

# PANT PARTS & ACCESSORY NEWS TODAY

## B U L L E T I N

**2024-001**  
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**February 1, 2024**

**TO: Toyota Parts, Sales, and Service Managers**

**SUBJECT: New TruStart H4 Battery**

Toyota is pleased to announce to all field and dealer personnel that we have launched a new part number to the Toyota Complete Maintenance Care (TCMC) Program, effective February 1, 2024. This new H4 Battery will be phased in over time as inventory levels for the current part number are depleted. Additionally, this new part number will have the same pricing as the current part number and will be drop shipped by an Interstate Battery Distributor.

**New Battery Part Number/Pricing:**

<b>NEW BATTERY PART Number</b>	<b>Part Description</b>	<b>Battery Specifications</b>	<b>Application</b>	<b>Dealer Price</b>	<b>Retail Price</b>
<b>00544-H4470-TS</b>	<b>TrueStart H4 (EN)</b>	<b>CCA 470, RC 74</b>	<b>2016+ Prius 2017+ Prius Prime 2019+ RAV4 HV 2023+ bZ4X</b>	<b>148.83</b>	<b>206.00</b>

NOTE: There will be no change to CPS when processing Dealer Battery Warranty Claims. There are no special claim instructions required, nor disruption in claim submission, and therefore, no additional dealer communication for claim processing.

**Warranty:**

As with all TrueStart batteries, this new battery has the following service replacement warranty:

- 84 month total warranty term
- Months 0 – 24: Cust Pays 0%
- Months 25-48: 50% MSRP
- Months 49-84: 25% MSRP

If you have questions, please contact your DSPM or TCMC customer support at 866-460-8262. Thank you for your continued participation!