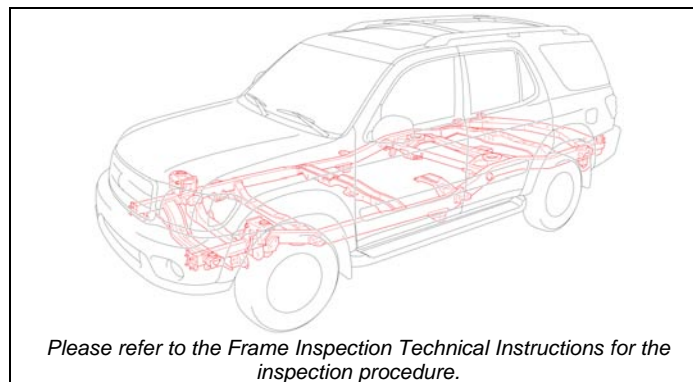


To: All Toyota Dealer Principals, Service Manager, and Parts Managers (located in AK, AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, KS, LA, MO, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, UT, WA, and WY)

Subject: Limited Service Campaign (LSC) CSD
Certain 2001 through 2004 Model Year Sequoia Vehicles
Frame Inspection

In late 2012 – early 2013 Toyota announced a Limited Service Campaign (LSC C0D) for certain 2001 – 2004 model year Toyota Sequoia vehicles currently registered in specific cold climate areas with high road salts usage (Cold Climate States*). Toyota is now announcing LSC CSD to also support owners of vehicles that are not registered in Cold Climate States that believe their vehicle has been or will be operated in cold climate regions where high road salt is frequently used and/or customers with concerns that their vehicle's frame has more-than-normal corrosion.

Vehicles currently registered in the following states will be covered by this LSC CSD: **AK, AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, KS, LA, MO, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, UT, WA, and WY.**



Condition

Toyota has received reports that certain 2001 through 2004 model year Sequoia vehicles operated in specific cold climate areas with high road salt usage may exhibit more-than-normal corrosion to the vehicle's frame. This condition is unrelated to and separate from normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.

Limited Service Campaign (LSC) Remedy

If a customer believes his/her vehicle has been or will be operated in cold climate regions of the United States where high road salt is frequently used and/or customers concerned that their vehicle's frame has more-than-normal corrosion, dealerships are requested to inspect the vehicle's frame for excessive corrosion**. This inspection will also include a functional and visual check of the spare tire carrier to ensure proper operation. Based upon the results of the inspection dealership are requested to do one or more of the following at **no charge** to the vehicle owner:

- If the vehicle's frame and spare tire carrier passes Toyota's inspection, no further action is required.
- If significant corrosion of the frame is detected based on Toyota's inspection procedure**, then the vehicle's frame and certain supporting hardware will be replaced at **no charge** to the owner until **July 31, 2014** (repairs must be completed by this date).
- If the spare tire carrier does not meet Toyota's inspection criteria**, the spare tire carrier will be replaced at **no charge** to the owner until **July 31, 2014**.

*Cold Climate States and the District of Columbia: CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI & WV

**Please refer to the Technical Instructions for additional details and inspection criteria.

1. Owner Notification

The owner notification will commence in early September 2013.

2. Dealer/Owner Lists

Summary Reports containing the number of covered vehicles in your dealership’s Primary Marketing Area (PMA) have been enclosed in the dealer package. Based upon our records, a dealership which does not have a covered vehicle in their PMA will receive a report indicating so.

3. Vehicle Coverage

There are approximately 200,000 Sequoia (certain 2001 – 2004 model year) vehicles covered by LSC CSD.


Model	WMI	Year	VIN Range		Model	WMI	Year	VIN Range	
			VDS	Range				VDS	Range
Sequoia	5TD	2001	BT44A	S000139 – S057355	Sequoia	5TD	2003	BT44A	S101211 – S205101
			BT48A	S000147 – S057339				BT48A	S099426 – S205111
			ZT34A	S000148 – S057354				ZT34A	S100033 – S205190
			ZT38A	S000217 – S057356				ZT38A	S100343 – S205189
		2002	BT44A	S056458 – S137479			2004	BT44A	S205112 – S233601
			BT48A	S056457 – S137474				BT48A	S205113 – S233598
			ZT34A	S057361 – S137484				ZT34A	S205197 – S238616
			ZT38A	S057366 – S137473				ZT38A	S205191 – S238607

The vehicles covered by this campaign were produced from August 2000 to August 2004.

Please note that only owners of the covered vehicles registered in the specific states will be notified. VINs registered within the specific states will be loaded simultaneously on TIS.

4. Remedy Procedure

The Supplemental Frame Replacement TI contains the frame inspection criteria, spare tire carrier functional/visual check, and the procedure for replacing the spare tire carrier and/or frame (if the spare tire carrier and the frame does not meet Toyota’s inspection criteria).



- Verify vehicle eligibility by confirming through TIS prior to performing the inspection/repair.
- Dealers that conduct LSC CSD on vehicles not covered under this program **will not receive reimbursement.**

5. Parts and Material Ordering

Frame Replacement Parts Ordering (where applicable):

To assist dealers in determining the correct part number(s) to order, a website has been set up to look up part numbers by VIN. Please go to <http://toyota-frame-parts-lookup.imagespm.info>, login, enter the VIN, and the correct part numbers to order will be displayed. **The website is for part(s) application reference only and will not order the part, nor will it confirm campaign completion status.**

- The parts will need to be ordered through the Dealer Daily Parts system.
- ETAs for the parts will be available via the normal system.

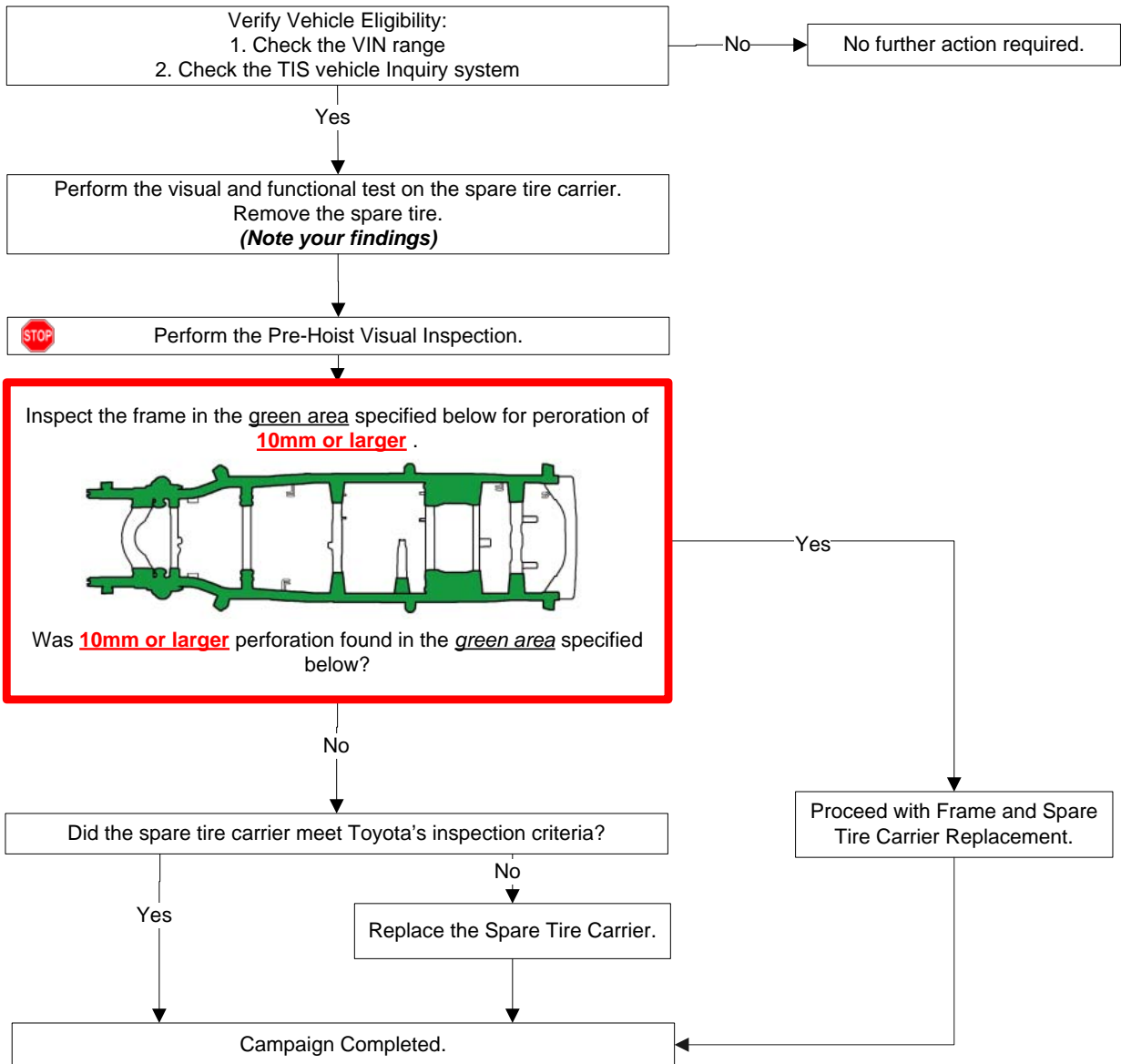
Note: When first logging in, enter your dealer code and the default password; XXXXX. Upon logging in the website will ask for you to reset the password and provide an email address.

An illustration of the parts replaced and their location(s) have been provided in the frame replacement Technical Instructions.

6. Tools and Equipment

Please refer to the Supplemental Frame Replacement Technical Instruction for a list of tools and equipment.

7. Warranty Processor Instructions



(Warranty Processor Instructions CONTINUED . . .)

Operation Codes:

Limited Service Campaign	Op. Code	Frame Inspection and Spare Tire Functional and Visual Check	Replace the Spare Tire Carrier	(2WD) Frame Replacement By Dealer <i>Rust Perforation Found*</i>	(4WD) Frame Replacement By Dealer <i>Rust Perforation Found*</i>	(2WD) Frame Replacement By Outside Shop – <i>Rust Perforation Found*</i>	(4WD) Frame Replacement By Outside Shop – <i>Rust Perforation Found*</i>	Flat Rate Hour
CSD	3626H1	✓						0.6 hr/vehicle
	3626H2	✓	✓					0.9 hr/vehicle
	3626HC	✓		✓				35.0 hr/vehicle
	3626HD	✓			✓			37.5 hr/vehicle
	3626HE	✓				✓		0.6 hr/vehicle
	3626HU	✓					✓	0.6 hr/vehicle

Note: The flat rate time above includes 0.1 hours for campaign administrative cost per unit.

Allowable Sublet for Limited Service Campaign CSD – Frame Replacement

- **Sublet:** The sublet cost for Frames Replaced at an Independent or Dealer Body Shop should be claimed under sublet type 'YF' using the following formula:

Description	Sublet Amounts
Op. Code 3626HE (2WD)	= Maximum 34.4 hours X Outside Repair Shop Rate
Op. Code 3626HU (4WD)	= Maximum 36.9 hours X Outside Repair Shop Rate

- A maximum of \$250 per vehicle may be claimed under sublet type 'YG' for the cost of transporting vehicles to an Independent or Dealer Body Shop for Op. Codes 3626HE and 3626HU.

- **Rental Vehicles:**

Op. Code	Description	Sublet Amounts	Sublet Type	DSPM Authorization
3626HF	Vehicle Rental 1-30 Days (Frame replacement)	Follow the Toyota Transportation Assistance Program (TTAP) Guidelines.	RT	Not Required
3626HG	Vehicle Rental 31-60 Days (For frame replacement)		RT	Required

Rental car for frame replacement is up to 7 days. If frame replacement is delayed due to parts availability, additional time, up to 30 days, may be claimed. Additional time, up to 60 days, may be claimed **only** with DSPM authorization.

(Submit LSC claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.)

8. Customer Handling

Please consider this campaign a great opportunity to focus on assuring customers that Toyota is focused on their satisfaction. Customers who receive the owner notification may contact your dealership with questions regarding the letter and/or campaign 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 should be instructed to please contact the Toyota Customer Experience Center (1-888-270-9371).
- If a customer has previously paid for repairs of his/her vehicle's frame for this specific condition, he/she should be instructed to please contact the Toyota Customer Assistance Center at 1-888-270-9371.

9. Media Contacts

For News media inquiries only:

Due to the nature of this LSC, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Cindy Knight (310) 468-2170, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate. Please provide these contacts to media associates only.)

As part of our dedication to continuous improvement, changes have been incorporated in the production process to ensure the highest quality products are provided to our customers.

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 Limited Service Campaign.

Thank you for your cooperation.

**Limited Service Campaign CSD
Certain 2001 through 2004 Model Year Sequoia Vehicles - Frame Inspection**

[VIN]

Dear Toyota Owner:

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

What is the condition?

Toyota has received reports that certain 2001 through 2004 model year Sequoia vehicles operated in specific cold climate areas with high road salt usage may exhibit more-than-normal corrosion to the vehicle's frame. This condition is unrelated to and separate from normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.

What is included in this Limited Service Campaign?

If you believe your vehicle has been operated in cold climate regions of the United States where high road salt is frequently used, any authorized Toyota Dealer will inspect your vehicle's frame for excessive corrosion*. This inspection will also include a functional and visual check of your spare tire carrier to assure that it operates properly. Based upon the inspection, Toyota will do one or more following at **no charge** to you:

- If your vehicle's frame and spare tire carrier passes Toyota's inspection, no further action is required.
- If your vehicle's frame has significant rust perforation*, the dealer will provide an appropriate remedy at **no charge** to you.
- If the spare tire carrier does not meet Toyota's inspection criteria, the spare tire carrier will be replaced at **no charge** to you.

The Limited Service Campaign covers remedy cost for perforation of the vehicle's frame caused by rust corrosion with no mileage limitations until 07/31/2014 (repairs must be completed by this date).

Vehicles currently registered in the following states, as well as the U.S. territories, will receive this offer: **AL, AK, AR, AZ, CA, CO, FL, GA, HI, IA, ID, KS, LA, MO, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, WA, UT, WY.**

* Please see your Toyota dealership for further details.

How do you take advantage of this Limited Service Campaign?

If you believe your vehicle has been operated in cold climate regions of the United States where high road salt is frequently used and/or if you have a concern that your vehicle's frame may have more-than-normal corrosion, please contact your authorized Toyota dealer and make an appointment to have your vehicle's frame inspected and all applicable repairs completed **by 07/31/2014**. The inspection will take approximately 30 minutes.

This offer is limited to your specific vehicle whose Vehicle Identification Number (VIN) is printed at the beginning of this letter and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Manual Supplement or Owner's Warranty Information booklet.

This program is intended for individual customer support and only applies to warranty work performed at an authorized Toyota dealership.

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 Limited Service Campaign.
- You can find additional information and locate a Toyota dealer in your area by going online and visiting www.toyota.com/recall.
- 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 repairs for this condition?

If you have previously paid for repairs to address this specific condition, please mail a copy of the 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, WC10
19001 South Western Avenue, Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. Please allow us 6-9 weeks to process your request.

If you no longer own this vehicle or would like to update your vehicle ownership/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. 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 Toyota.

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

SAMPLE



**CONFIDENTIAL
DRAFT**

**Limited Service Campaign CSD (Q&A)
Certain 2001 through 2004 Toyota Sequoia Vehicles
Frame Inspection**

Q1: What is the condition?

A1: Toyota has received reports that certain 2001 through 2004 model year Sequoia vehicles operated in specific cold climate areas with high road salt usage may exhibit more-than-normal corrosion to the vehicle's frame. This condition is unrelated to and separate from normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.

Q2: What states are covered by this Limited Service Campaign (LSC)?

A2: Vehicles that are currently registered in the following states, as well as U.S. territories, will be covered by this offer: **AK, AL, AR, AZ, CA, CO, FL, GA, HI, IA, ID, KS, LA, MO, MS, MT, NC, ND, NE, NM, NV, OK, OR, SC, SD, TN, TX, UT, WA, and WY.**

Q2a: Why are only 30 states involved in Limited Service Campaign CSD?

A2a: Toyota has previously launched a separate LSC in the other 20 states (Cold Climate States*). Toyota has determined that vehicles currently registered in the Cold Climate States are more likely to experience the conditions that are primary factors in producing excess corrosion on the vehicle's frame.

In order to support customers in the remaining 30 states, who believe their 2001-2004 model year Sequoia vehicles have been or will be operated in cold climate regions of the United States where high road salt is frequently used, Toyota is announcing this Limited Service Campaign.

**CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, WV & DC*

Q3: What is the cause of this condition?

A3: The frames in some number of vehicles may not have corrosion-resistant protection sufficient for use in the specific cold climate areas. This combined with prolonged exposure to road salts and other environmental factors may contribute to the development of more than normal rust in the frames of some vehicles. This condition is unrelated to, and separate from, normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.

Q4: Which and how many vehicles are covered by this Campaign?

A4: There are approximately 200,000 Sequoia (2001 – 2004 model year) vehicles currently registered in the remaining 30 states and the U.S. territories.

Model	Model Year	Production Range	Appx. UIO
Sequoia	2001 – 2004	August 2000 – August 2004	200,000

Q5: What is Toyota going to do?

A5: In late August 2013 Toyota will send out owner notifications by first class mail to owners of vehicle covered by this LSC. If you believe that your vehicle has been operated in cold climate regions of the United States where high road salt is frequently used, you may obtain an inspection at **no charge**, if you so desire. All applicable repairs and inspections must be **completed by July 31, 2014**.

Q5a: What will the Inspection and Remedy Involve?

A5a: If you believe your vehicle has been operated in cold climate regions of the United States where high road salt is frequently used, any authorized Toyota Dealer will inspect your vehicle's frame for excessive corrosion. This inspection will also include a functional and visual check of your spare tire carrier to assure that it operates properly. Based upon the inspection, Toyota will do one or more following at **no charge** to you:

- If the vehicle's frame and spare tire carrier passes Toyota's inspection, no further action is required.
- If your vehicle's frame has significant rust perforation, the dealer will provide an appropriate remedy at **no charge** to you.
- If the spare tire carrier does not meet Toyota's inspection criteria, the spare tire carrier will be replaced at **no charge** to you.

Q5b: How does Toyota obtain my mailing information?

A5b: 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.

Q6: What should I do, if my vehicle is covered under this LSC?

A6: If you believe your vehicle has been operated in cold climate regions of the United States where high road salt is frequently used, please contact any authorized Toyota dealer and schedule an appointment to have the vehicle inspected.

Q7: What should I do if I experience the condition, or have immediate concerns about my vehicle?

A7: If you have any immediate concerns about this issue, please contact your local Toyota dealer for any assistance and/or, if applicable, appropriate repair/remedy.

Q8: Do I need my owner letter to have the remedy performed?

A8: 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.

Q9: How long will the repair take?

A9: Inspection of the frame will take approximately 30 minutes and include a functional and visual check of your spare tire carrier.

Q9a: What if my vehicle's frame fails Toyota's inspection criteria; how long will the repair take?

A9a: The frame replacement will take approximately 35 hours. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Q11: When will this Limited Service Campaign expire?

A11: This Limited Service Campaign will be offered until **July 31, 2014**. All applicable repairs must also be **completed** by this date.

Q12: What if I have previously paid for repairs related to this campaign?

A12: If you have previously paid for repairs to address this specific condition, please refer to the owner letter for instructions regarding reimbursement consideration.

Q13: What if I have other concerns with my vehicle?

A13: Customer satisfaction is very important to Toyota. If you have other concerns with the vehicle, we request that you work with your Toyota dealer and/or the Toyota Customer Experience Center. The Customer Experience Center telephone number is 1-888-270-9371.