

From: Quality Compliance
Sent: Monday, March 19, 2018 4:00 PM
Subject: Owner Notification - JOE - Certain 2018 Model Year Highlander LE FWD - Certain 2018 Model Year Highlander LE AWD - Certain 2017 Model Year Tacoma TRD Pro with Manual Transmission - Vehicle Window Sticker (Monroney Label) (INTERNAL)
Attachments: JOE_Region_Letter_Published_3.19.2018.pdf; JOE_Dealer_Letter_Published_3.19.2018.pdf

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching an Owner Notification on Certain 2018 Model Year Highlander LE FWD, Certain 2018 Model Year Highlander LE AWD, and Certain 2017 Model Year Tacoma TRD Pro with Manual Transmission.

Condition

Due to a clerical error, the subject vehicles include incorrect values in the Fuel Economy and Environment section of the Window Sticker (Monroney label). Refer to the attached FAQ for a visual representation of the incorrect and correct values.

Remedy for Owners of Affected Highlander LE FWD and Tacoma TRD Pro (Manual) Vehicles

In April 2018, Toyota will mail an owner notification to registered owners of the affected **Highlander FWD** vehicles and **Tacoma** vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference.

Remedy for Owners of Affected Highlander LE AWD Vehicles

In May 2018, Toyota will mail an owner notification to registered owners of affected Highlander LE AWD vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference.

Additionally, only for the affected **Highlander LE AWD** vehicles covered by this Owner Notification Program, Toyota is offering additional customer support, described below:

Although the fuel economy and annual/five-year fuel cost information are only estimates based on controlled driving conditions, and the owner may experience fuel economy and fuel costs that are higher or lower than those estimated on the Window Sticker, we believe that the estimated values provide a comparison between new vehicles that are important to our customers when purchasing a Toyota vehicle. Given our commitment to our loyal customers, we want to address the Window Sticker estimated fuel cost error in the fairest way possible. For those customers who relied on the fuel cost estimates when purchasing their vehicles, we will provide a \$500 loyalty (VISA/MasterCard) card, which can be used anywhere VISA/MasterCard are accepted. Instructions for obtaining this customer support will be included in the owner letter which Toyota expects to mail in May 2018. ***This customer support is only applicable to original owners or in the case of a leased vehicle, lessees, of the Highlander LE AWD vehicles involved in this Owner Notification.***

There is no action required by dealers on customer-owned vehicles involved in this Owner Notification.

Covered Vehicles

There are approximately 7,270 vehicles involved in this Owner Notification Program. None of the vehicles covered by this program were distributed to Puerto Rico.

Model Name	Model Year	Approximate UIO	Production Period
Tacoma	2017	570	Late July 2016 – Late October 2017
Highlander LE FWD	2018	2,900	Early October 2017 – Late January 2018
Highlander LE AWD	2018	3,800	Early October 2017 – Late January 2018

Please reference the attachments for additional details.

Dealers will be notified on March 19, 2018 at approximately 4:30 P.M. Central Time.

Thank you for your support,

TOYOTA MOTOR NORTH AMERICA

Quality | Quality Compliance Department