

◀ IMPORTANT UPDATE ▶

The attached Dealer Letter has been updated. Refer to the details below.

DATE	TOPIC
October 24, 2018	Due to an administrative error in the previous JOE campaign documentation, the flat rate time was incorrectly stated. OpCode GBP004 has been corrected effective October 24, 2018. Reference the Warranty Reimbursement Procedure section for the corrected flat rate time. Dealers will be issued a credit for any claims that were paid with the incorrect flat rate time. The credit amount for each claim will be equal to the flat rate time difference between the incorrect flat rate time and corrected flat rate time. Dealers can expect to receive these credits on an upcoming parts statement.
April 4, 2018	<ul style="list-style-type: none">• Owner notification timing for Highlander AWD has been revised from May 2018 to April 2018.• Samples of the owner notifications for all models have been attached.

*The most recent update in the attached Dealer Letter will be highlighted with a **red box**.*

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

Original Publication Date: March 19, 2018

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

Subject: **Owner Notification** - JOE
Certain 2018 Model Year Highlander LE FWD
Certain 2018 Model Year Highlander LE AWD
Certain 2017 Model Year Tacoma TRD Pro with Manual Transmission
Vehicle Window Sticker (Monroney Label)

Condition

Due to a clerical error, the subject vehicles include incorrect values in the Fuel Economy and Environment section of the Window Sticker (Monroney label). Refer to the attached FAQ for a visual representation of the incorrect and correct values.

Remedy for Owners of Affected Highlander LE FWD and Tacoma TRD Pro (Manual) Vehicles

In April 2018, Toyota will mail an owner notification to registered owners of the affected **Highlander FWD** vehicles and **Tacoma** vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference. A sample of each owner notification is attached for your reference.

Remedy for Owners of Affected Highlander LE AWD Vehicles

In April 2018, Toyota will mail an owner notification to registered owners of affected Highlander LE AWD vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference. A sample of this owner notification is attached for your reference.

Additionally, only for the affected **Highlander LE AWD** vehicles covered by this Owner Notification Program, Toyota is offering additional customer support, described below:

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 will be included in the owner letter which Toyota expects to mail in April 2018. ***This customer support is only applicable to original owners, or in the case of a leased vehicle, the original lessee, of the Highlander LE AWD vehicles involved in this Owner Notification.***

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

Covered Vehicles

There are approximately 7,270 vehicles involved in this Owner Notification Program. None of the vehicles covered by this program were distributed to Puerto Rico.

Model Name	Model Year	Approximate UIO	Production Period
Tacoma	2017	570	Late July 2016 – Late October 2017
Highlander LE FWD	2018	2,900	Early October 2017 – Late January 2018
Highlander LE AWD	2018	3,800	Early October 2017 – Late January 2018

Remedy for New Dealer Stock Vehicles

The vehicle's Monroney label with incorrect values will be replaced with a corrected Monroney label. These corrected labels will be shipped to those dealers with affected new dealer stock by March 23, 2018. **New vehicles involved in this Owner Notification must not be sold until the Monroney label with incorrect values has been replaced with a corrected Monroney label.**

New Vehicles in Dealership Inventory

As of March 16, 2018, there are approximately 950 vehicles in new dealer stock.



New vehicles involved in this Owner Notification must not be sold until the Monroney label with incorrect values has been replaced with a corrected Monroney label.

Vehicles covered by this Owner Notification Program should be verified through TIS. We request your assistance to ensure involved vehicles are identified and not delivered prior to performing the remedy.

NOTE: Dealers can identify if any of their new and used inventory has any open campaigns in the Vehicle Inventory Summary available in Dealer Daily (<https://dealerdaily.toyota.com/>). The Vehicle Inventory Summary may take up to 24 hours to populate information for newly launched campaigns.

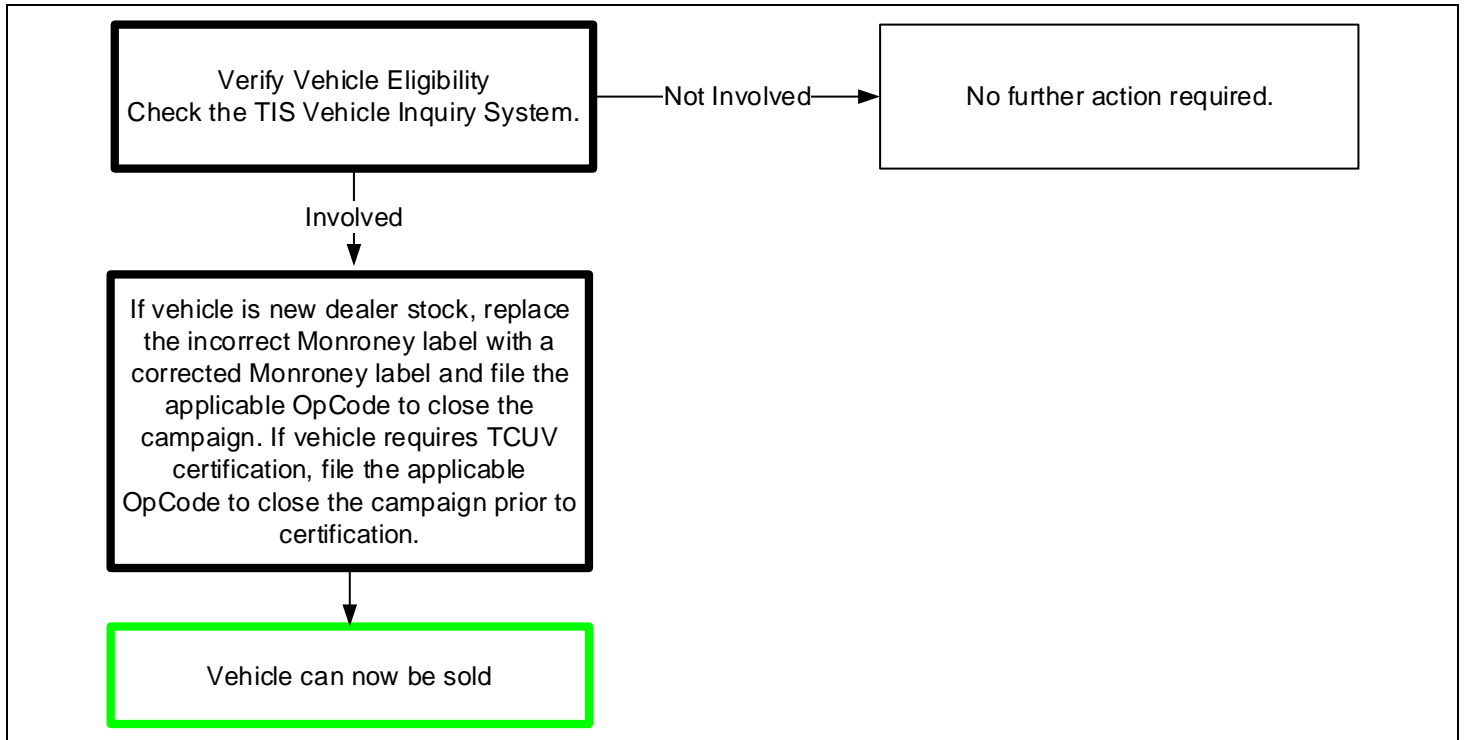
Pre-Owned Vehicles in Dealer Inventory.

There is no repair required for pre-owned vehicles. Pre-owned vehicles involved in this Owner Notification do not require completion prior to being sold.

Toyota Certified Used Vehicle (TCUV)

Affected vehicles do not require completion of this Owner Notification prior to being certified as TCUV. If your dealership is attempting to certify a vehicle as TCUV, file the OpCode for TCUV vehicles and then proceed with TCUV certification.

Warranty Reimbursement Procedure



Opcode	Description	Flat Rate Hours
GBP004	Claim filing for confirmation of Monroney label replacement for new dealer stock vehicle	0.2
GBP015	Close campaign for TCUV certification	0.0

Claim Filing Accuracy and Correction Requests

It is the dealer’s responsibility to file claims correctly for this Special Service Campaign. This claim filing information is used by Toyota for various government reporting activities; therefore, claim filing accuracy is crucial. If it has been identified that a claim has been filed using an incorrect opcode or a claim has been filed for an incorrect VIN, refer to Warranty Procedure Bulletin [PRO17-03](#) to correct the claim.

Media Contacts

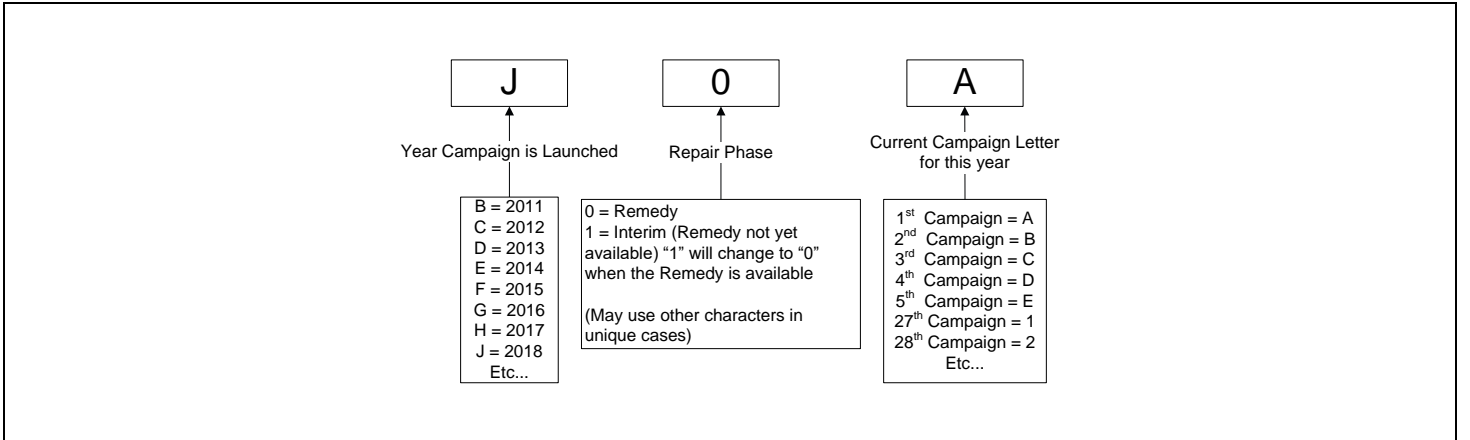
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Victor Vanov (469) 292-1318 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Owner Notification. Please welcome them to your dealership and answer any questions that they may have. An FAQ is provided to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience 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.

Campaign Designation Decoder



Examples:

C1B = Launched in 2012, Interim Phase, 2nd Campaign Launched in 2012
 E0A = Launched in 2014, Remedy Phase, 1st Campaign Launched in 2014
 J0A = Launched in 2018, Remedy Phase, 1st Campaign Launched in 2018.

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 Owner Notification.

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



Owner Notification - JOE

Certain 2018 Model Year Highlander LE FWD
 Certain 2018 Model Year Highlander LE AWD
 Certain 2017 Model Year Tacoma TRD Pro with Manual Transmission
 Vehicle Window Sticker (Monroney Label)

Frequently Asked Questions
 Original Publication Date: March 19, 2018

◀ IMPORTANT UPDATE ▶

DATE	TOPIC
April 4, 2018	Owner notification timing for Highlander AWD has been revised from May 2018 to April 2018.

The most recent update will be **highlighted with a red box.**

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 and green is accurate.

2018 Model Year Highlander LE AWD

Incorrect	Correct
<p>Fuel Economy</p> <p>23 MPG <small>Standard SUVs range from 11 to 63 MPG. The best vehicle rates 136 MPG.</small></p> <p>20 27 combined city/hwy city highway</p> <p>4.3 gallons per 100 miles</p> <p>You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.</p> <p>Annual fuel cost \$1,550</p> <p>Fuel Economy & Greenhouse Gas Rating 5</p> <p>Smog Rating 5</p> <p>390 grams</p>	<p>Fuel Economy</p> <p>22 MPG <small>Standard SUVs range from 11 to 63 MPG. The best vehicle rates 136 MPG.</small></p> <p>19 26 combined city/hwy city highway</p> <p>4.5 gallons per 100 miles</p> <p>You spend \$1,500 more in fuel costs over 5 years compared to the average new vehicle.</p> <p>Annual fuel cost \$1,650</p> <p>Fuel Economy & Greenhouse Gas Rating 4</p> <p>Smog Rating 5</p> <p>403 grams</p>

2018 Model Year Highlander LE FWD

Incorrect	Correct
<p>Fuel Economy</p> <p>23 MPG <small>Small SUVs range from 18 to 37 MPG. The best vehicle rates 136 MPG.</small></p> <p>21 27 combined city/hwy city highway</p> <p>4.3 gallons per 100 miles</p> <p>You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.</p> <p>Annual fuel cost \$1,550</p> <p>Fuel Economy & Greenhouse Gas Rating 5</p> <p>Smog Rating 5</p> <p>384 grams</p>	<p>Fuel Economy</p> <p>23 MPG <small>Small SUVs range from 18 to 37 MPG. The best vehicle rates 136 MPG.</small></p> <p>20 27 combined city/hwy city highway</p> <p>4.3 gallons per 100 miles</p> <p>You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.</p> <p>Annual fuel cost \$1,550</p> <p>Fuel Economy & Greenhouse Gas Rating 5</p> <p>Smog Rating 5</p> <p>391 grams</p>

Why am I receiving this notification continued...

2017 Model Year Tacoma TRD Pro with Manual Transmission	
Incorrect	Correct

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

A2: In April 2018, Toyota will mail an owner notification to registered owners of the affected **Highlander FWD** vehicles and **Tacoma** vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference.

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

In April 2018, Toyota will mail an owner notification to registered owners of affected Highlander LE AWD vehicles. The owner notification will advise owners about the incorrect values and provide the correct values for the owner's reference.

Additionally, because the annual and five-year fuel cost printed on the incorrect Monroney label for the affected **Highlander LE AWD** vehicles is overstated, Toyota is offering the additional customer support, described below ONLY for the Highlander LE AWD.

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 will be included in the owner letter which is expected to be mailed in April 2018. **This customer support is only applicable to original owners or in the case of a leased vehicle, the original lessee, of the Highlander LE AWD vehicles involved in this Owner Notification.**

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

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

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

A3: There are approximately 7,270 vehicles involved in this Owner Notification.

Model Name	Model Year	Approximate UIO	Production Period
Tacoma	2017	570	Late July 2016 – Late October 2017
Highlander LE FWD	2018	2,900	Early October 2017 – Late January 2018
Highlander LE AWD	2018	3,800	Early October 2017 – Late January 2018

Q4: How does Toyota obtain my mailing information?

A4: 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.

Q5: What if I have additional questions or concerns?

A5: If you have additional questions or concerns, please contact the Toyota Customer Experience 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.

TOYOTA

Certain 2017 Model Year Tacoma Vehicles Equipped with TRD Pro Package and Manual Transmission Vehicle Window Sticker (Monroney Label)

Owner Notification

[VIN]

Dear Toyota Customer:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

Toyota has determined that certain information on the Fuel Economy and Environment section of the Window Sticker (also known as the Monroney label) that was originally on your vehicle was incorrect. Although the estimated city, combined fuel economy, and fuel cost information on your vehicle was correct, due to a clerical error, the values for the highway MPG, and CO₂ emission rate were incorrect. Additionally, the web address encoded into the Window Sticker's Smartphone QR Code was incorrect.

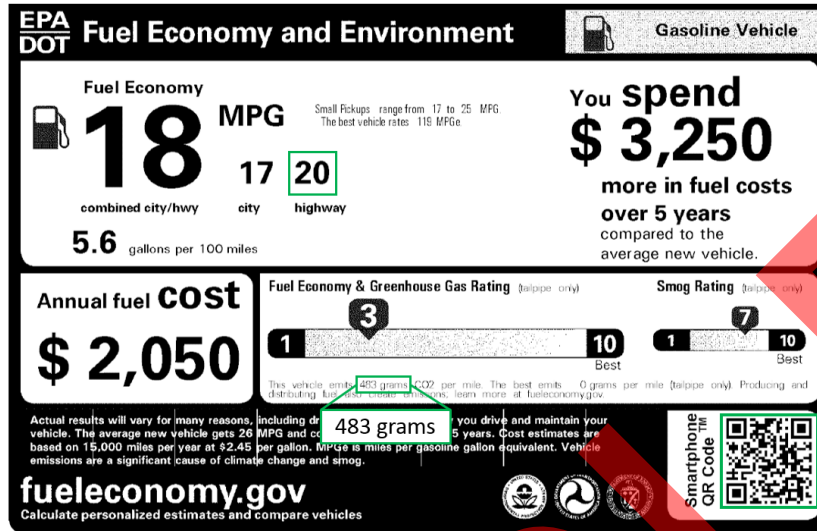
The purpose of this Owner Notification is to advise you about these incorrect values and provide you with the correct values for your reference.

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

Diagram #1: INCORRECT VALUES. The *incorrect* values are shown below in the **red boxes**.



Diagram #2: CORRECT VALUES. The correct values are shown below in the green boxes.



NOTE: All other information not highlighted in red and green boxes on the Window Sticker is accurate.

What if you have other questions?

- If you require further assistance, please contact the Toyota Customer Experience 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. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

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

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

Thank you for driving a Toyota.

Sincerely,

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

TOYOTA

Certain 2018 Model Year Highlander LE AWD Vehicles Vehicle Window Sticker (Monroney Label) *Owner Notification*

[VIN]

Dear Toyota Customer:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

Toyota has determined that certain information on the Fuel Economy and Environment section of the Window Sticker (also known as the Monroney label) that was originally on your vehicle was incorrect. Due to a clerical error, the city, highway, and combined fuel economy estimates stated in the window sticker 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 CO₂ per mile, the Fuel Economy and Greenhouse Gas Rating, the gallons per mile, and 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.

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

Diagram #1: INCORRECT VALUES. The incorrect values are shown below in the red boxes.

Gasoline Vehicle

Fuel Economy
Standard SUVs range from 11 to 83 MPG. The best vehicle rates 136 MPGe.

23 MPG
combined city/hwy

20 city **27** highway

4.3 gallons per 100 miles

You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,550

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **5**

Smog Rating (tailpipe only) **5**

This vehicle emits **390** grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions. Learn more at fuel economy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 27 MPG, based on 15,000 miles per year at \$2.40 per gallon. Emissions are a significant cause of climate change. Cost estimates are in equivalent. Vehicle

Smartphone QR Code

Diagram #2: CORRECT VALUES. The correct values are shown below in the green boxes.

Fuel Economy
Standard SUVs range from 11 to 63 MPG
The best vehicle rates 136 MPGe

22 MPG
combined city/hwy
19 city
26 highway

4.5 gallons per 100 miles

You spend \$1,500
more in fuel costs
over 5 years
compared to the
average new vehicle.

Annual fuel cost \$1,650

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **4**

Smog Rating (tailpipe only) **5**

This vehicle emits **403 grams** CO2 per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions. Learn more at fuel-economy.gov

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 27 MPG based on 15,000 miles per year at \$2.40 per gallon. Fuel economy and CO2 emissions are a significant cause of climate change. **403 grams** CO2 per mile. Fuel economy estimates are based on a standard driving cycle. CO2 emissions estimates are based on a standard driving cycle. **403 grams** CO2 per mile. Fuel economy estimates are based on a standard driving cycle. CO2 emissions estimates are based on a standard driving cycle.

Smartphone QR Code

NOTE: All other information not highlighted in red and green boxes on the Window Sticker is accurate.

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 are described further below. **This customer support is only applicable to original owners or, in the case of a leased vehicle, the original lessee, of the Highlander LE AWD 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.

If you purchased your vehicle as the original owner, please mail the following paperwork to the address below for reimbursement consideration.

- Vehicle's original bill of sale AND
- Current vehicle registration.

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

- Lease agreement AND
- Current vehicle registration.

Your name, address, and phone number should be legible on all documents.

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

What if you have other questions?

- If you require further assistance, you may contact the Toyota Customer Experience 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. 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. Nevertheless, we have sent this notice to you in the interest of your continued satisfaction with our products.

Thank you for driving a Toyota.

Sincerely,

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

TOYOTA

Certain 2018 Model Year Highlander LE FWD Vehicles Vehicle Window Sticker (Monroney Label)

Owner Notification

[VIN]

Dear Toyota Customer:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.


Toyota has determined that certain information on the Fuel Economy and Environment section of the Window Sticker (also known as the Monroney label) that was originally on your vehicle was incorrect. Although the estimated highway, combined fuel economy and fuel cost information on your vehicle's Fuel Economy and Environment section of the Window Sticker, also known as the Monroney label, were correct, due to a clerical error, the values for the city MPG, and CO₂ emission rate were incorrect. Additionally, the web address encoded into the Window Sticker's Smartphone QR Code is 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.

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

Diagram #1: INCORRECT VALUES. The *incorrect* values are shown below in the **red boxes**.

Fuel Economy

 **23** MPG
combined city/hwy

21 city **27** highway

4.3 gallons per 100 miles

You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,550

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **5**

Smog Rating (tailpipe only) **5**

384 grams

Smartphone QR Code

Small SUVs range from 18 to 37 MPG. The best vehicle rates 136 MPGe. The vehicle emits 384 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions. Learn more at fueleconomy.gov. Actual results will vary for many reasons, including driving conditions, vehicle load, and maintenance. The average new vehicle gets 27 MPG based on 15,000 miles per year at \$2.40 per gallon. CO₂ emissions are a significant cause of climate change. Drive and maintain your vehicle properly. Cost estimates are based on current market conditions. Vehicle emissions are measured in grams per mile.

Diagram #2: CORRECT VALUES. The correct values are shown below in the green boxes.

Fuel Economy
23 MPG
Small SUVs range from 18 to 37 MPG. The best vehicle rates 136 MPG.
20 27
combined city/hwy city highway
4.3 gallons per 100 miles

You spend \$1,000 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,550

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **5**

Smog Rating (tailpipe only) **5**

This vehicle emits 391 grams CO₂ per mile. The best emits 100 grams per mile (tailpipe only). Producing and distributing fuel also contributes to emissions. Learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions, vehicle load, and weather. The average new vehicle gets 27 MPG. Emissions are based on 15,000 miles per year at \$2.40 per gallon. Tailpipe emissions are a significant cause of climate change.

391 grams

Smartphone QR Code

NOTE: All other information not highlighted in red and green boxes on the Window Sticker is accurate.

What if you have other questions?

- If you require further assistance, please contact the Toyota Customer Experience 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. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

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

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

Thank you for driving a Toyota.

Sincerely,

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