (available in TIS) to answer any specific customer questions

Hello [Mr./Ms.] _____ [Customer Name],

Our dealership _____ [Dealership Name] is following up with you regarding Special Service Campaign _____ [Special Service Campaign No.] which involves _____ [Special Service Campaign Title]. Our records indicate that your vehicle falls within the parameters of this Special Service Campaign, and as a customer convenience I would like to answer any questions that you may have. [Answer any questions using the Special Service Campaign Q&A for the applicable recall]

May I schedule an appointment for your vehicle to complete this important Special Service Campaign?

What date and time will be convenient for you to bring your vehicle into our service department which is located at _____ [dealership address]. If you have any further questions or concerns, please contact me at _____ [contact name and telephone no.]

NOTE: Additional guidelines regarding dealership follow-up for non-completed recalls can be found in Warranty Policy 5.21.

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 Renotification of Non-Completed Special Service Campaign.

Thank you for your cooperation.

LEXUS, A DIVISION OF TOYOTA MOTOR SALES, U.S.A., INC.