

TOYOTA

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 Action
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 Information

PRODUCT SUPPORT DIVISION

To: All PD Dealer Operations/Parts & Service Vice Presidents,
All Region/PD Customer Service Field Managers,
All Region/PD Technical Service & Training Managers,
All Region/PD Customer Service Operations Managers

From: Bob Waltz 
Vice-President, Product Quality and Service Support

Subject: Owner Renotification of Limited Service Campaign (LSC) BST: Installation of Smart Stop Technology

Toyota will be sending Limited Service Campaign Notices to remind owners whose vehicles have not yet had Smart Stop Technology installed on their vehicle under LSC BST.

Initial notification informing customers of the availability of Smart Stop Technology on certain models was handled by the court appointed administrator Gilardi and Company at the onset of the Class Action Settlement for Economic Loss. In addition to the initial notification, Toyota will be sending notifications to customers informing them of this LSC. These notifications are an integral part of our commitment to meet customer expectations of the Toyota products.

Please note the following information for Regional and PD associates.

1. **Dealer Letter Mailing Date**
Dealer Letters will be mailed in mid-July, 2014.

2. **BST Renotification Phases:**
Due to the large number of vehicles included in this LSC, notifications will be separated into three phases.

Phase	Description (Title)	Model and Model Year	LSC Expiration Date	Mailing Dates
1	Smart Stop Technology	2009-2010 MY Corolla	8/7/2015	Mid- July to Mid-August
		2009-2010 MY Corolla Matrix		
		2008-2010 MY Land Cruiser		
2	Smart Stop Technology	2008-2010 MY Highlander	12/11/2015	Mid-August to Mid-September
		2006-2010 MY Rav4		
3	Smart Stop Technology	2003-2009 MY 4Runner	3/31/2016	Mid-September to Mid-October
		2007-2010 MY Tundra		

3. **Customer Handling and Dealership Follow-Up**

To assure a consistent and accurate description of this LSC is communicated to the customer, dealership associates are requested to refer to the specific BST Q&A (available in TIS) to answer any specific customer questions.

Please review this letter with your staff and familiarize them with the content to help maximize our combined customer satisfaction efforts. Please refer to the attached Dealer Letter for additional information.

Thank you for your cooperation.

Enclosures

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All Field Product Engineers



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

To: All Toyota Dealer Service Managers & Parts Managers

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We request your assistance in completing the Smart Stop Technology as owners receive the BST and contact your dealership. Please note the follow-up activity may cause an increase in your current campaign owner appointments.

1. BST Renotification Phases:

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2. Technical Instructions

Technical Instructions to conduct this LSC can be found on TIS.

3. Pre-Owned Vehicles in Dealer Stock

Toyota requests dealers to conduct the installation of Smart Stop Technology on any pre-owned vehicles in dealer inventory that are covered by LSC BST prior to delivery to the customer.

4. Customer Handling and Dealership Follow-Up

Please consider this follow-up notice a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the Notice may contact your dealership with questions regarding the letter and the Smart Stop Technology. Please ensure that all customer contact personnel are aware of this notification and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have.

To ensure customer satisfaction, please review this letter with your Service and Parts staff to familiarize them with the proper procedure for this Service Campaign.

Thank you for your cooperation.

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