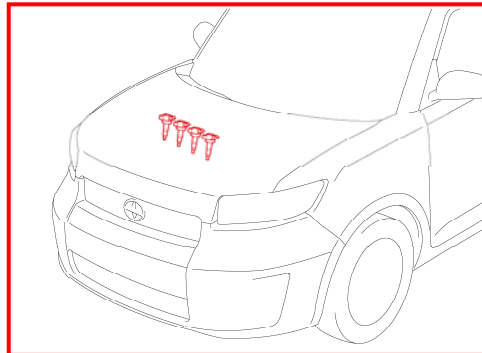


To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Limited Service Campaign (LSC) B0K
Certain 2008-2009 Model Year Scion xB Vehicles
Ignition Coil Replacement

In our continuing efforts to assure the best in customer satisfaction, Toyota is launching a Limited Service Campaign to replace the Ignition Coils on certain 2008-2009 model year Scion xB vehicles.



Background

On Certain 2008 – 2009 model year Scion xB vehicles, there is a possibility that under high temperature conditions a crack may develop at certain solder points which secure capacitors to the circuit board of the ignition coil. If a crack occurs at these certain solder points, the check engine light (MIL) could be illuminated*, rough idling and a reduction in engine power may result. If this condition occurs one or more of Diagnostic Trouble Codes (DTCs) P0351, P0352, P0353, and P0354 will be recorded.

**Please note that engine warning lamp may illuminate for reasons unrelated to this condition.*

Limited Service Campaign (LSC) Remedy

Toyota dealers are requested to replace the ignition coils at **NO CHARGE** to the customer.

All terms of the New Vehicle Limited Warranty will remain intact regardless of whether or not the customer takes advantage of this Limited Service Campaign. Additional details on the vehicle's New Vehicle Limited Warranty coverage can be found in the Owner's Warranty and Service Guide booklet.

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

1. Owner Notification Letter Mailing Date

The owner notification will commence in early November, 2011, shortly after the dealer notification.

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

2. Vehicle Applicability

This Limited Service Campaign will be available at **no charge** to vehicle owners until **October 31, 2014**. All terms of the covered vehicle's New Vehicle Limited Warranty will remain intact regardless of whether or not the customer takes advantage of the Limited Service Campaign.

3. Number and Identification of Covered Vehicles

There are approximately 52,700 Scion xB (Certain 2008-2009 model year) vehicles covered in the U.S.

Model	WMI	Year	VIN Range	
			VDS	Range
xB	JTL	2008	KE50E	1000131-1060718
		2009	KE50E	1060079-1079002

Please note that **not all** vehicles in the VIN range are affected by this LSC. If your dealership is contacted by an owner of a covered 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 Technical Instructions found on TIS.

A UIO matrix by state is provided to inform your dealership of the number of covered vehicles in your state.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	73	HI	666	MI	618	NV	848	UT	445
AL	466	IA	263	MN	497	NY	1,923	VA	1,508
AR	243	ID	188	MO	801	OH	1,565	VT	63
AZ	2,021	IL	1,796	MS	151	OK	453	WA	1,633
CA	12,258	IN	749	MT	67	OR	1,041	WI	700
CO	511	KS	345	NC	1,333	PA	1,553	WV	135
CT	412	KY	578	ND	39	RI	135	WY	16
DC	69	LA	402	NE	120	SC	567		
DE	188	MA	883	NH	196	SD	41		
FL	4,744	MD	1,204	NJ	1,063	TN	754		
GA	1,232	ME	196	NM	290	TX	3,970		

4. Dealer Summary Reports

Summary Reports, containing the number of covered vehicles in your dealership’s primary marketing area, have been enclosed in the dealer package. (Please verify eligibility by confirming through Dealer Daily or TIS prior to performing repairs.)

5. Parts Ordering

Orders can be placed through your dealership’s facing PDC. The parts have been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria

Please refer to the table below and the Technical Instructions for part number information.

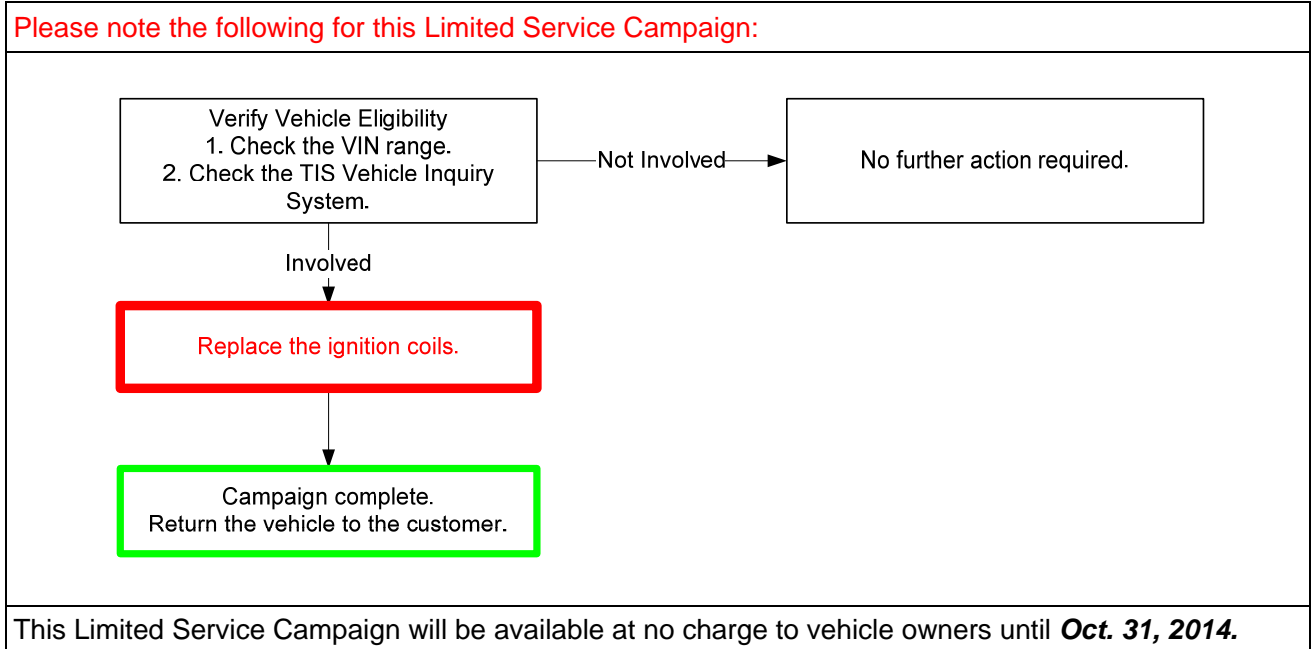
Model Application	Part No.	Part Name	Qty/Unit
Scion xB	04008-43128	COIL KIT, IGNITION	1

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

Each dealer will receive specific dealer ordering criteria in an email from their facing PDC Manager based on Repair Order Volume x PDC Affected UIO. Therefore, it is vital that each dealership work with both Parts and Service to immediately file claims and coordinate appropriate kit orders. A sample of the Parts Allocation Report has been attached below for your reference.

9. Reimbursement Procedures



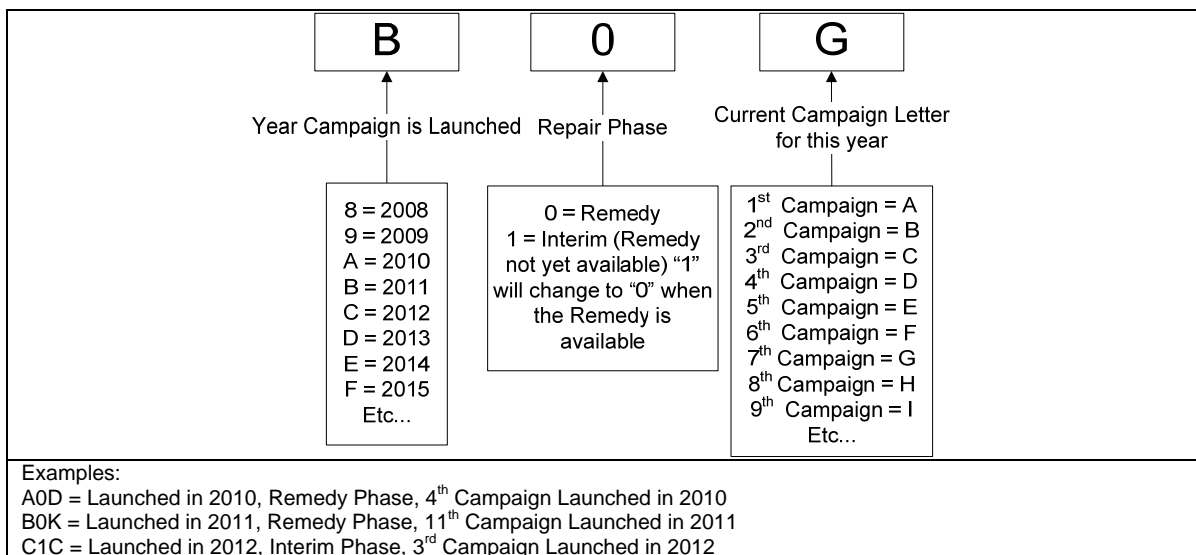
Submit Limited Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

The operation code to be used for this campaign is:

LSC #	Model	Op. Code	Description	Flat Rate Hour
B0K	Scion xB	1607J1	Replace Ignition Coils	0.5 hr/vehicle

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

10. Campaign Designation Decoder



11. Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

12. Customer Handling

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or LSC remedy. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please contact the Scion Customer Experience Center (1-866-707-2466).

13. Media Contacts

For ***News media inquiries only***: Due to the nature of this Limited Service Campaign, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, ***all media contacts*** must be directed to Brian Lyons (310) 468-2552, in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

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 LSC.

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



**Limited Service Campaign (LSC) – B0K
Certain 2008 - 2009 Model Year Scion xB Vehicles
Ignition Coil Replacement – Q&A**

Q1: What is the condition?

A1: On Certain 2008 – 2009 model year Scion xB vehicles, there is a possibility that under high temperature conditions a crack may develop at certain solder points which secure capacitors to the circuit board of the ignition coil. If a crack occurs at these certain solder points, the check engine light (MIL) could be illuminated*, rough idling and a reduction in engine power may result. If this condition occurs one or more of Diagnostic Trouble Codes (DTCs) P0351, P0352, P0353, and P0354 will be recorded.

**Please note that engine warning lamp may illuminate for reasons unrelated to this condition.*

Q1a: What is an ignition coil and what purpose does it serve?

A1a: The ignition coil is an induction coil that supplies voltage to the spark plugs in order to ignite the air and fuel mixture inside the combustion chamber.

Q2: When is this condition most likely to occur?

A2: This condition is mostly likely to occur during repeated heavy acceleration due to an increase in engine temperature.

Q3: Are there any warnings that this condition has occurred?

A3: If this condition occurs the Check Engine Light (MIL) will be illuminated and the vehicle may exhibit a noticeable vibration and/or a reduction in power output.

Q4: What is Toyota going to do?

A4: Owners of the vehicles covered by this LSC will receive a notification by first class mail beginning in early November, 2011. Any Toyota dealer will replace the ignition coils at **NO CHARGE** to the vehicle owner.

Q5: How long will the repair take?

A5: The repair will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q6: Which models are covered by this Limited Service Campaign?

A6: There are approximately 52,700 vehicles covered by this LSC.

Model Year	Covered Vehicles	Approx UIO
2008	Scion xB	36,700
2009	Scion xB	16,000

Q7: What is the production period of the vehicles covered by this LSC?

A7: The covered vehicles were produced from March 2007 through August 2008.

Q8: When will this Limited Service Campaign Expire?

A8: This Limited Service Campaign will be available until October 31, 2014.

Q9: Are there any other Toyota or Lexus vehicles covered?

A9: No, there are no other vehicles covered in the U.S. market.

Q10: Why are other vehicles that use the 2AZ engine not covered by this LSC?

A10: The ignition coils used in other 2AZ engine vehicles are of a different design.

Q11: What should an owner has additional questions or concerns?

A11: Owners with additional questions or concerns are asked to please contact the Scion Customer Experience Center at 1-866-548-1851 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.

Q12: What if a customer has previously paid for repairs related to this condition?

A12: Owners that have previously paid for repairs to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration.

**Certain 2008-2009 Model Year Scion xB Vehicles
Ignition Coil Replacement – Limited Service Campaign
LIMITED TIME OFFER**

[VIN]

Dear Scion Owner:

At Scion, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to meet your product expectations, Scion would like to announce a Limited Service Campaign Program, which includes your vehicle.

What is the condition?

On Certain 2008 – 2009 model year Scion xB vehicles, there is a possibility that under high temperature conditions a crack may develop on the circuit board of the ignition coil. If a crack occurs, the check engine light (MIL) could be illuminated*, rough idling and a reduction in engine power may result. If this condition occurs one or more of Diagnostic Trouble Codes (DTCs) P0351, P0352, P0353, and P0354 will be recorded.

**Please note that engine warning lamp may illuminate for reasons unrelated to this condition.*

What is included in this Limited Service Campaign?

Before you are inconvenienced, any Scion dealer will replace the Ignition Coils on your Scion xB at **NO CHARGE** to you for a limited time. ***This program will be offered until October 31, 2014***, and will only be available at an authorized Scion dealer.

All terms of your New Vehicle Limited Warranty will remain intact regardless of whether or not you take advantage of this Limited Service Campaign. Additional details on your vehicle's New Vehicle Limited Warranty coverage can be found in your Owner's Warranty and Service Guide booklet.

How do you take advantage of this Limited Service Campaign?

Please contact your authorized Scion dealer as soon as possible to make an appointment to have the ignition coils replaced before **October 31, 2014**. The repair will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

In order to assure your full protection under the emission warranty provision, it is recommended that you have your vehicle serviced as soon as possible. Failure to do so could be determined as a lack of proper maintenance of your vehicle.

If your vehicle is covered by this Limited Service Campaign you do not need an owner letter to have this campaign completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice 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 live in California and don't have this Limited Service Campaign performed?

The state of California requires the completion of Limited Service Campaigns on emission related parts prior to vehicle registration renewal. In addition, the State requires that every vehicle must pass an emission test (SMOG Check) every two years and before a vehicle is sold. Without the completion of this **no cost** Limited Service Campaign, your vehicle may be more likely to fail this test. State of California regulations require Toyota to provide the Department of Motor Vehicles with a record of all vehicles that have not had the Limited Service Campaign completed.

Your Toyota dealer will provide you with a Vehicle Emissions Recall Proof of Correction Form after the campaign has been completed. Please ensure you retain this form since the DMV may require that you supply proof that the campaign has been completed during your vehicle registration renewal process.

What if you have other questions?

Your local Scion dealer will be more than happy to answer any of your questions and set up an appointment to perform this Limited Service Campaign. If you require further assistance, you may contact the Scion Customer Experience Center at 1-866-707-2466 Monday through Friday, 5:00 am to 6:00 pm, Saturday and Sunday 7:00 am through 4:00 pm Pacific Time.

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

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 Scion.

Sincerely,

Scion,
A Marque of Toyota Motor Sales, U.S.A., Inc.

SAMPLE