

Original Publication Date: October 26, 2023

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

CUSTOMER SUPPORT PROGRAM 23TE08 *(Interim Notice)*

Phase 1 - Customer Notification Phase Repair Not Yet Available

Certain 2016–2022 Model Year Tacoma Coverage for Paint Peeling on Door Frames + Front Inner Fenders

Model / Years	Production Period	Approximate Total Vehicles
2016 – 2022 Tacoma	Early September 2015 - Late September 2021	142,460

In our continuing efforts to ensure the best in customer satisfaction, Toyota is announcing a Customer Support Program to provide coverage for paint peeling on door frames and front inner fenders on certain 2016–2022 model year Tacoma vehicles.

Background

Toyota has received some reports of paint peeling along the exterior door window frames and front inner fenders under the hood on certain Tacoma vehicles with 040 Super White paint color.

Although the vehicle paint is covered by Toyota's New Vehicle Limited Warranty for three years, or 36,000 miles (whichever comes first), we at Toyota care about the customers' ownership experience. Toyota is providing coverage for repairs related to the condition described above.

The following information is provided to inform you and your staff of the program notification schedule and your degree of involvement.

Examples of exterior window door frame paint peeling



Examples of front inner fender paint peeling



Customer Support Program Details

This Customer Support Program provides coverage for paint peeling along the exterior window door frames and front inner fender edges under the hood of certain 2016-2022 model year Tacoma vehicles at no cost to the customer. The specific condition covered by this program only involves double cab vehicles produced from a specific manufacturing facility with the original factory-applied Super White paint color.

Toyota will begin to notify customers of the interim launch starting in late October 2023.

Toyota is working on the repair procedures and obtaining necessary materials to complete the repair for the affected vehicles, and we anticipate that this may take several months. Once those preparations are complete, Toyota will begin notifying customers that repairs are ready to be performed under this program through a second letter. Letters will be sent over several months.

At that point, if a customer has experienced the condition, they should contact their local authorized Toyota dealership for diagnosis and inspection.

If the condition is verified, the dealer will arrange to have the repair performed in accordance with the terms of this Customer Support Program.

Note: - Damage to the vehicle exterior (such as collision damage, deep scratches, dents, etc.) may prevent a repair facility from performing the paint repair covered by this Customer Support Program.

This Customer Support Program does not cover repair of such damage.

If any damage must be repaired prior to performing the paint repair covered by this Customer Support Program, the dealer may offer to repair the damage at the customer's expense.

Examples of damage that might prevent paint repair are:

• Collision damage	• Dents	• Deep scratches	• Deep rock chips
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Covered Vehicles

There are approximately 142,460 vehicles covered by this Customer Support Program, none of which were distributed to Puerto Rico.

Phased Launch Schedule

The repair for this Customer Support Program is not available yet. This Customer Support Program is being administered in two phases.

Phase	Description	Availability
1	Customer Notification	BEGINNING NOW
2	Renotification and Repair	NOT AVAILABLE YET

BEGINNING NOW: In Phase 1, the currently active phase, Toyota is working on completing procedures for the launch of this Customer Support Program, and thus, the repair under this program is **NOT AVAILABLE**. During this phase, dealers should not do any repairs for this condition under this program. Beginning in late October 2023, Toyota will send an interim owner notification letter to all owners informing them that their vehicle is covered under this Customer Support Program. During this phase, owners who have paid for repairs for this condition can seek reimbursement consideration for expenses incurred prior to November 16, 2023. A sample of this owner notification letter has been included for your reference.

NOT AVAILABLE YET: Phase 2 will begin after Toyota completes preparation for the repair of this condition.

TIS / Service Lane - VIN Search Display

Until the repair for this Customer Support Program is available, a VIN search for this Customer Support Program will appear in TIS / Service Lane as follows:

<p>CSP Description: Customer Support Program ZKG - Multiple Models and Model Years Vehicles Painted with Blizzard Pearl (070) or Super White (040) Paint Color Coverage for Peeling of Factory-Applied Paint Expiration Date: 1/28/2999 Status: Potentially Eligible Mem: The repair for this Customer Support Program is not yet available. Refer to the Dealer Letter for additional information.</p> <p>[Show Documents]</p>

A: Repair is not yet available

Customer Handling Procedures

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Customer Support Program. 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 Brand Engagement Center (1-888-270-9371) - Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

Salvage Title Vehicles

There is no New Vehicle Limited Warranty coverage or non-emission CSP coverage for vehicles that have been branded as salvage, total loss, true mileage unknown, or similar title under any state's law. Nonetheless, every attempt should be made to complete an open emission related CSP when circumstances permit, unless noted otherwise in the CSP dealer letter.

- This CSP *IS NOT* emission related; therefore, vehicles branded as salvage, total loss, true mileage unknown, or similar title are *NOT ELIGIBLE* for coverage under this CSP.

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

Customer Marketing

Direct marketing of this Customer Support Program is strictly prohibited pursuant to the Toyota Warranty Policy [5.21](#), "Warranty Solicitation." Non-compliance of this policy may result in a claim debit.

Media Contacts

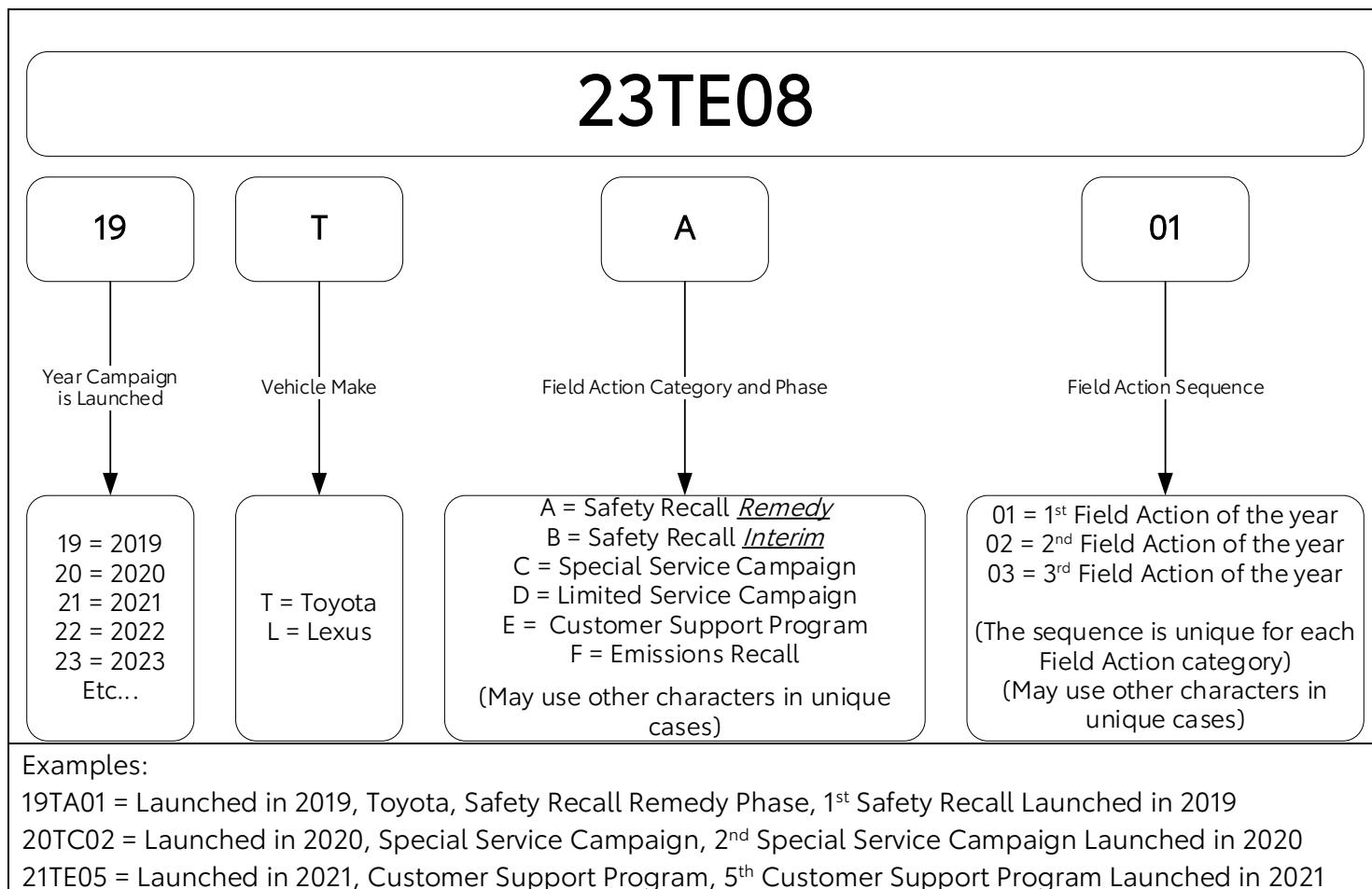
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Joshua Burns (469) 292-6449 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Warranty Reimbursement Procedures

Customer Reimbursement

Reimbursement consideration instructions will be included in the owner letter.

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 Customer Support Program.

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

CUSTOMER SUPPORT PROGRAM 23TE08 *(Interim Notice)*

Phase 1 – Customer Notification Phase
Repair Not Yet Available

Certain 2016–2022 Model Year Tacoma
Vehicles Painted with *Super White (040)* Paint Color
Coverage for Paint Peeling on Door Frames + Front Inner Fenders

Frequently Asked Questions
Original Publication Date: October 26, 2023

Q1: *What is the condition?*

A1: Toyota has received some reports of paint peeling along the exterior door window frames and front inner fenders under the hood on certain Tacoma vehicles with 040 Super White paint.

Examples of exterior window door frame paint peeling



Examples of front inner fender paint peeling



Q2: What is Toyota doing?

A2: The repair for this Customer Support Program is not available yet. This Customer Support Program is being administered in two phases.

Phase	Description	Availability
1	Customer Notification	BEGINNING NOW
2	Renotification and Repair	NOT AVAILABLE YET

BEGINNING NOW: In Phase 1, the currently active phase, Toyota is working on completing procedures for the launch of this Customer Support Program, and thus, the repair under this program is **NOT AVAILABLE**. During this phase, dealers should not do any repairs for this condition under this program. Beginning in late October, 2023, Toyota will send an interim owner notification letter to all owners informing them that their vehicle is covered under this Customer Support Program. During this phase, owners who have paid for repairs for this condition can seek reimbursement consideration for expenses incurred prior to November 16, 2023.

NOT AVAILABLE YET: Phase 2 will begin after Toyota completes preparation for the repair of this condition.

Q3: Which and how many vehicles are covered by this Customer Support Program?

A3: There are approximately 142,460 vehicles covered by this Customer Support Program.

Model Name	Model Year	Production Period
Tacoma	2016 – 2022	Early September 2015 – Late September 2021

Q4: What are the details of this program?

A4: This Customer Support Program provides coverage for paint peeling along the exterior window door frames and front inner fender edges under the hood of certain 2016-2022 model year Tacoma vehicles at no cost to the customer. The specific condition covered by this program only involves double cab vehicles produced from a specific manufacturing facility with the original factory-applied Super White paint color.

*The repair is not available yet and the details of the repair under this program is currently under preparation. Please see Q2 for additional details.

Q5: Why is Toyota notifying me now if Toyota is not ready to implement the repair for this Customer Support Program?

A5: In the interests of customer satisfaction, Toyota is notifying you about this condition and that a repair is forthcoming. If the condition does occur or currently exists with your covered vehicle, a repair will be provided at no cost to you in accordance with the terms of the Customer Support Program once preparations for the repair are completed for this Customer Support Program. There is no need to contact your dealer for confirmation of the condition or diagnosis until the repair preparations for this program are complete. You will be notified again when the repair is available.

Please note that the specific details of the Customer Support Program are subject to change.

Q6: *When does Toyota anticipate the repair will be ready?*

A6: Toyota is currently working on the repair procedures and obtaining necessary materials to complete the repair for the affected vehicles, and we anticipate that this may take several months. Once those preparations are complete, any vehicle exhibiting the condition will be eligible to receive a repair under the terms of this Customer Support Program.

Q7: *Do I need to wait until I actually receive a second owner notification letter before visiting a dealer to receive a repair?*

A7: No. As soon as the Customer Support Program begins, you can visit any authorized Toyota dealer for diagnosis if your vehicle is exhibiting the condition and, if applicable, repair.

Q8: *What should I do if the factory-applied Super White paint is currently peeling from this condition?*

A8: Toyota is currently preparing the repair for this condition under this program. Toyota recommends that you wait until the repair has been launched because dealers are not yet ready to perform the repair. We will begin sending the second owner notification letter as soon as the repair for this Customer Support Program is ready.

Q9: *Which factory-applied paint is covered by this Customer Support Program?*

A9: The factory-applied Super White (Toyota paint code 040) paint.

Q10: *Can I be reimbursed if I previously paid for repairs related to factory-applied paint peeling from my vehicle due to this condition?*

A10: Customers who have already paid for repairs related to this specific condition may qualify for reimbursement of some, or all, of their out-of-pocket costs. The expense must have been incurred prior to November 16, 2023, and sufficient documentation submitted, to qualify for reimbursement. Please include a copy of your repair details (for example: a repair order), proof-of-payment, and ownership with your submission. Toyota will not reimburse for out-of-pocket costs incurred after November 16, 2023. Customer reimbursement instructions will be included in the owner letter.

Q11: *What if my vehicle's paint is peeling from this condition, but my vehicle has damage that requires repair prior to repairing the peeling condition?*

A11: This Customer Support Program only provides the coverage described above. This program does not cover the repair of damage (e.g., collision damage, dents, etc.) which may be required to complete the Customer Support Program repair. Some dealers may be willing to repair damage needed to complete this Customer Support Program. If your dealer is willing to do so, you will be responsible for any costs associated with the damage repair. If you elect not to repair the damage, the dealer may indicate that they are not able to complete the Customer Support Program repair.

Q12: *What is involved in the repair?*

A12: Toyota is currently working on the repair procedures and obtaining necessary materials to complete the repair for the affected vehicles. However, the repair will be limited to repainting the specific area of the vehicle's exterior affected by the condition.

Please note, as the program is still under preparation, the above details are still subject to change.

When Toyota launches the repair for this Customer Support Program, the specific details of the repair covered under this program will be provided.

Q13: *How does Toyota obtain my mailing information?*

A13: 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.

Q14: *What if I have additional questions or concerns?*

A14: If you have additional questions or concerns, please contact the Toyota Brand Engagement Center at 1-888-270-9371 Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

Q15: *Is the Customer Support Program coverage transferable if I sell my vehicle?*

A15: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

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

2016–2022 Model Year Tacoma
White Paint Peeling on Door Frames and Front Inner Fenders
CUSTOMER SUPPORT PROGRAM (23TE08) INTERIM NOTIFICATION

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to ensure customer satisfaction, Toyota would like to advise you of a voluntary Customer Support Program that has been initiated for your vehicle.

The Customer Support Program provides coverage for paint peeling along the exterior window door frames and front inner fender edges under the hood of certain 2016–2022 model year Tacoma vehicles at no cost to you. The specific condition covered by this program only involves double cab vehicles produced from a specific manufacturing facility, with the original factory-applied Super White paint color.

Examples of exterior window door frame paint peeling



Examples of front inner fender paint peeling



What should you do?

Currently, Toyota is working on completing procedures for the launch of this Customer Support Program. However, we want you to know your vehicle is included in this program and that the repair under this program is forthcoming. Reimbursement may also be available if you have previously paid for repairs involving this condition prior to November 16, 2023.

We will send you another owner notification letter once the repair under this Customer Support Program is available for your vehicle. If you are currently experiencing the condition, we appreciate your patience while we complete preparations for the repair and ask that you wait for the repair program as Toyota cannot reimburse you for any repairs completed related to this issue after November 16, 2023.

What if you have other questions?

- *Refer to the Frequently Asked Questions sheet included with this letter.*
- *Your local Toyota dealer will also be more than happy to answer any of your questions.*
- Customers with additional questions or concerns are asked to please contact the Toyota Brand Engagement Center (1-888-270-9371) - Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

If you would like to update your vehicle ownership or contact information, please visit www.toyota.com/owners. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have previously paid for repairs to your vehicle for this specific condition?

Please note, once the repair is finalized an authorized Toyota dealer inspection is required under this Customer Support Program. The authorized Toyota dealer will confirm the condition and affected areas for coverage under the program.

In the interest of customer satisfaction, if you have previously paid for repairs related to this condition prior to November 16, 2023, please mail a copy of your repair details (for example: a repair order), proof-of-payment, and ownership information to the following address for reimbursement consideration:

Note that the expense must have been incurred prior to November 16, 2023. Toyota does not reimburse for expenses incurred after November 16, 2023.

Toyota Brand Engagement Center - TSR
Toyota Motor Sales, USA, Inc.
c/o Toyota Motor North America, Inc.
P O Box 259001 – SSC/CSP Reimbursements
Plano, Texas 75025-9001

Please refer to the attached Reimbursement Checklist for required documentation details.

We have sent this notice in the interest of your continued satisfaction with our products. 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.

SAMPLE

TOYOTA

CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS

Q1: *Is this a recall?*

A1: No. This is not a recall. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to help ensure customer satisfaction, Toyota is advising you of this Customer Support Program.

Q2: *Why is Toyota notifying me now if Toyota is not ready to implement the repair for this Customer Support Program?*

A2: In the interests of customer satisfaction, Toyota is notifying you about this condition and that a repair is forthcoming. If the condition does occur or currently exists with your covered vehicle, a repair will be provided at no cost to you in accordance with the terms of the Customer Support Program once preparations for the repair are completed for this Customer Support Program. There is no need to contact your dealer for confirmation of the condition or diagnosis until the repair preparations for this program are complete.

Please note that the specific details of the Customer Support Program are subject to change.

Q3: *When does Toyota anticipate the repair will be ready?*

A3: Toyota is currently working on the repair procedures and obtaining necessary materials to complete the repair for the affected vehicles, and we anticipate that this may take several months. Once those preparations are complete, any vehicle exhibiting the condition will be eligible to receive a repair under the terms of this Customer Support Program.

Q4: *What should I do if the factory-applied Super White paint is currently peeling from this condition?*

A4: Toyota is currently working on the repair for this condition under this program. Toyota recommends that you wait until the repair has been launched because dealers are not yet ready to perform the repair. We will begin sending the second owner notification letter as soon as the repair for this Customer Support Program is ready.

Q5: *Which factory-applied paint is covered by this Customer Support Program?*

A5: Only factory-applied Super White (Toyota paint code 040) paint.

Q6: *Can I be reimbursed if I previously paid for repairs related to factory-applied paint peeling from my vehicle due to this condition?*

A6: Customers who have already paid for repairs related to this specific condition may qualify for reimbursement of some, or all, of their out-of-pocket costs. The expense must have been incurred prior to November 16, 2023, and sufficient documentation submitted, to qualify for reimbursement. Please include a copy of your repair details (for example: a repair order), proof-of-payment, and ownership with your submission. Toyota will not reimburse for out-of-pocket costs incurred after November 16, 2023. Customer reimbursement instructions will be included in the owner letter.

Q7: *What if my vehicle's paint is peeling from this condition, but my vehicle has damage that requires repair prior to repairing the peeling condition?*

A7: This Customer Support Program only provides the coverage described above. This program does not cover the repair of damage (e.g., collision damage, dents, etc.) which may be required to complete the Customer Support Program repair. Some dealers may be willing to repair damage needed to complete this Customer Support Program. If your dealer is willing to do so, you will be responsible for any costs associated with the damage repair. If you elect not to repair the damage, the dealer may indicate that they are not able to complete the Customer Support Program repair.

Q8: *Is the Customer Support Program coverage transferable if I sell my vehicle?*

A8: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

SAMPLE