

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.

Remedy for Owners of Affected Highlander LE AWD Vehicles

In May 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, 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 a \$500 loyalty (VISA/MasterCard) card, which can be used anywhere VISA/MasterCard are accepted. Instructions for obtaining this customer support will be included in the owner letter which Toyota expects to mail in May 2018. ***This customer support is only applicable to original owners or in the case of a leased vehicle, lessees, 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.

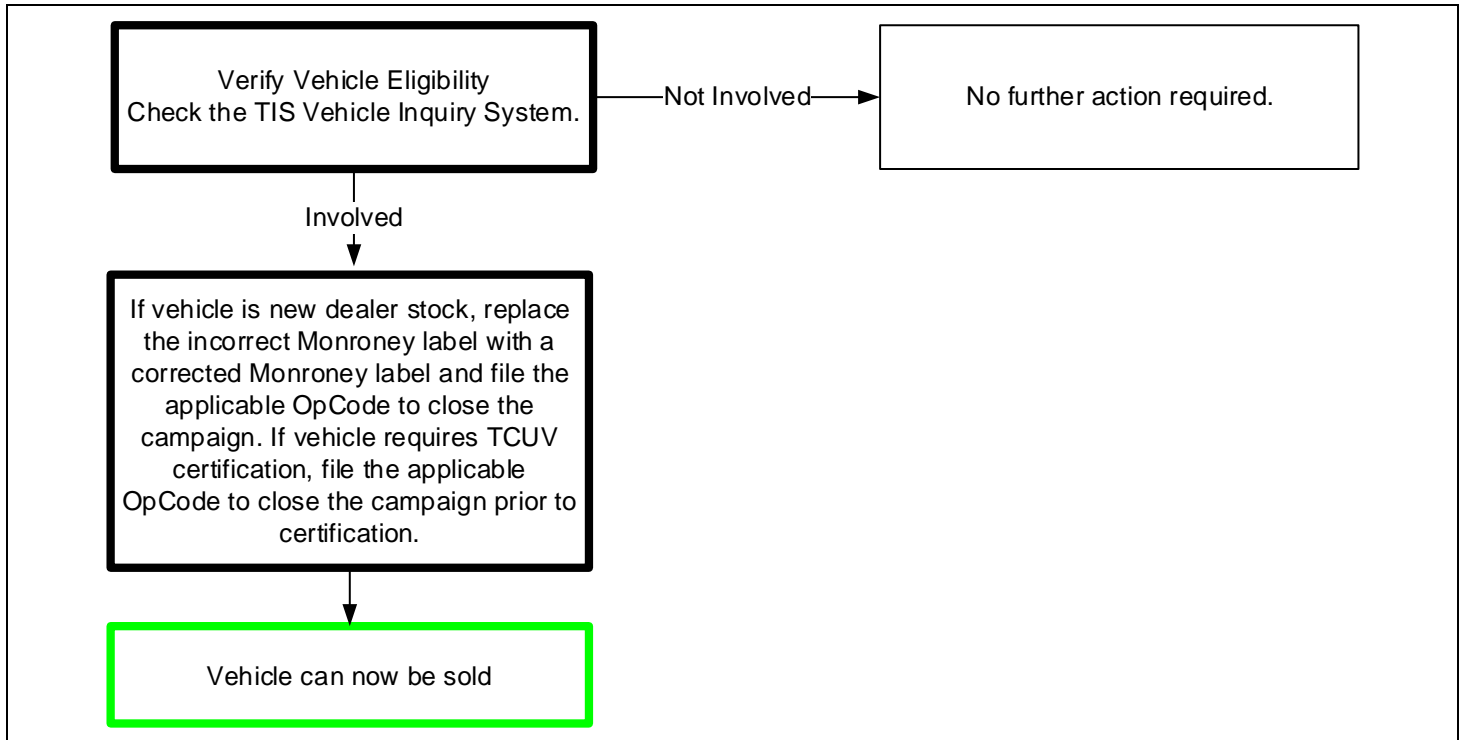
Pre-Owned Vehicles in Dealer Inventory.

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	0.1
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

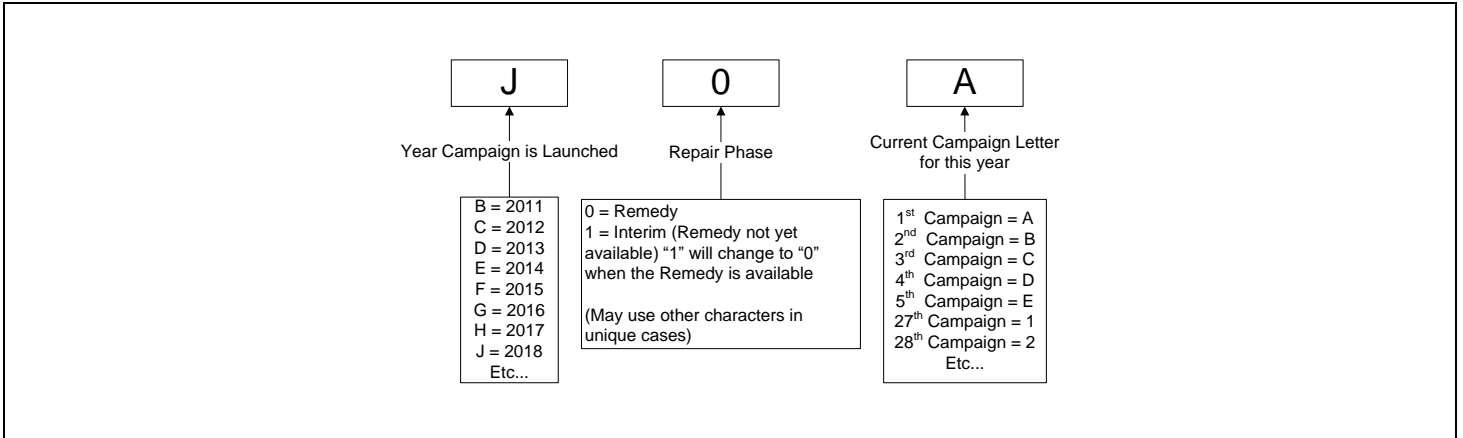
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Victor Vanov (469) 292-1318 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

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

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.

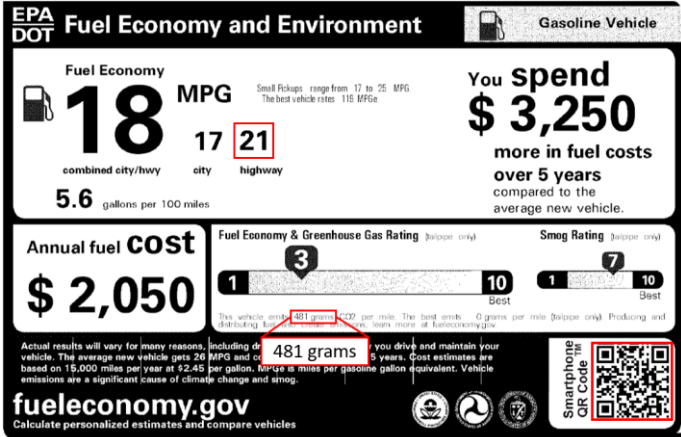
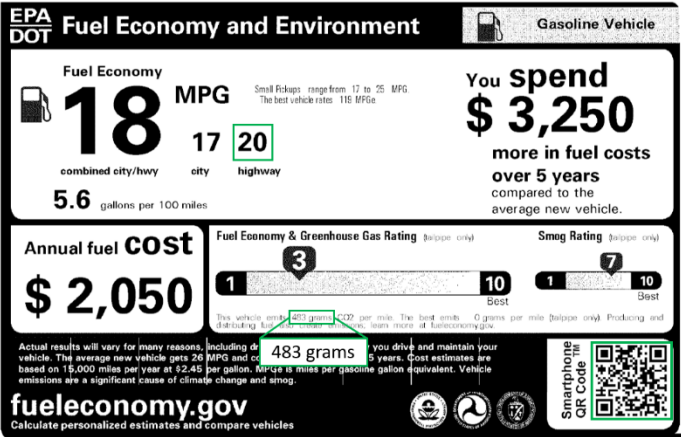
2018 Model Year Highlander LE AWD

Incorrect	Correct
<p>Fuel Economy 23 MPG <small>Standard SUVs range from 11 to 63 MPG. The best vehicle rate: 136 MPG.</small> combined city/hwy 20 city 27 highway 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 (EPA only) 5</p> <p>Smog Rating (EPA only) 5</p> <p><small>This vehicle emits 390 grams CO2 per mile. The best emits 0 grams per mile (EPA only). Producing and distributing gasoline and coal, and driving and maintaining your vehicle, also contribute to global climate change. For more information, visit www.epa.gov/greenvehicles.</small></p> <p>390 grams</p> <p>Smartphone QR Code </p>	<p>Fuel Economy 22 MPG <small>Standard SUVs range from 11 to 63 MPG. The best vehicle rate: 136 MPG.</small> combined city/hwy 19 city 26 highway 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 (EPA only) 4</p> <p>Smog Rating (EPA only) 5</p> <p><small>This vehicle emits 403 grams CO2 per mile. The best emits 0 grams per mile (EPA only). Producing and distributing gasoline and coal, and driving and maintaining your vehicle, also contribute to global climate change. For more information, visit www.epa.gov/greenvehicles.</small></p> <p>403 grams</p> <p>Smartphone QR Code </p>

2018 Model Year Highlander LE FWD

Incorrect	Correct
<p>Fuel Economy 23 MPG <small>Small SUVs range from 18 to 37 MPG. The best vehicle rate: 136 MPG.</small> combined city/hwy 21 city 27 highway 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 (EPA only) 5</p> <p>Smog Rating (EPA only) 5</p> <p><small>This vehicle emits 384 grams CO2 per mile. The best emits 0 grams per mile (EPA only). Producing and distributing gasoline and coal, and driving and maintaining your vehicle, also contribute to global climate change. For more information, visit www.epa.gov/greenvehicles.</small></p> <p>384 grams</p> <p>Smartphone QR Code </p>	<p>Fuel Economy 23 MPG <small>Small SUVs range from 18 to 37 MPG. The best vehicle rate: 136 MPG.</small> combined city/hwy 20 city 27 highway 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 (EPA only) 5</p> <p>Smog Rating (EPA only) 5</p> <p><small>This vehicle emits 391 grams CO2 per mile. The best emits 0 grams per mile (EPA only). Producing and distributing gasoline and coal, and driving and maintaining your vehicle, also contribute to global climate change. For more information, visit www.epa.gov/greenvehicles.</small></p> <p>391 grams</p> <p>Smartphone QR Code </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 May 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 a \$500 loyalty (VISA/MasterCard) card, which can be used anywhere VISA/MasterCards are accepted. Instructions for obtaining this customer support will be included in the owner letter which is expected to be mailed in May 2018. **This customer support is only applicable to original owners or in the case of a leased vehicle, lessees, 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.