



Southeast Toyota Distributors, LLC
Parts Supply & Distribution
3040 Bayberry Road
Jacksonville, FL 32256
(904) 419-5200

March 28, 2011

Name
Address
City, ST 12345
Control Number:

Re: 17 digit VIN

Dear Toyota Owner:

Our records indicate that you are the current owner of a 2007- 2010 Toyota Tundra that is equipped with non-Toyota, 18 inch alloy wheels which replaced the original wheels installed at the factory. Southeast Toyota Distributors, LLC ("SET"), is initiating a customer service campaign to replace those wheels with upgraded, reinforced alloy wheels, at absolutely no cost to you.

Why is SET conducting this customer service action?

SET has received a very small number of reports of a crack developing in the spoke area of the 18 inch alloy wheel, installed on 2007- 2010 Toyota Tundras. Each was discovered by the vehicle owner or during routine maintenance of the vehicle. Independent analysis has determined that even with a crack, the wheels will continue to function normally for the expected life of the vehicle. SET has decided to replace the wheels with reinforced wheels to alleviate the possibility of a crack and to ensure your continued satisfaction with your Toyota vehicle.

What will be done?

SET will replace all of the affected wheels with an upgraded, reinforced alloy wheel that has the same appearance as the original wheel. The wheel replacement is free of charge.

What should you do?

If you are in Florida, Georgia, Alabama, South Carolina, or North Carolina, please contact your local Toyota Dealer to schedule an appointment for the replacement of your alloy wheels.

If you are outside these five states or have any questions, please contact the SET Customer Assistance Center toll free at 1-800-301-6851. SET will ship the new wheels to your preferred Toyota dealer and the dealer will call you to schedule a convenient appointment for installation. The time to perform this service should be less than 2 hours. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. You will be provided with a free loaner vehicle if the vehicle is kept overnight for repairs.

We have sent you this notice in the interest of your continued satisfaction with Toyota products and services. We sincerely regret any inconvenience this issue may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Fleeger", is written over a light blue horizontal line.

Kevin Fleeger, VP Fixed Operations
Southeast Toyota Distributors, LLC