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**From:** Quality Compliance  
**Sent:** Monday, March 19, 2018 4:29 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) (DEALER)  
**Attachments:** 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.***

**Remedy for New Dealer Stock Vehicles**

The vehicle's Monroney label with incorrect values will be replaced with a corrected Monroney label. These corrected labels will be shipped to those dealers with affected new dealer stock by March 23, 2018. ***New vehicles involved in this Owner Notification must not be sold until the Monroney label with incorrect values has been replaced with a corrected Monroney label.***

**New Vehicles in Dealership Inventory**

As of March 16, 2018, there are approximately 950 vehicles in new dealer stock.



**New vehicles involved in this Owner Notification must not be sold until the Monroney label with incorrect values has been replaced with a corrected Monroney label.**

Vehicles covered by this Owner Notification Program should be verified through TIS. We request your assistance to ensure involved vehicles are identified and not delivered prior to performing the remedy.

**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.toyota.com/>). The Vehicle Inventory Summary may take up to 24 hours to populate information for newly launched campaigns.

**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 attachment for additional details.***

Thank you for your support,

**TOYOTA MOTOR NORTH AMERICA**

**Quality** | Quality Compliance Department