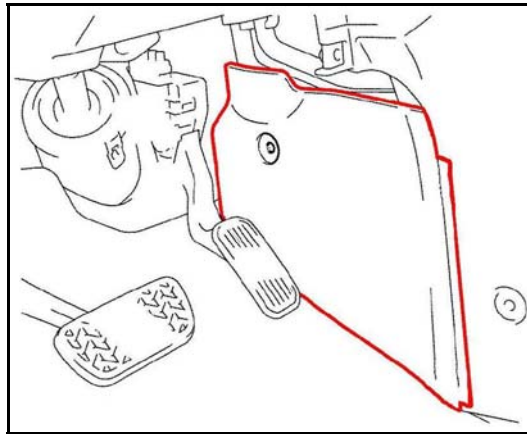


To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Special Service Campaign (SSC) – 90B
Early 2004 Sienna Driver's Side Center Console Trim Panel (Floor Carpet Cover)

Toyota will initiate a Special Service Campaign to replace the Driver Side Center Console Trim Panel (Floor Carpet Cover) and retaining clip on certain early 2004 model year Sienna vehicles.

Toyota has received reports that the Retaining Clip for the Driver's-side Center Console Trim Panel (Floor Carpet Cover) was missing in a handful of vehicles. If this Retaining Clip is missing, the Floor Carpet Cover may become loose. If this condition is not repaired and the accelerator pedal is depressed to nearly full throttle, a loose floor carpet cover may interfere with the accelerator pedal.



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Owner Notification Letter Mailing Date**

The owner notification will commence in late January, 2009, approximately one week after the dealer notification.

Please note that only owners of the affected vehicles will be notified. If your dealership is contacted by an owner of an involved vehicle, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

2. **Vehicles in Dealer Stock**

Dealers are requested to perform SSC procedures on any vehicles in their stock prior to sale or lease. Vehicle SSC completion can be verified through TIS.

3. Dealer/Owner Lists

Affected vehicle VIN lists (VIN only due to Privacy Laws) for SSC 90B have been distributed to each dealership's Service and Parts Managers. These lists are based upon the dealership's Primary Marketing Area (PMA) or selling dealership where applicable. Based upon our records, a dealership which does not have an affected vehicle in their PMA will receive a report indicating so.

4. Number and Identification of Involved Vehicles

There are approximately 26,500 early 2004 model year Sienna vehicles involved in the U.S.

Model	WMI	Year	VIN Range	
			VDS	Ranges
Sienna	5TD	2004	BA22C	S000023 - S003499
			BA23C	S000020 - S003502
			ZA22C	S000020 - S031744
			ZA23C	S000038 - S031780

Please note that not all vehicles in the VIN range are affected by this SSC. If your dealership is contacted by an owner of an involved vehicle, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the attached Technical Instructions.

5. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Part Number	Part Description*	Quantity
58534-AE011-B0	Center Console Trim Panel (Gray)	1
55346-34010-B2	Clip (Gray)	1
58534-AE011-E0	Center Console Trim Panel (Ivory)	1
55346-34010-E1	Clip (Ivory)	1

*Please confirm the interior color of the vehicle.

A UIO by state matrix is listed below to inform dealers of the number of vehicles in their area.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	20	GA	730	ME	85	NJ	958	SD	27
AL	267	IA	140	MI	328	NM	82	TN	327
AR	105	ID	67	MN	327	NV	147	TX	1120
AZ	339	IL	975	MO	258	NY	1370	UT	202
CA	4493	IN	279	MS	83	OH	658	VA	974
CO	318	KS	167	MT	40	OK	107	VT	51
CT	323	KY	248	NC	668	OR	260	WA	467
DC	21	LA	199	ND	31	PA	761	WI	408
DE	59	MA	703	NE	58	RI	66	WV	70
FL	1528	MD	811	NH	121	SC	252	WY	23

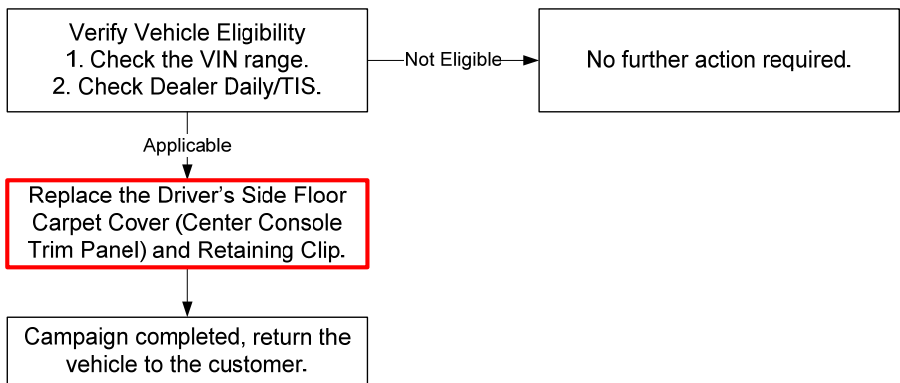
6. Repair Procedures

Refer to the attached Technical Instructions.

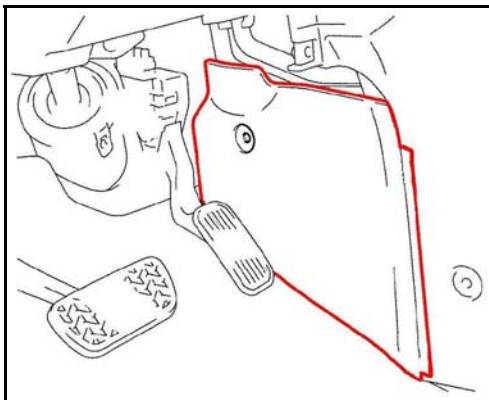
7. Warranty Processor Instructions

Please note the following for this campaign:

- **All vehicles involved will require the replacement of the floor carpet cover and clip.**



Driver's-side Center Console Trim Panel (Floor Carpet Cover)



The operation code to be used for this campaign is:

SSC #	Op. Code	Description	Flat Rate Hour
90B	8617M1	Replace the Driver's Side Center Console Trim Panel (Floor Carpet Cover) and clip	0.3 hr/vehicle

Submit Special Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

NOTE: The above flat rate time includes 0.1 hour for administrative cost per unit for the dealership.

8. Reimbursement for the Driver's-side Center Console Trim Panel replacement, prior to the launch of this SSC

Customers may request reimbursement, if they have previously paid for the replacement/reinstallation of the Driver's Side Center Console Trim Panel for this specific condition prior to receiving the owner letter. Customers requesting reimbursement are requested to mail a copy of their repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc.
Customer Experience, WC10
19001 South Western Avenue
Torrance, CA 90509

They must include their name, address, and telephone number(s) in the request. It will take approximately 4 to 6 weeks to review their request.

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 Special Service Campaign.

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

Early 2004 Sienna - Floor Carpet Cover and Retaining Clip Safety Recall Campaign 90B

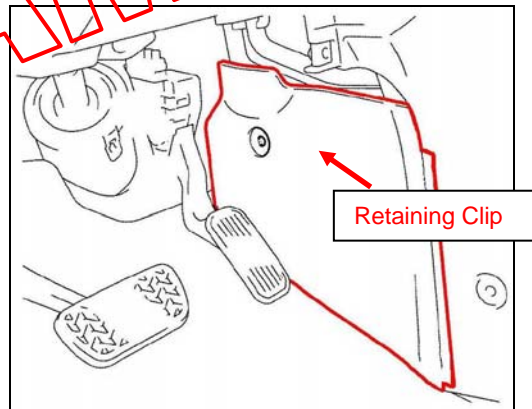
Dear Toyota Customer:

This notice is being sent to you in voluntary accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota is initiating a safety recall on certain early production 2004 model year Sienna vehicles. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to meet your product expectations, we are sending you this notice to provide for the replacement of the retention clip and the floor carpet cover installed in the driver's footwell with a newly designed one at **no charge** to you.

What is the condition?

Toyota has received reports that the Retaining Clip for the Driver's side Center Console Trim Panel (Floor Carpet Cover) was missing in a handful of vehicles. If this Retaining Clip is missing, the Floor Carpet Cover may become loose. In the worst case, if the accelerator pedal is depressed to nearly full throttle, a loose floor carpet cover may interfere with the accelerator pedal. In this condition, if the driver releases the accelerator pedal, it may not return to idle position, and could result in a loss of vehicle control or a crash.

Until this repair is completed on your vehicle, you may verify the Retaining Clip is installed on your vehicle by inspecting for it as indicated below. If the clip is missing, please call your local Toyota dealership.



What will Toyota do?

Any Toyota dealer will replace the Retaining Clip and Floor Carpet Cover with a newly designed one at **NO CHARGE** to you.

What should you do?

Please contact your authorized Toyota dealer to make an appointment to replace the Retaining Clip and Floor Carpet Cover as soon as possible.

The repair will take approximately 15 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

We request that you present this notice to the dealer at the time of your service appointment.

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform this Special Service Campaign. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

What if you have previously paid for the replacement/reinstallation of this Retaining Clip and/or Floor Carpet Cover for this specific condition?

If you have previously paid for the replacement of this Retaining Clip and/or Floor Carpet Cover for this specific condition prior to receiving this letter, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

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



Special Service Campaign 90B - Q&A

Certain early 2004 model year Sienna Driver's Side Retaining Clip and Floor Carpet Cover

Q1: What is the condition?

A1: In certain early 2004 model year Sienna vehicles, if the retaining clip for the Driver's side Center Console Trim Panel (Floor Carpet Cover) is missing, the Floor Carpet Cover may become loose. In the worst case, if the acceleration pedal is depressed to nearly full throttle, the loose floor carpet cover may interfere with the accelerator pedal. In this condition, if the driver releases the accelerator pedal, it may not return to the idle position.

Q2: What is the cause of this condition?

A2: If the original Floor Carpet Cover Retaining Clip is missing for any reason, the Floor Carpet Cover may lean toward the accelerator pedal when the acceleration pedal is fully depressed.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition will occur.

Q4: Which and how many vehicles are involved?

A4: There are approximately 26,500 early 2004 model year Sienna vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Toyota Sienna vehicles were produced from January 10, 2003 to June 11, 2003.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: No, this condition only affects early 2004 model year Toyota Sienna vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been two cases of this condition reported in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no accidents reported which are possibly related to this condition.

Q9: Have there been any reports of deaths or injuries?

A9: There have been no deaths or injuries reported related to this condition.

Q10: What is Toyota going to do?

A10: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in February, 2009. Toyota dealers will replace the retaining clip and the driver's side Floor Carpet Cover with a newly designed one at **NO CHARGE**.

Q11: How long will the repair take?

A11: The replacement will take approximately 15 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q12: What should an owner do if they experience the condition?

A12: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

TECHNICAL INSTRUCTIONS

FOR

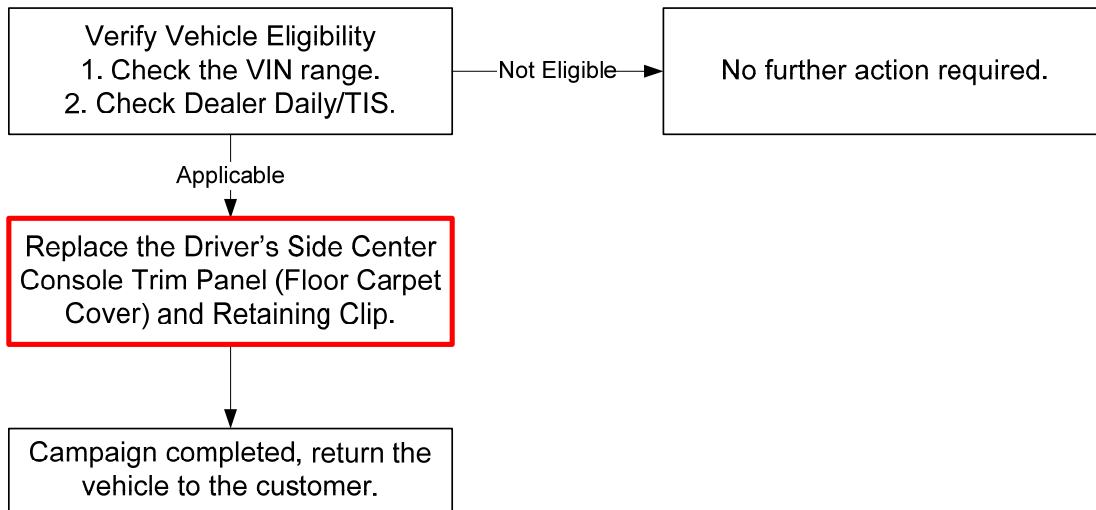
SPECIAL SERVICE CAMPAIGN 90B

DRIVER'S SIDE CENTER CONSOLE TRIM PANEL
(FLOOR CARPET COVER)

FOR

EARLY 2004 MODEL YEAR SIENNA

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VIN RANGE

Model	WMI	Year	VIN Range	
			VDS	Ranges
Sienna	5TD	2004	BA22C	S000023 - S003499
			BA23C	S000020 - S003502
			ZA22C	S000020 - S031744
			ZA23C	S000038 - S031780

NOTE:

- Always consult Dealer Daily/TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is affected and has not already been completed.
- TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

A. PARTS

Part Number	Part Description*	Qty per vehicle
58534-AE011-B0	Center Console Trim Panel (Gray)	1
55346-34010-B2	Clip (Gray)	1
58534-AE011-E0	Center Console Trim Panel (Ivory)	1
55346-34010-E1	Clip (Ivory)	1

*Please confirm the interior color of the vehicle.

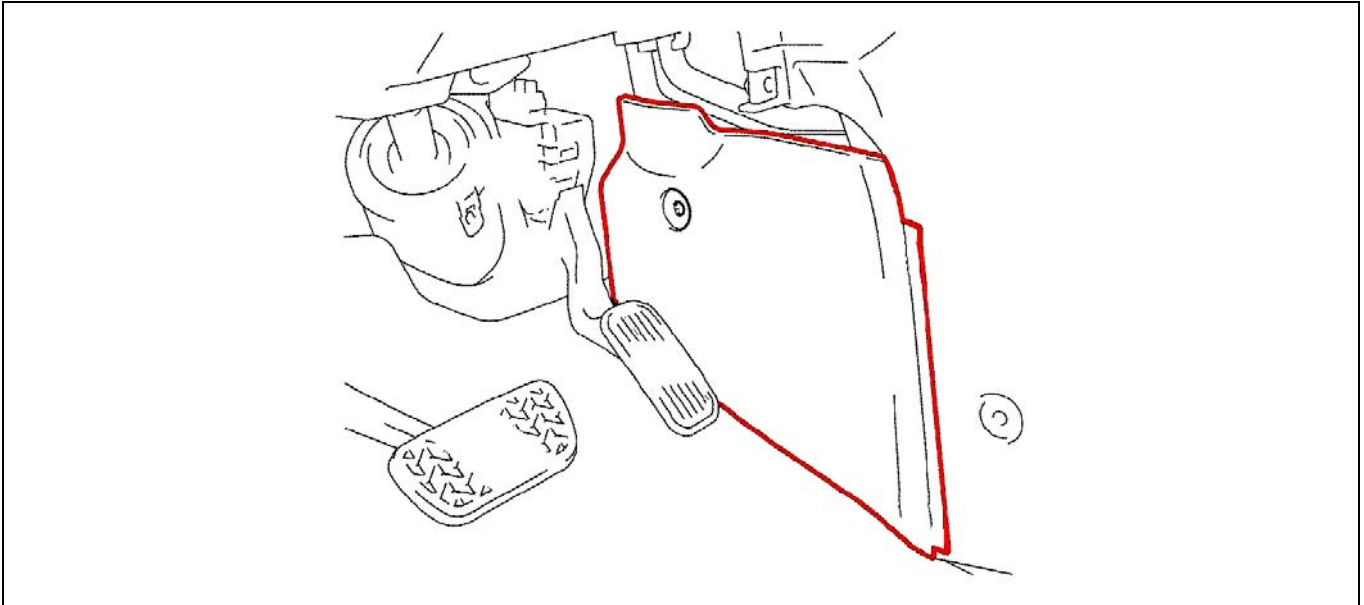
B. TOOLS

- Standard hand tools

IV. BACKGROUND

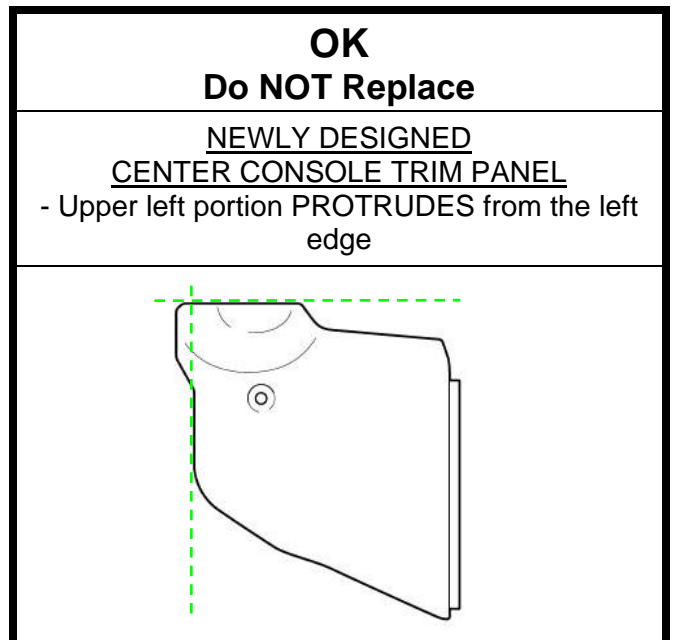
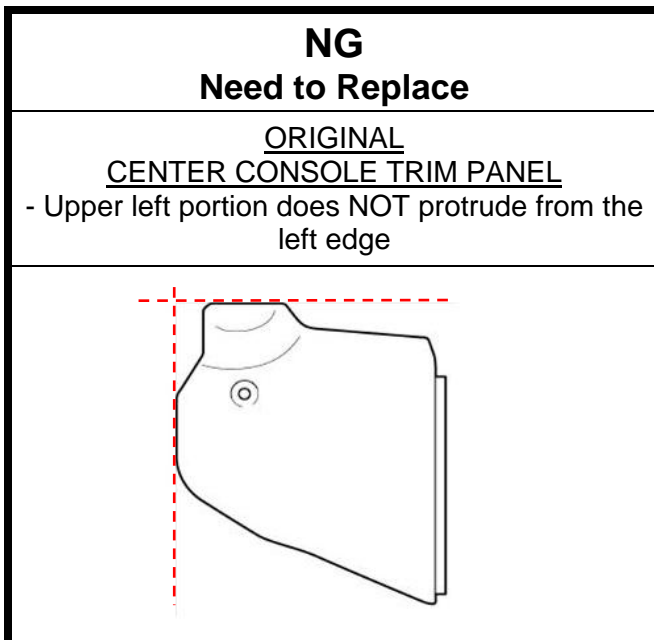
Toyota has received reports that the Retaining Clip for the Driver's side Center Console Trim Panel (Floor Carpet Cover) was missing in a handful of vehicles. If this Retaining Clip is missing, the Floor Carpet Cover may become loose. If this condition is not repaired and the accelerator pedal is depressed to nearly full throttle, a loose floor carpet cover may interfere with the accelerator pedal.

Driver's Side Center Console Trim Panel (Floor Carpet Cover)

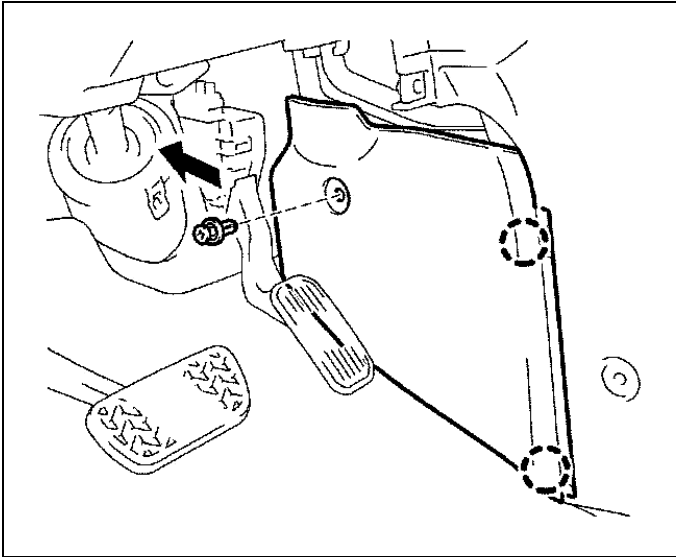


V. WORK PROCEDURE

A. CONFIRM THE VEHICLE HAS THE AFFECTED DRIVER'S SIDE CENTER CONSOLE TRIM PANEL

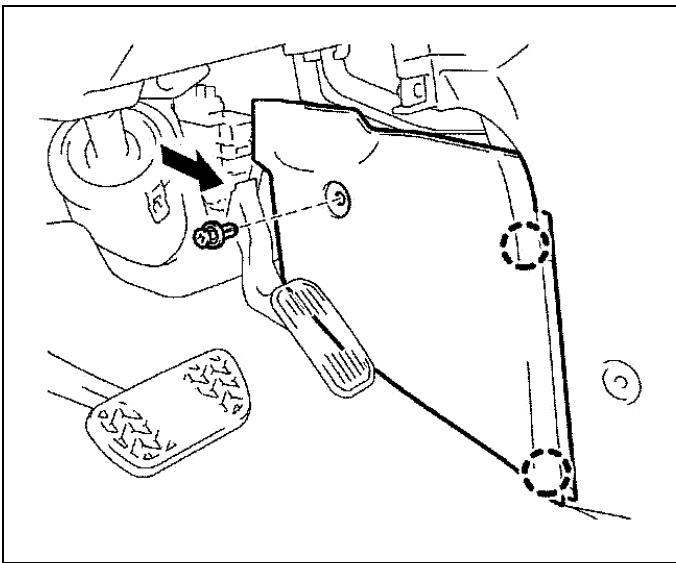


B. REPLACE THE AFFECTED DRIVER'S SIDE CENTER CONSOLE TRIM PANEL



1. REMOVE THE CLIP AND THE DRIVER'S SIDE CENTER CONSOLE TRIM PANEL

- Remove, **destroy** and **discard** the old clip.
- Remove, **destroy** and **discard** the **NG** center console trim panel.



2. INSTALL THE NEW DRIVER'S SIDE CENTER CONSOLE TRIM PANEL

- Install the **NEW** center console trim panel.

NOTE:

Make sure the two attachments points at the rear of the center console trim panel are properly seated.

- Install the **NEW** clip.

NOTE:

Make sure the new clip is fastened correctly and fully installed by pressing on it firmly.

VI. RECALLED PARTS DISPOSAL

Please make sure all recalled parts (original parts) removed from the vehicle are disposed of in a manner in which they will not be reused.