

Original Publication Date: November 2, 2022

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

SPECIAL SERVICE CAMPAIGN 22TC09 *(Remedy Notice)*

Certain 2023 Model Year bZ4X bZ4X Vehicle Identification Number (VIN) Verification

Model / Years	Production Period	Approximate Total Vehicles
2023	Late October 2021 – Late May 2022	140

Condition

Toyota recently became aware that the make of the 2023 bZ4X may be mis-identified as “Subaru” when the first eight digits of the vehicle’s VIN is decoded using the National Highway Traffic Safety Administration’s (NHTSA) database.

We want to assure the customer that their vehicle is a genuine Toyota product, manufactured at Toyota’s Motomachi plant in Japan, and that their VIN is unique to their vehicle.

Remedy

Any authorized Toyota dealer will place a label stating that the 2023 Toyota bZ4X is a genuine Toyota product **FREE OF CHARGE**.

Covered Vehicles

There are approximately 140 vehicles covered by this Special Service Campaign. Puerto Rico is not involved in this campaign.

Owner Notification

In addition to your dealer outreach, Toyota will notify customers about this issue by email and/or first-class mail. The notifications will begin November 2, 2022.

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 Special Service Campaign 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.

Dealer Inventory Procedures

New and Used Vehicles in Dealership Inventory (In-Stock Vehicles)

To ensure customer satisfaction, Toyota requests that dealers complete this Special Service Campaign on any new or used vehicles currently in dealer inventory that are covered by this Special Service Campaign prior to customer delivery.

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 (**Non SET and GST dealers:** <https://dealerdaily.toyota.com/>). The Vehicle Inventory Summary may take up to 4 hours to populate information for newly launched campaigns.

Toyota Certified Used Vehicle (TCUV)

The TCUV 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 a TCUV until all applicable Safety Recalls, Special Service Campaigns, and Limited Service Campaigns have been completed on that vehicle.

Customer Handling, Parts Ordering, and Remedy Procedures

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Special Service Campaign. 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 (1-800-331-4331) - Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

Salvage Title Vehicles

Every attempt should be made to complete an open Special Service Campaign when circumstances permit, unless noted otherwise in the SSC dealer letter.

For complete details on this policy, refer to Toyota Warranty Policy [4.17](#), "What Is Not Covered by The Toyota New Vehicle Limited Warranty".

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 Tyler Lichtenberger (469) 292-2671 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Parts Ordering Process - Non SET and GST Parts Ordering Process

It is possible that parts for this campaign are either required to be ordered in Campaign Part Order Request (CPOR) on Service Lane, or have been placed on Manual Allocation Control (MAC) due to potential limited part availability. Please check the CPOR/MAC report on Dealer Daily for the most up-to-date parts ordering information.

All Safety Recall, Service Campaign (SSC/LSC) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin [2011-087](#) for campaign parts that are currently returnable under the Monthly Parts Return Program and for additional details.

Description	Quantity
bZ4X VIN Verification Label	1
bZ4X VIN Label Window Cling *	1

*Window Cling can be removed by the customer after review.

Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course "Safety Recall and Service Campaign Essentials". To ensure that all vehicles have the repair performed correctly; technicians performing this repair are required to currently have completed all of the following courses:

- T623 – Toyota Electrical Circuit Diagnosis

Always check which technicians can perform the repair by logging on to <https://www.uotdealerreports.com>. It is the dealership's responsibility to select technicians with the above certification level or greater to perform this repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

Remedy Procedures

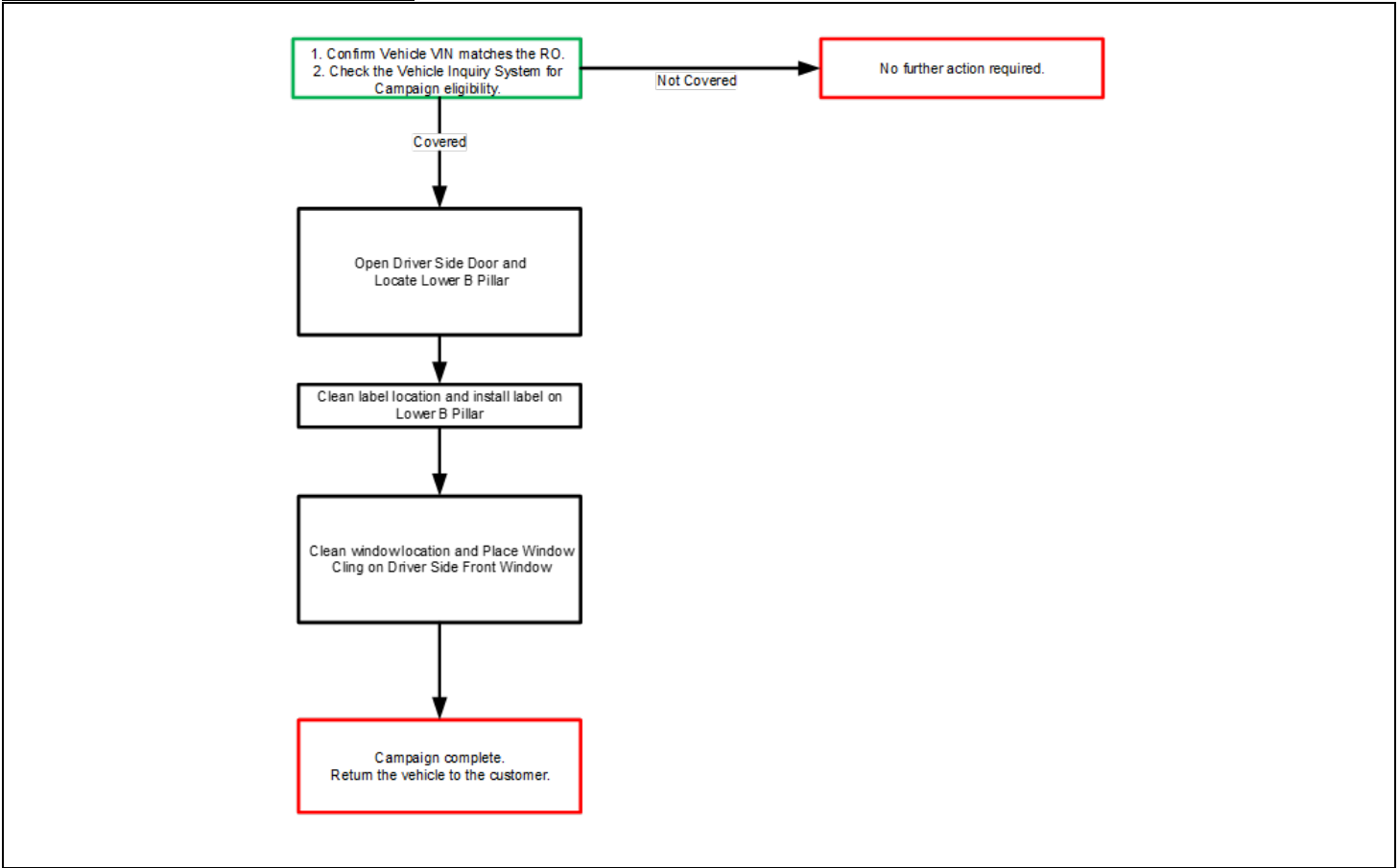
Refer to TIS for Technical Instructions on repair. Conduct all non-completed Safety Recalls and Service Campaigns on the vehicle during the time of appointment.

Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

Warranty Reimbursement Procedures

Warranty Reimbursement Procedure



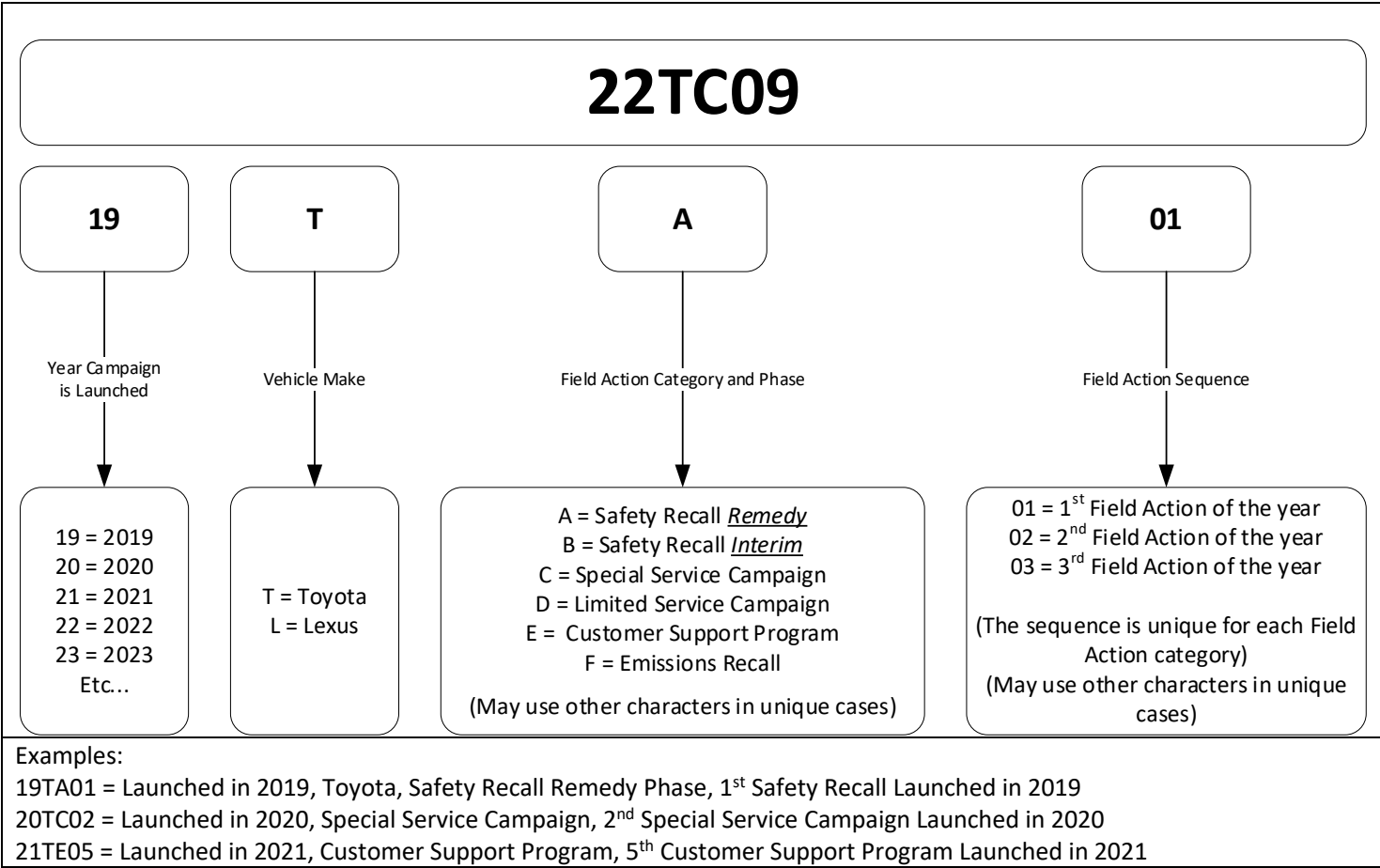
Op Code	Description	Flat Rate Hours
ATN902	Place VIN Verification Label and Window Cling	0.2

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.
- Window Cling can be removed by the customer after review.

Claim Filing Accuracy and Correction Requests

It is the dealer’s responsibility to file claims correctly for this Special Service Campaign. This claim filing information is used by Toyota for various government reporting activities; therefore, claim filing accuracy is crucial. If it has been identified that a claim has been filed using an incorrect Op Code or a claim has been filed for an incorrect VIN, refer to Warranty Procedure Bulletin [PRO17-03](#) to correct the claim.

Campaign Designation / Phase Decoder



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 Special Service Campaign.

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



SPECIAL SERVICE CAMPAIGN 22TC09 *(Remedy Notice)*

Certain 2023 Model Year bZ4X
bZ4X Vehicle Identification Number (VIN) Verification

Frequently Asked Questions

Original Publication Date: November 2, 2022

Q1: *What is the condition?*

A1: Toyota recently became aware that the make of your vehicle may be mis-identified as “Subaru” when the first eight digits of the Vehicle Identification Number (VIN) is decoded using the National Highway Traffic Safety Administration’s (NHTSA) database. We want to assure you that your vehicle is a genuine Toyota product, manufactured at Toyota’s Motomachi plant in Japan, and that your VIN is unique to your vehicle.

Q2: *What is Toyota going to do?*

A2: Starting in early November 2022, Toyota will be sending an owner notification by first class mail advising owners that their authorized Toyota dealer will place a label on the vehicle **FREE OF CHARGE** stating their 2023 Toyota bZ4X is a genuine Toyota product. The owner notification will provide further details about contacting your dealer to have this label placed on your vehicle.

Q3: *How can this issue affect me?*

A2: Various third-party organizations may utilize the first eight digits of your vehicle’s VIN to verify the make of the vehicle for various purposes, including, but not limited to:

- State Registration/Title Creation
- EV Tax Credit Application
- California HOV Lane Application
- Financing
- Insurance Coverage
- Out of State Transfer VIN Verification

These third parties may conclude that your vehicle’s make is a “Subaru” due to the issue mentioned above, and this may affect whether and how these third parties provide their service.

Q4: *What should I do if I encounter this issue?*

A4: Should you encounter a situation where your vehicle is mis-identified by an entity that attempts to decode your vehicle’s VIN using the first eight digits, the owner notification may serve as proof that your vehicle is a 2023 Toyota bZ4X and that your VIN is unique to your vehicle. We recommend keeping the owner notification letter in your vehicle for future reference, as needed. The installed label will also contain a QR code which will link to an explanation letter which you may hand to any third-party if you cannot locate the owner notification letter.

Q5: Which and how many vehicles are covered by this Special Service Campaign?

A3: There are approximately 140 vehicles covered by this Special Service Campaign.

Model Name	Model Year	Production Period
bZ4X	2023	Late October 2021 – Late May 2022

Q6: 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.

Q7: What if I have additional questions or concerns?

A5: If you have additional questions or concerns, please contact the Toyota Brand Engagement Center at 1-800-331-4331 Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.



Toyota Motor Sales, USA, Inc.
6565 Headquarters Drive
Plano, TX 75024
(469) 292-4000

CUSTOMER CONTACT & VEHICLE DISCLOSURE FORM

This form is not applicable for TCUV units.

This vehicle is involved in Special Service Campaign. At this time, remedy parts are not available and the remedy has **NOT** been performed. I understand that the vehicle will need to be returned to an authorized Toyota dealer to have the remedy performed at **NO CHARGE** when the remedy is available.

Customer Signature _____

Toyota recommends that you register with the Toyota Owners Community at <http://www.toyota.com/owners/> and regularly check recall applicability using www.toyota.com/recall or www.safercar.gov. You will need to input your 17-digit Vehicle Identification Number (VIN).

VIN

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Campaign Code

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Model _____ Model Year _____

Customer Information

Customer Name _____	Customer Email _____
Customer Address _____	Home Phone # _____
_____	Mobile Phone # _____
_____	Date _____

Please provide this information so that Toyota or your dealer can notify you when the remedy becomes available. This information will only be used for campaign communications. If you'd like to update your preferred contact information in the future, visit www.toyota.com/ownersupdate or contact us at 1-888-270-9371.

Dealer Information

Dealer Name/Address _____	Dealer Code _____
_____	Dealer Phone Number _____
_____	Dealer Staff Name _____
_____	Dealer Staff Signature _____