

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

Subject: Limited Service Campaign (LSC) E0J
Certain 2013 – 2014 Model Year Toyota Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) on certain 2013 – 2014 Model Year Avalon and Avalon Hybrid vehicles. This LSC will cover approximately 77,600 vehicles.

Background

On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.

Limited Service Campaign (LSC) Remedy

Authorized Toyota dealerships are requested to replace the driver and passenger front seatback board at **NO CHARGE** to the vehicle's owner.

This LSC will be available until **July 31, 2017**, and will only be available at an authorized Toyota Dealer.

1. Owner Notification Mailing Date

The owner notification will commence in late July, 2014, approximately 1 week after the dealer notification.

Toyota tries hard to obtain current customer name and address information from each state through industry resources when mailing owner letters. In the event your dealership receives a notice for a vehicle that was sold prior to the LSC announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

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

2. New and Used Vehicles in Dealership Inventory (In-Stock Vehicles)

To ensure customer satisfaction Toyota requests that dealers conduct the LSC remedy on any new or used vehicles currently in dealer inventory that are covered by this LSC prior to customer delivery.

3. Number and Identification of Covered Vehicles

There are approximately 77,600 (2013 – 2014 MY) Avalon and Avalon Hybrid vehicles covered by this LSC.

WMI	MY	VDS	START	FINISH
4T1	2013	BD1EB	U001001	U018728
		BK1EB	U001002	U077873
	2014	BD1EB	U013774	U018782
		BK1EB	U063828	U078048

(Covered Vehicles continued . . .)

Please note that only owners of the covered vehicles will be notified. If a dealer is contacted by an owner who has not yet received the notification, please **verify coverage by confirming through TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS. **Not all vehicles in the VIN range are covered** by this LSC.

4. Dealer Summary Reports

Summary Reports, containing the following will be enclosed in the dealer packet:

- The number of covered vehicles in your dealership’s primary marketing area. (Please verify eligibility by confirming through TIS prior to performing repairs.)
- A suggested initial parts ordering quantity.

5. Parts Ordering

Dealer Ordering Solutions:

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

The same kit is used for the Driver and Passenger seatback. Two kits are required per vehicle.

Part Number	Part Description	Color	Quantity
04004-08107-A0	Front Seatback Board Kit*	Flaxen	2
04004-08107-B0	Front Seatback Board Kit*	Light Gray	2
04004-08107-C0	Front Seatback Board Kit*	Black	2

* Each Front Seatback Board Kit includes one (1) Seatback Board and two (2) Screws.

Each dealership will receive specific dealer ordering criteria in an email from TMS Special Activities group based on Repair Order Volume * PDC Affected UIO. Dealers ordering criteria will also be available through the Customer Support Leader at their facing PDC. 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.

<h1 style="color: red;">TOYOTA</h1> <h2>Parts Allocation Report</h2> <p>99999 SAMPLE TOYOTA of NOWHERE</p> <p>The below matrix provides information for parts managed by NAPO Dealer Ordering Solution (DOS) and illustrates updates to your current daily allocation quantities. Parts shipments, arrivals and inventory quantities at your local PDC will change daily as parts are received and shipped from NAPO Suppliers. Therefore, your daily allocation quantity is subject to change based on the parts in-stock availability as well as in-transit inventory to your facing PDC. This report is provided as needed when daily allocation changes for DOS parts.</p> <p>Parts with recent changes will be illustrated from top to bottom with the most recent effective date.</p> <p>If you have any questions or concerns, please contact your facing PDC Customer Support Leader, John Q Sample at (999) 999-9999.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th>Part Number</th> <th>Total Allocation Quantity</th> <th>Allocation Quantity</th> <th>Allocation Frequency</th> <th>Total Allocation Shipped</th> <th>Total Allocation Remaining</th> <th>Effective Date</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Part Number	Total Allocation Quantity	Allocation Quantity	Allocation Frequency	Total Allocation Shipped	Total Allocation Remaining	Effective Date															<p style="color: red; text-align: center;">IMPORTANT PARTS ORDERING UPDATE</p> <p><i>All Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin 2011-087 for campaign parts that are currently returnable under the Monthly Parts Return Program and additional details.</i></p>
Part Number	Total Allocation Quantity	Allocation Quantity	Allocation Frequency	Total Allocation Shipped	Total Allocation Remaining	Effective Date																

6. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the recall process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly, technicians performing this recall repair must also meet at least one of the certification levels listed below:

- **Toyota Certified (any specialty)**
- **Toyota Expert (any specialty)**
- **Master**
- **Master Diagnostic Technician**

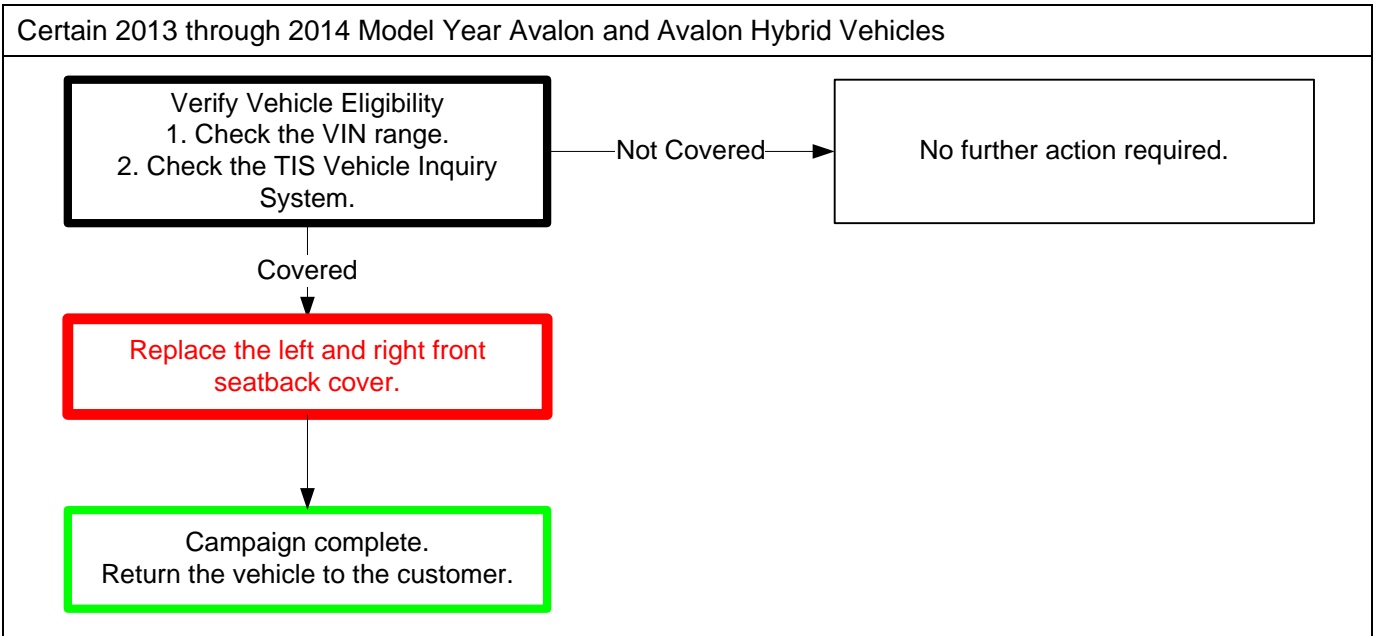
It is the dealership’s responsibility to select technicians with the above certification level or greater to perform this LSC repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

7. Remedy Procedures

Please refer to TIS for Technical Instructions.

Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

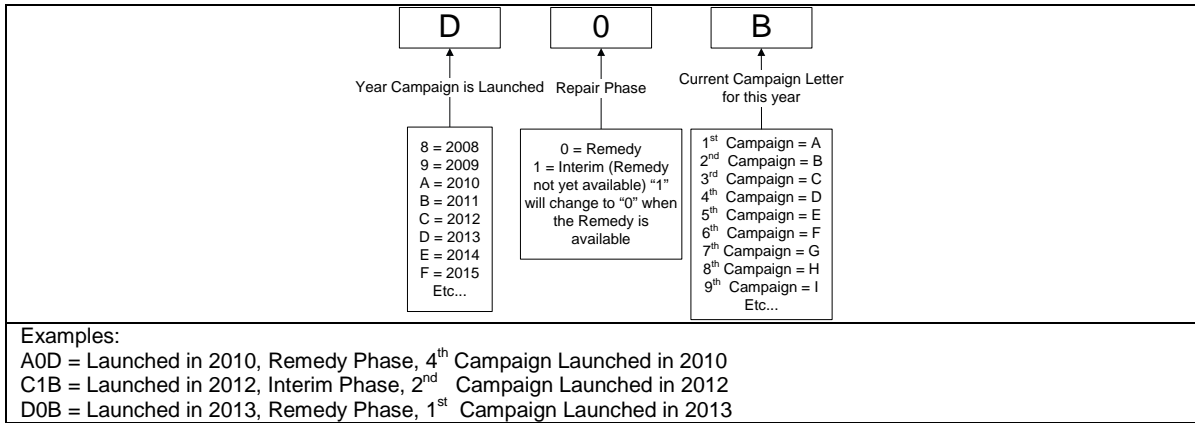
8. Warranty Reimbursement Procedure



LSC	Op. Code	Description	Flat Rate
E0J	AGG24A	Replace Driver and Passenger Seatback Board (Both Sides)	0.5 hr/veh

- The above operation codes include 0.1 hour for administrative cost per unit for the dealership.

9. Campaign Designation Decoder



10. 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.

11. Media Contacts

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 this number to customers. Please provide this contact to only media associates.)

12. Customer Contacts

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 Toyota Customer Experience Center (1-888-270-9371).

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

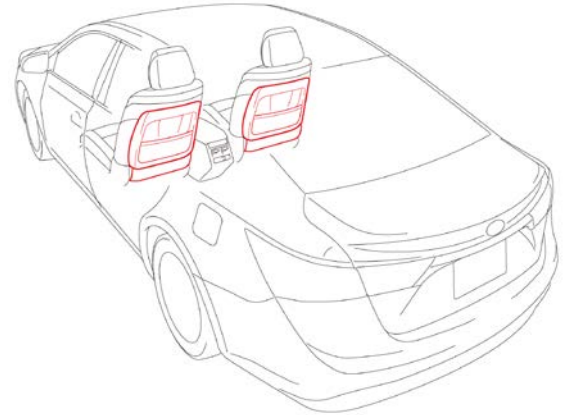


**Limited Service Campaign (LSC) – E0J
2013 - Certain 2014 Model Year Avalon and Avalon Hybrid Vehicles
Driver and Passenger Front Seatback Board**

Frequently Asked Questions
Published Late July 2014

Q1: What is the condition?

A1: On 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles, the driver and passenger front seatback board could become loose and separate from the seat assembly.



Q1a: What is the cause of the condition?

A1a: The plastic portion of the seatback which secures the retention clip can develop a crack resulting in a loose seatback board.

Q2: What is Toyota going to do?

A2: Owners of vehicles covered by this Limited Service Campaign will receive an owner notification letter by first class mail starting in late-July 2014. Any authorized Toyota dealership will replace the driver and passenger front seatback board at **NO CHARGE** to you.

Q2a: How does Toyota obtain my mailing information?

A2a: 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.

Q2b: Do I need my owner letter to have the remedy performed?

A2b: No, you do not need an owner letter to have this LSC completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present the owner notification at the time of your service appointment.

Q3: Which and how many vehicles are covered by this Limited Service Campaign?

A3: There are approximately 77,600 Avalon and Avalon Hybrid vehicles covered by this Limited Service Campaign in the US.

Model	Model Year	Production Range	Appx. UIO
Avalon	2013 through certain 2014	Early May 2012 through mid-October 2013	59,900
Avalon HV			17,700

Q3a: Are there any other vehicles covered by this Limited Service Campaign?

A3a: No. This specific condition only affects 2013 and certain 2014 Model Year Avalon and Avalon Hybrid vehicles.

Q4: How long will the repair take?

A4: Replacement of the driver and passenger front seatback boards will take approximately 45 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q5: When will this Limited Service Campaign expire?

A5: This Limited Service Campaign will be available until **July 31, 2017**.

Q6: What if you have previously paid for repairs to your vehicle for this specific condition?

A6: Owners who have previously paid for repairs to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration.

Please note the dealer will need to perform this LSC before reimbursement consideration requests can be processed.

Q7: What if an owner has additional questions?

A7: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am to 4:00 pm Pacific Time.