



Toyota Motor Sales, U.S.A., Inc.  
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To: All Toyota Dealer Service Managers & Parts Managers

Subject: Owner Renotification of Non-Completed Safety Recalls and Campaigns

Safety Recall completion is important not only in satisfying government requirements but also is an integral part of our commitment to meet customer expectations of Toyota products. Toyota will be sending Safety Recall and Campaign Follow-Up Notices to remind owners whose vehicles have not yet had campaign repairs completed.

We request your assistance in completing the applicable campaign repairs as owners receive the Follow-Up Notice and contact your dealership. Please note the follow-up activity may cause an increase in your current campaign owner appointments. Toyota will continue with additional follow-up activities in the months to come. Please take this into consideration when analyzing your manpower requirements.

1. **Safety Recall and Campaign(s) Covered in the Follow-Up**

Safety Recall and Campaigns	Description (Title)	Model and Model Year
90B	Floor Carpet Cover Retaining Clip	Certain 2004 Sienna MY Vehicles
90L	Potential Floor Mat Interference with Accelerator Pedal	2009 to Certain 2010 MY Corolla/Matrix
A0K	Smart Stop Technology (Reflash)	2005 to Certain 2010 MY Tacoma
B0G	Prius Electric Power Steering (EPS) Pinion Shaft Nuts	2008 to Certain 2010 MY Sequoia
B0J	Intelligent Power Module (IPM) Replacement	2001 to 2003 MY Prius
		Certain 2006 and 2007 MY Highlander HV

2. **Safety Recall and Campaign Follow-Up Owner Notification Letter Mailing Date**

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin approximately one week after the dealer notification. The owner letters will be mailed, by first class mail as required by Federal Regulation, over a period of several weeks consistent with parts availability.

3. **Technical Instructions**

Technical Instructions to conduct these campaigns can be found on **TIS**.

4. **Number of Covered Vehicles**

***Dealer Reports will contain the number of covered vehicles per dealership where applicable.***

These counts are based upon the dealership's Primary Marketing Area (PMA) or selling dealership where applicable. Based upon our records, a dealership which does not have a vehicle covered by this renotification in their PMA will receive a report indicating so.

5. **Parts Ordering**

The applicable parts ordering information can be found in the Dealer Cover Letter and Technical Instructions of the **specific** Safety Recall and Campaign. As a practice, please utilize the following guidelines to determine your parts order for this renotification activity:

- Check current stock levels.
- Order parts ensuring that dealership stock levels do not exceed 5% of the notices being mailed in your dealership's PMA.
- Subsequent orders should be based on customer appointments.
- Replenishment orders of parts should be based on a "sell one, buy one" basis.

**6. Vehicles in Dealer Stock**

Dealerships are requested to perform recall campaign procedures on any vehicles in your stock prior to delivery. Always verify eligibility by consulting Dealer Daily/TIS prior to performing repairs.

**7. Customer Handling and Dealership Follow-Up**

Please consider this follow-up notice a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the Safety Recall or Campaign Follow-Up Notice may contact your dealership with questions regarding the letter and/or remedy. Please ensure that all customer contact personnel are aware of these Safety Recall and Campaigns and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have.

Toyota encourages dealerships to follow-up with their customers by telephone to remind them of the non-completed Safety Recalls. The following word track has been provided for this purpose. To assure a consistent and accurate description of the Safety Recall is communicated to the customer, dealership associates are requested to refer to the specific Safety Recall Q&A (available in TIS) to answer any specific customer questions.

Hello [Mr./Ms.] \_\_\_\_\_ [Customer Name],

Our dealership \_\_\_\_\_ [Dealership Name] is following up with you regarding Safety Recall \_\_\_\_\_ [Safety Recall No.] which involves \_\_\_\_\_ [Safety Recall Title]. Our records indicate that your vehicle falls within the parameters of this Safety Recall and as a customer convenience I would like to answer any questions that you may have. [Answer any questions using the Safety Recall Q&A for the applicable recall]

May I schedule an appointment for your vehicle to complete this important recall campaign?

What date and time will be convenient for you to bring your vehicle into our service department which is located at \_\_\_\_\_ [dealership address]. If you have any further questions or concerns, please contact me at \_\_\_\_\_ [contact name and telephone no.]

To ensure customer satisfaction, please review this letter with your Service and Parts staff to familiarize them with the proper procedure for this Service Campaign.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.