

CSC-10034704-1420
2008 Through Certain 2010 Model Year Sequoia Vehicles
Smart Stop Technology Software
LIMITED TIME OFFER

[VIN]

Dear Toyota Customer:

We greatly appreciate your patronage of Toyota. 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 would like to inform you of a limited time offer, which includes your Sequoia vehicle.

What is Toyota offering and why?

For a **limited time**, any Toyota dealer will install a newly designed Smart Stop Technology at **NO CHARGE** to you. This feature will cut engine power in case of simultaneous application of both the accelerator and brake pedals at certain speeds and driving conditions. This program will be offered until **October 31, 2013** and will only be available at your authorized Toyota dealer.

The braking system equipped in your Sequoia is designed to overcome the engine and stop the vehicle, even if the accelerator pedal is fully depressed. Toyota is offering the recently developed Smart Stop Technology, which builds on the capabilities of the existing braking system, to provide you with an additional measure of confidence.

How does Smart Stop Technology work?

Smart Stop Technology intervenes when the accelerator is depressed first and the brakes are applied firmly for longer than one half second at speeds greater than five miles per hour.

When Smart Stop Technology is engaged, engine output is cut to the idle position, reducing the load on the brakes. System logic helps ensure Smart Stop does not engage when it isn't needed or might be inconvenient in certain driving conditions.

For example, the system will not activate in 4WD vehicles while driving in the low range. The system will also not activate if the brake pedal is depressed before the accelerator pedal. This allows the driver, for instance, to depress the brake pedal in conjunction with the accelerator pedal when starting on a steep hill. No matter what the situation may be, activation is canceled when the brake pedal is released.

How do you get the Smart Stop Technology installed?

Please contact your authorized Toyota dealer to make an appointment to install the Smart Stop Technology **before October 31, 2013**. The software installation will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

If your vehicle is covered by this limited time offer, you do not need an owner letter to have the Smart Stop Technology installed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

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

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the repair. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

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

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

Thank you for driving a Toyota.

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

SAMPLE



**Limited Service Campaign – A0K
2008 Through Certain 2010 Model Year Sequoia Vehicles
Smart Stop Technology
Q&A – October, 2010**

Q1: What is Toyota offering and why?

A1: Toyota will initiate a Limited Service Campaign (LSC) to install the newly designed Smart Stop Technology on 2008 through certain 2010 model year Sequoia vehicles. This feature will cut engine power in case of simultaneous application of both the accelerator and brake pedals at certain speeds and driving conditions. This program is available for a limited time. It will be offered until October 31, 2013 and will only be available at an authorized Toyota dealer.

The braking system equipped in the Sequoia is designed to overcome the engine and stop the vehicle, even if the accelerator pedal is fully depressed. Toyota is offering the recently developed Smart Stop Technology, which builds on the capabilities of the existing braking system, to provide Sequoia owners with an additional measure of confidence.

Q2: How does the Smart Stop Technology operate?

A2: Smart Stop Technology intervenes when the accelerator is depressed first and the brakes are applied firmly for longer than one half second at speeds greater than five miles per hour.

When Smart Stop Technology is engaged, engine output is cut to the idle position, reducing the load on the brakes. System logic helps ensure Smart Stop does not engage when it isn't needed or might be inconvenient in certain driving conditions.

For example, the system will not activate in 4WD vehicles while driving in the low range. The system will also not activate if the brake pedal is depressed before the accelerator pedal. This allows the driver, for instance, to depress the brake pedal in conjunction with the accelerator pedal when starting on a steep hill. No matter what the situation may be, activation is canceled when the brake pedal is released.

Q3: Which and how many vehicles are covered by this Limited Service Campaign?

A3: There are approximately 57,400 Sequoia ('08 through certain '10 model year) vehicles covered by this LSC.

Q4: How long will the Smart Stop Technology take to install (reflash)?

A4: The software installation will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Q5: How long will this limited service campaign be available?

A5: Any authorized Toyota will install the smart stop technology before **October 31, 2013**.

Q6: What should owners do?

A6: Owners of vehicles covered by this Limited Service Campaign may contact an authorized Toyota dealer to have the Smart Stop Technology installed at no charge.

Q7: When will owners be notified?

A7: Toyota will notify owners by first class mail beginning in late October 2010.

Q8: Do customers need the owner letter to set-up an appointment with his/her Toyota dealership?

A8: No. Customers will not need the owner letter to set up an appointment with his/her Toyota dealership.

Q9: What if an owner has additional questions or concerns?

A9: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time. They may also consult the information posted at <http://www.toyota.com/floormats>.