



Toyota Motor Sales, USA, Inc.  
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Plano, TX 75024  
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Original Publication Date: February 13, 2025

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

Owner Notification 24TC04 (Remedy Notice)

Certain 2022-2023 Model Year GR86  
Incorrect Monroney Label

Model / Years	Production Period	Approximate Total Vehicles
2022-2023 GR86	Early November 2021-Late December 2023	24,300

Condition

Due to a clerical error, some fuel economy estimates stated in the Window Sticker (also known as the Monroney label) of affected vehicles were mistakenly overstated by 1 mile per gallon. For a portion of the affected vehicles, the errors included the Annual Fuel Cost estimate. Refer to the attached FAQ for a visual representation of the incorrect and correct values and for details on which vehicles had incorrect Annual Fuel Cost estimates.

Remedy

In February 2025, Toyota will mail an owner notification to the original owners of the affected GR86 vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner’s reference. Original owners of affected vehicles that have incorrect Annual Fuel Cost estimates will also receive instructions in their owner letter on how to obtain a customer support payment. A sample of each owner notification is attached for your reference. Refer to the attached FAQ for details on which vehicles had incorrect Annual Fuel Cost estimates.

Covered Vehicles

There are approximately 24,300 vehicles covered by this Owner Notification.

Owner Letter Mailing Date

Toyota will begin to notify owners in February 2025. Samples of the owner notification letters have been included for your reference.

*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

## 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 Brand Engagement Center (1-888-270-9371) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

### **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 the Toyota Newsroom <https://pressroom.toyota.com/>

*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.



## Owner Notification – 24TC04

Certain 2022–2023 Model Year GR86

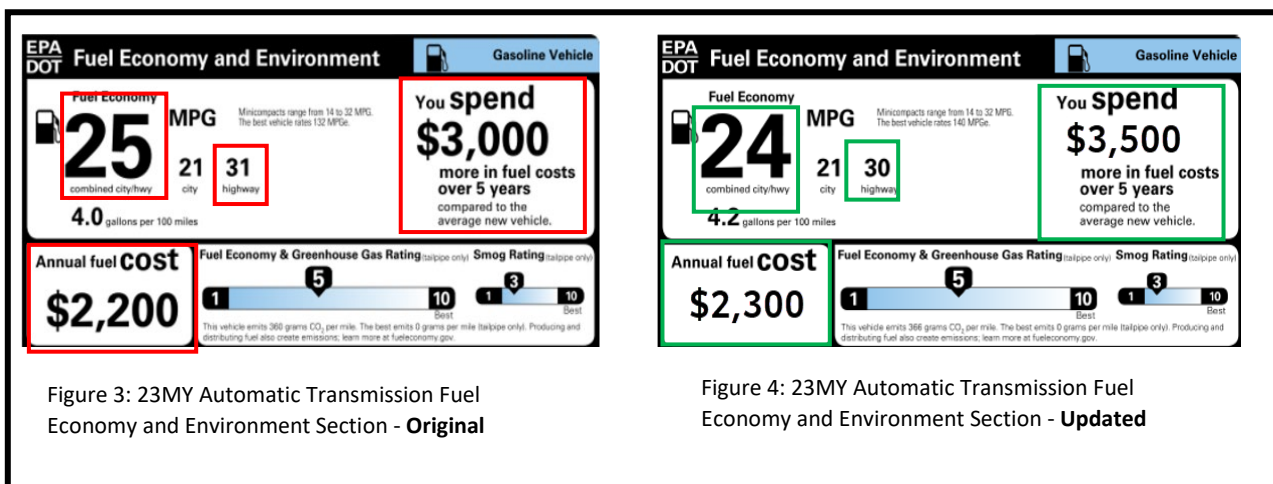
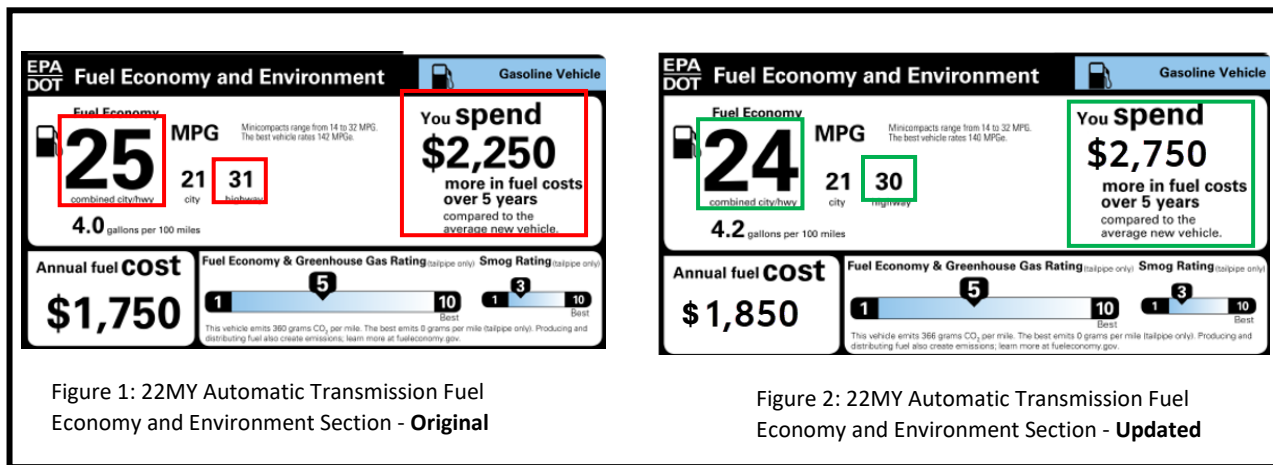
Vehicle Window Sticker (Monroney Label)

## Frequently Asked Questions

Original Publication Date: February 13, 2025

### Q1: Why am I receiving this notification?

A1: Due to a clerical error, the Window Sticker (also known as the Monroney label) that was originally attached to the subject vehicles include incorrect values in the Fuel Economy and Environment section. The incorrect values are shown below in the **red boxes**. The correct values are shown below in the **green boxes**. NOTE: All information on the Monroney label not highlighted in red or green is accurate.



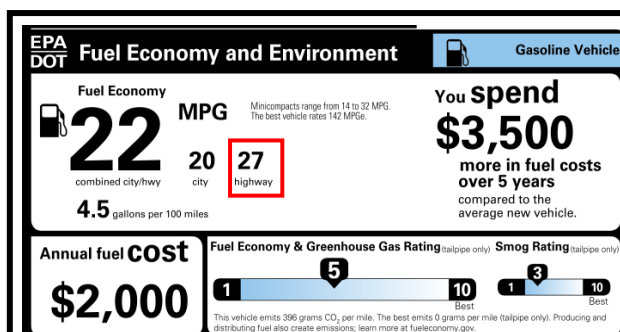


Figure 1: 22MY Manual Transmission Fuel Economy and Environment Section - Original

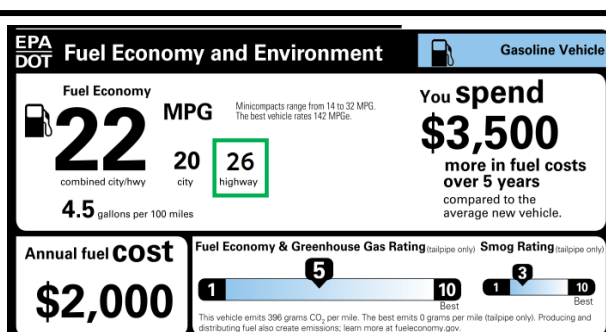


Figure 2: 22MY Manual Transmission Fuel Economy and Environment Section - Updated

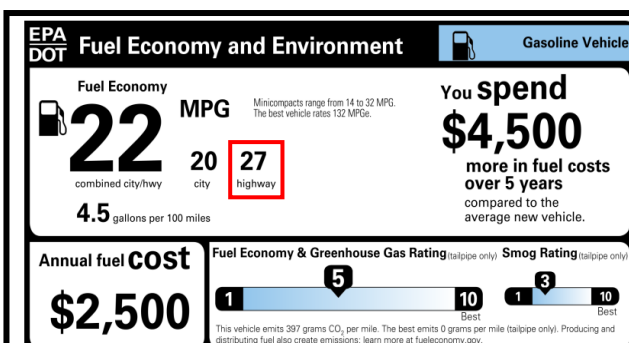


Figure 3: 23MY Manual Transmission Fuel Economy and Environment Section - Original

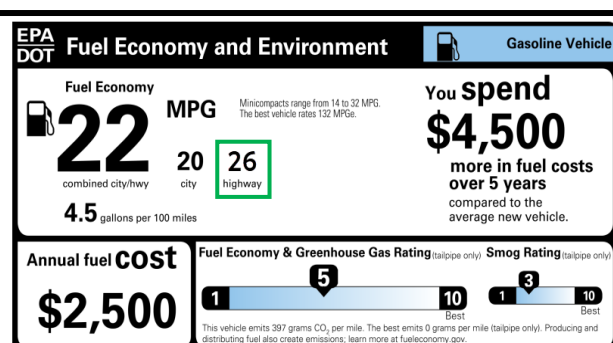


Figure 4: 23MY Manual Transmission Fuel Economy and Environment Section - Updated

**Q2: What is Toyota going to do for owners of affected vehicles?**

**A2:** In February 2025, Toyota will mail an owner notification to the original owners of the affected **GR86** vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference.

**Customers do not need to take your vehicle to a dealer.**

Additionally, because the annual and five-year fuel cost printed on the incorrect Monroney label for the affected **automatic transmission** GR86 vehicles is overstated, Toyota is offering the additional customer support payment, described below, to ONLY **automatic transmission** GR86 vehicles.

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 \$500. Instructions for obtaining this customer support payment will be included in the owner letter which is expected to be mailed in

February 2025. *This customer support is only applicable to original owners or in the case of a leased vehicle, the original lessee, of the automatic transmission GR86 vehicles involved in this Owner Notification.*

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

**Customers do not need to take your vehicle to a dealer.**

**Q2a. Why are customers with manual transmission vehicles not eligible to receive the customer reimbursement payment?**

A2a. The provided annual fuel cost estimates are based off the combined fuel economy estimate shown on the Window Sticker. Due to federal regulation regarding how city and highway fuel mileage estimates are weighed when calculating estimated combined fuel economy, the change in the estimated highway fuel mileage did not affect the estimated combined fuel economy for affected manual transmission vehicles (as shown above), meaning there is no change to the average annual fuel cost estimate as shown.

**Q3: Which and how many vehicles are covered by this Owner Notification?**

A3: There are approximately 24,300 vehicles involved in this Owner Notification.

Model Name	Model Year	Approximate UIO	Production Period
GR86	2022-2023	24,300	Early November 2021-Late December 2023

**Q4: Will these updated fuel economy ratings be published to the fueleconomy.gov website?**

A4: Toyota has ensured these updated values are available to the EPA, but Toyota does not have control over what is published and/or refreshed on fueleconomy.gov.

**Q5: How does Toyota obtain my mailing information?**

A5: 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.

**Q6: What if I have additional questions or concerns?**

A6: 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.



Certain 2022-2023 Model Year GR86  
Incorrect Monroney Label  
Owner Notification

[VIN]

Dear Toyota Customer:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Special Service Campaign, which includes your vehicle.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the original purchaser/lessee.

**What is the condition?**

Due to a clerical error, the highway and combined fuel economy estimates stated in the Window Sticker (also known as the Monroney label) of your vehicle were mistakenly overstated by 1 mile per gallon. Also, the Annual Fuel Cost estimate is understated by \$100 per year and the estimated 5-year comparison to the average new vehicle is understated by \$500 for the five-year period. Additionally, the grams of CO<sub>2</sub> per mile, the Fuel Economy and Greenhouse Gas Rating, the gallons per mile, and the information located at the web address encoded in the label's Smart Phone QR code are similarly incorrect.

The purpose of this Owner Notification is to advise you about these incorrect values and provide you with the correct values for your reference.

**What will Toyota do?**

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, Toyota will provide \$500. Instructions for obtaining this customer support payment are described further below.

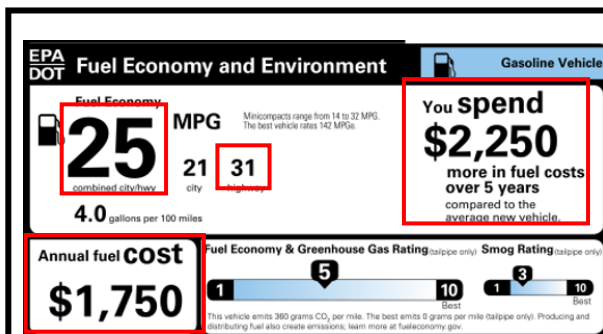


Figure 1: 22MY Fuel Economy and Environment Section - Original

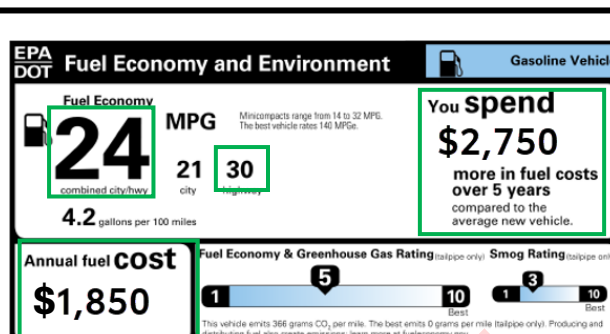


Figure 2: 22MY Fuel Economy and Environment Section - Updated

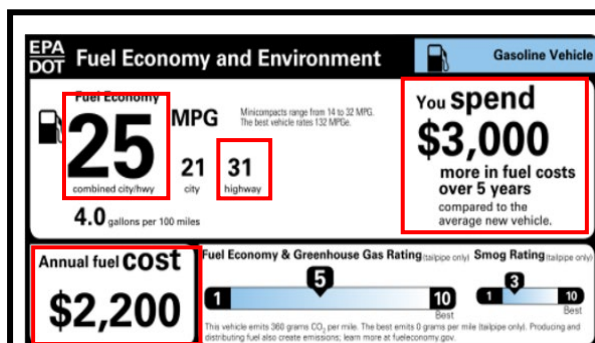


Figure 3: 23MY Fuel Economy and Environment Section - Original

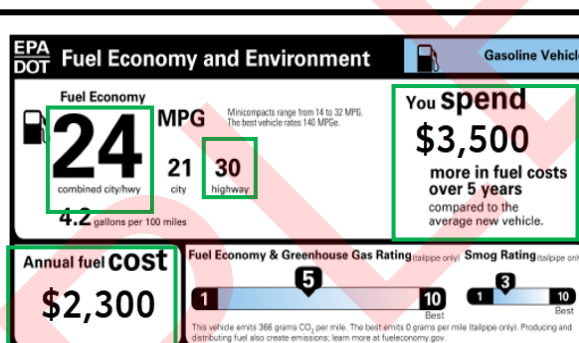


Figure 4: 23MY Fuel Economy and Environment Section - Updated

Figures #1 and #2 and Figures #3 and #4, shown above, represent the Fuel Economy and Environment section of the Window Sticker and show the difference between the original (incorrect) and Updated (correct labels).

The **incorrect values** are shown above in the **red boxes**. The **correct values** are shown above in **green boxes**.

*This customer support payment is only applicable to **original owners or, in the case of a leased vehicle, the original lessee**, of the GR86 vehicles involved in this Owner Notification.*

If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

**You do not need to take your vehicle to a dealer.**

### Instructions for obtaining \$500 customer support payment.

If you are the original owner or lessee, please mail the following paperwork to the address below for reimbursement consideration.

- A signed copy of this letter with your name, address, and phone number printed below

Your name, address, and phone number should be legible on the document.



Toyota Customer Experience 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

OR

- Visit: <http://www.toyota.com/contact>
- Select the “Send Message” option
- Use the “Vehicles” topic and the “New and Future Models” subtopic
- Upload:
  - A signed copy of this letter
  - And submit with a comment of “GR86 Fuel Economy”

#### What if you have other questions?

If you require further assistance, you may contact the Toyota Brand Engagement Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

If you would like to update your vehicle ownership or contact information, you may do so by registering at [www.toyota.com/ownersupdate](http://www.toyota.com/ownersupdate). You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

The error in the window sticker does not affect the performance of your vehicle. We have sent this notice in the interest of your continued satisfaction with our products, and 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





Certain 2022-2023 Model Year GR86  
Incorrect Monroney Label  
Owner Notification

[VIN]

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At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Special Service Campaign, which includes your vehicle.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the original owner/lessee.

**What is the condition?**

Due to a clerical error, the highway fuel economy estimate stated in the Window Sticker (also known as the Monroney label) of your vehicle was mistakenly overstated by 1 mile per gallon.

The purpose of this Owner Notification is to advise you about these incorrect values and provide you with the correct values for your reference.

This error does not impact the annual/five-year fuel cost section of the Monroney label. This annual/five-year fuel cost as shown on the Monroney label image below is correct.

Please note that 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. There is no change in the combined fuel economy of your vehicle. Because annual fuel cost estimates are calculated using the combined fuel economy of the vehicle, the estimated annual fuel costs were not affected.

Figures #1 and #2 and Figures #3 and #4, shown below, represent the Fuel Economy and Environment section of the Window Sticker and show the difference between the correct and incorrect labels.

INCORRECT VALUES. The incorrect values are shown below in the **red boxes**. The correct values are shown in **green boxes**.

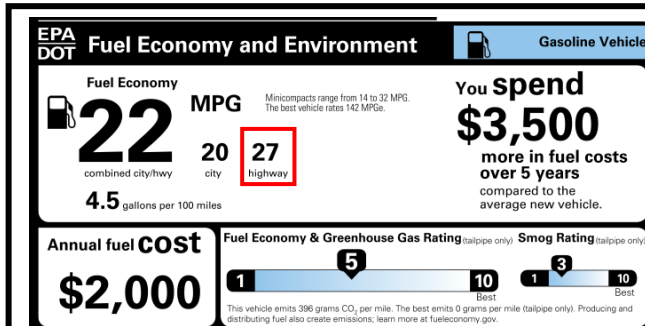


Figure 1: 22MPY Fuel Economy and Environment Section - Original

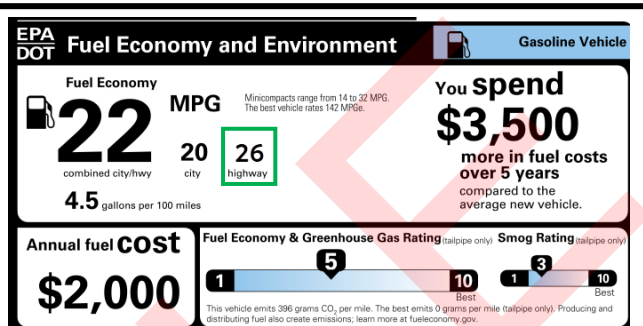


Figure 2: 22MPY Fuel Economy and Environment Section - Updated

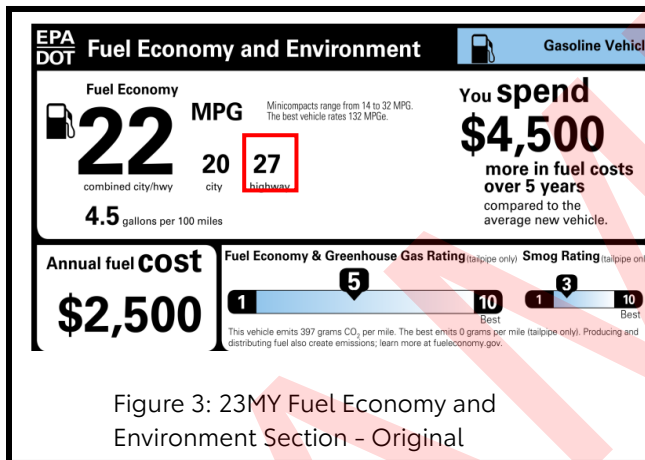


Figure 3: 23MPY Fuel Economy and Environment Section - Original

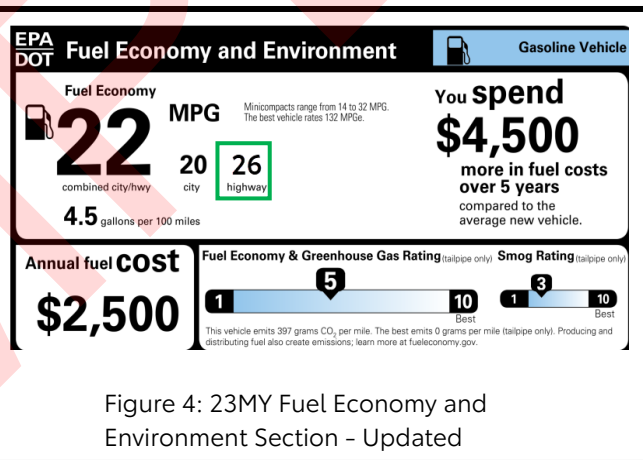


Figure 4: 23MPY Fuel Economy and Environment Section - Updated

### What should you do?

If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

**You do not need to take your vehicle to a dealer.**

## What if you have other questions?

If you require further assistance, you may contact the Toyota Brand Engagement Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

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