

TOYOTA

4/27/15 – Rental opcodes have been updated. Refer to **yellow highlights** on page 4.

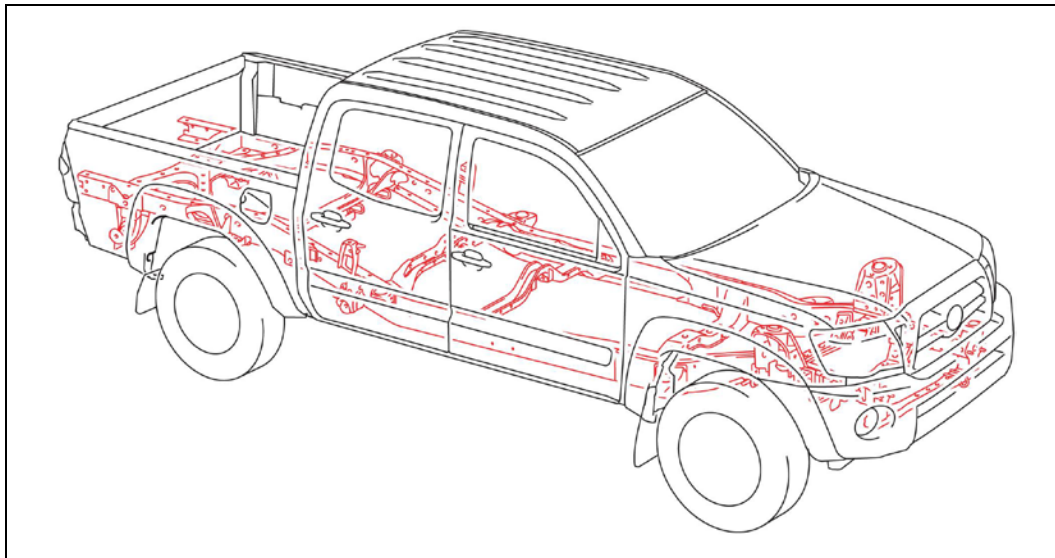
Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

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) ESD
2005 through 2008 Model Year Tacoma Vehicles
Frame Inspection

In 2014, Toyota announced and rolled out a Limited Service Campaign (LSC E0D) for certain 2005-2008 model year Toyota Tacoma vehicles currently registered in specific cold climate areas with high road salt usage (Cold Climate States). Toyota is now announcing LSC ESD to also support owners of vehicles that are not registered in Cold Climate States but believe their vehicle has been 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.

LSC ESD covers vehicles currently registered in the following states: **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 2005 through 2008 model year Tacoma 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 operated in cold climate regions of the United States where high road salt is frequently used and/or a customer is concerned that their vehicle's frame has more-than-normal corrosion, dealerships are requested to inspect the vehicles frame for excessive corrosion. Based upon the results of the inspection, dealerships are requested to do one of the following at **no charge** to the vehicle owner:

- If the vehicle's frame passes Toyota's inspection, no further action is required.
- If significant rust perforation is found, the dealer will replace the vehicle's frame at **no charge** to the owner.



*Customers will have until **March 31, 2016**, to have the inspection of the vehicle's frame. If before the **March 31, 2016**, expiration date, an authorized Toyota dealer confirms that the vehicle's frame has significant rust perforation, the appropriate repairs must be completed within three months of the inspection date*. Please schedule all inspections well in advance of the March 31, 2016, expiration date to ensure that your dealership has sufficient time to complete this Limited Service Campaign.*

*Due to facility and staffing challenges when scheduling and performing frame replacements and the production and shipping of the frames and associated parts.

1. **Owner Notification**

The owner notification will commence in early April, 2015, approximately one week after the Dealer Letter.

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 500,550 Tacoma (certain 2005 – 2008 model years) vehicles covered by LSC ESD. The vehicles covered by this campaign were produced from mid-September 2004 – May 2008.

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

4. **Remedy Procedure**

The Supplemental Frame Replacement TI contains the frame inspection criteria and the procedure for replacing the frame, if needed, based on Toyota's inspection criteria.



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

5. **Parts Ordering**

Parts Availability

The frame is not stocked at the Toyota parts distribution centers, but are built to order from the supplier and dropped shipped to the dealership. Lead time for these frames can vary based on demand and dealership geographical location. Please take this into consideration and schedule customer frame replacement appointments when all frame replacement parts have arrived at the dealership.



Only vehicles currently registered in the "**Warm Weather States**" are covered under LSC ESD (LSC expiration date March 31, 2016)
Warm Climate States: 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

(Parts Ordering Instructions CONTINUED . . .)

Parts Lookup Website:

To assist dealers in determining the correct part number(s) to order, the 2005 to 2008 Tacoma parts lookup table has been added to the existing parts lookup website. Parts will be looked up by vehicle VIN. Please go to <http://toyota-frame-parts-lookup.imagespm.info> select the appropriate campaign/vehicle, enter the VIN, and the correct part numbers to order will be displayed. **The website is for part(s) application reference only and won't order the parts, confirm campaign completion status, or confirm campaign applicability.**

Note: This site has been available for previous frame campaigns, but now the 2005 to 2008 Tacoma database has been activated for your dealer. If this is your dealership's first time logging in you will need to 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.

Ordering Process Requirement:

Due to the number of parts required for the frame replacement repair, ALL ancillary parts and the frame for each vehicle must be ordered on 1 order reference number. This process is required and is not optional. Certain ancillary parts in tight supply have been placed on MAC and will only be released once shipment of the frame is confirmed. This shipment confirmation is based on the order reference number, so the ancillary parts order reference and the frame order reference must match in order for your parts to be released.

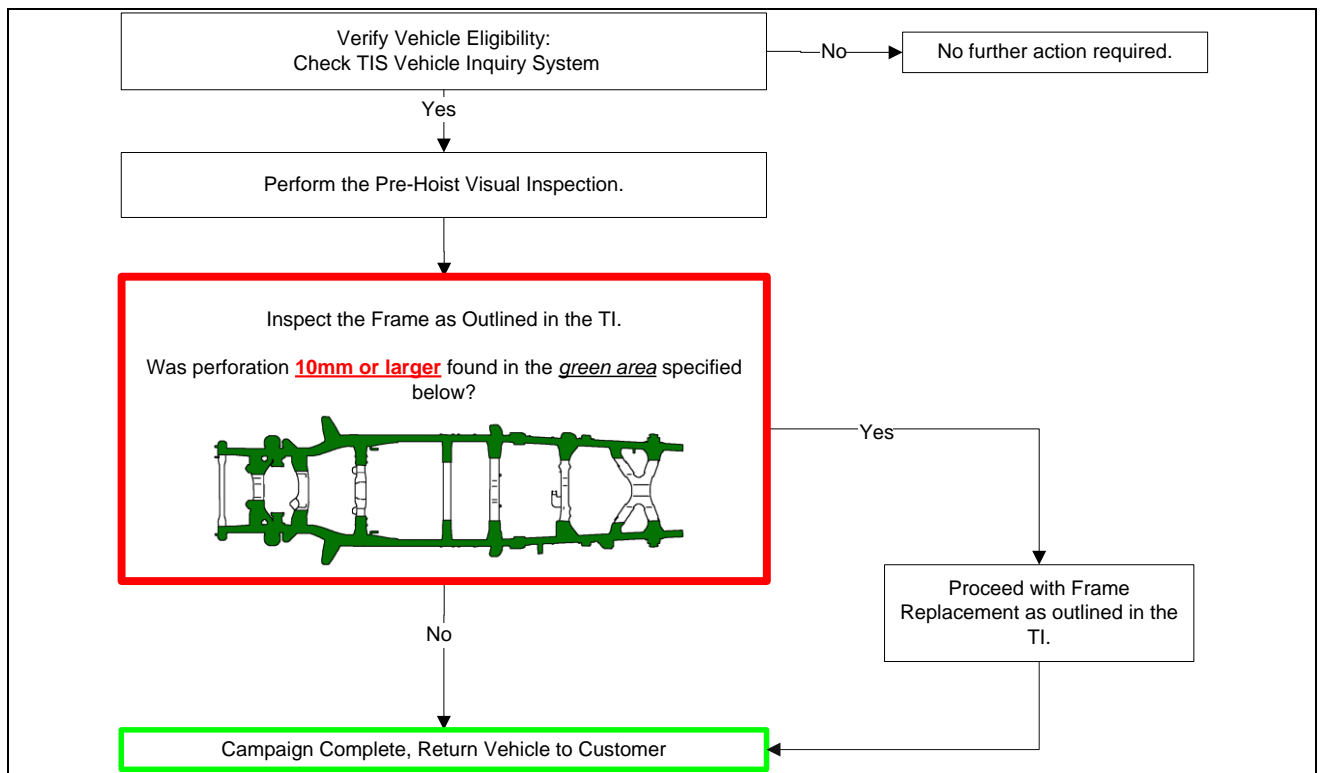
The parts will need to be ordered through the Dealer Daily Parts System.

6. Tools and Equipment

Please refer to TIS for the Technical Instructions containing a list of tools and equipment.

- Frame Inspection/Replacement Technical Instruction

7. Warranty Processor Instructions



Only vehicles currently registered in the "Warm Weather States" are covered under LSC ESD (LSC expiration date March 31, 2016)
Warm Climate States: 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

(Warranty Processor Instructions CONTINUED . . .)

Operation Codes:

Op. Code	Description	Flat Rate Hour
3607G1	Frame Inspected – No Significant Perforation Found*	0.6 hr/vehicle
3607GC	2WD Frame Replacement by Dealer	38.8 hr/vehicle
3607GD	4WD Frame Replacement by Dealer	40.4 hr/vehicle
3607GE	2WD Frame Replacement by Outside Shop	0.6 hr/vehicle
3607GU	4WD Frame Replacement by Outside Shop	0.6 hr/vehicle

*Based upon Toyota's inspection criteria

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.

Allowable Sublet for Limited Service Campaign ESD

- 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 3607GE (2WD)	= Maximum 38.2 hours X Outside Repair Shop Rate
Op. Code 3607GU (4WD)	= Maximum 39.8 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 ESD003 and ESD004.

• **Rental Vehicles:**

Op. Code	Description	DSPM Authorization	Sublet Amounts	Sublet Type
3607GF	Vehicle Rental 1-30 Days	Not Required		
3607GG	Vehicle Rental 31-60* Days (For frame replacement)	Required	**Follow the Toyota Transportation Assistance Program (TTAP) Guidelines.	RT
3607GH	Vehicle Rental 61-90* Days (For frame replacement)			
3607GV	Vehicle Rental 91-120* Days (For frame replacement)			
3607GW	Vehicle Rental 121-150* Days (For frame replacement)			
3607GZ	Vehicle Rental 151-190* Days (For frame replacement)			

*Rental car for frame replacement is up to 7 days under sublet type RT. If frame replacement is delayed due to parts availability, additional time, up to a total of 30 days, may be claimed. Additional time, up to a total of 190 days, may be claimed **only** with DSPM advance written authorization.

**As stated in the policy, any special vehicles above the standard rental cost must be approved by the DSPM and should only be given to customers that face extreme hardship with the standard rental vehicle (e.g. the vehicle is used for their livelihood).

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

Note: Warranty Op. Code for claim filing will be available Thursday, March 26, 2015.



Only vehicles currently registered in the "Warm Weather States" are covered under LSC ESD (LSC expiration date March 31, 2016)
Warm Climate States: 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

8. Customer Handling

Please consider this campaign an opportunity to assure 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 their Tacoma frame for this specific condition during the applicable period, 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,
TOYOTA MOTOR SALES, U.S.A., INC.



Only vehicles currently registered in the "Warm Weather States" are covered under LSC ESD (LSC expiration date March 31, 2016)
Warm Climate States: 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



**Limited Service Campaign ESD (FAQ)
 Certain 2005 - 2008 Tacoma Vehicles
 Frame Inspection**

Frequently Asked Questions
 Published mid-March 2015

Previously Toyota announced a Limited Service Campaign (LSC E0D) for certain 2005-2008 model year Toyota Tacoma vehicles currently registered in specific cold climate areas with high road salt usage (Cold Climate States*). Toyota is now announcing LSC ESD to support owners of vehicles that are not registered in Cold Climate States but believe their vehicle has been 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.

Q1: What is the condition?

A1: Toyota has received reports that certain 2005 through 2008 model year Tacoma 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 is the cause of this condition?

A2: The frames in some number of vehicles may not have corrosion-resistant protection sufficient for use in these areas. This, combined with prolonged exposure to road salts and other environmental factors, may contribute to the development of rust corrosion 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.

Q3: What states are covered by Limited Service Campaign (LSC) ESD?

A3: Vehicles currently registered in the following states and the U.S.A. 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**

Q3a: Why are only 30 states involved in LSC ESD?

A3a Toyota has previously launched a separate LSC (E0D) 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 to the frame.

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

In order to support customers in the remaining 30 states, who believe their 2005-2008 model year Tacoma vehicles have been operated in cold climate regions of the United States where high road salt is frequently used, Toyota is announcing this LSC.

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

A4: There are approximately 500,550 Tacoma (2005-2008 model year) vehicles covered by LSC ESD.

Model	Model Year	Production Range	Appx. UIO
Tacoma	2005-2008	Mid-September 2004 – Early January 2007	500,550

Q5: What is Toyota going to do?

A5: In early April, 2015, Toyota will notify owners of covered vehicles by first class mail. If you believe 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** until **March 31, 2016**, if you so desire.



If a Toyota dealership determines that your vehicle's frame has significant rust perforation before the **March 31, 2016**, expiration date, the dealer will have an additional 3 months to perform the appropriate repairs. Please schedule an appointment well in advance of the **March 31, 2016**, expiration date to ensure sufficient time to complete this LSC.*

Please note: All vehicles must have the campaign completed and claims filed by the deadline outlined above.

** Per Toyota's Inspection Criteria*

Q5a: How does Toyota obtain my mailing information?

A5a: Toyota uses an industry provider who works with each state Department of Motor Vehicles (DMV) to receive registration or title information. Please make sure your registration or title information is correct.

Q6: What should I do?

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 before **March 31, 2016**.

Q7: How long will the inspection take?

A7: The inspection 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.

Q7a: What if the vehicle's frame fails Toyota's inspection criteria; how long will the repair take?

A7a: The frame replacement will take approximately 40-45 hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Note: The frame is not stocked at the Toyota dealer or Toyota parts distribution centers, but are built to order by a supplier and shipped directly to the dealer. Lead time for these frames can vary based on demand and dealer geographical location.

Q8: When will this Limited Service Campaign expire?

A8: This Limited Service Campaign will be offered until **March 31, 2016**. All applicable repairs must also be **completed** by this date.

Q9: What if I have previously paid for repairs related to this campaign?

A9: Reimbursement consideration instructions will be provided in the remedy owner letter.

Q10: What if I have additional questions or concerns?

A10: Customer satisfaction is very important to Toyota. If you have additional questions or concerns, 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 through 4:00 pm Pacific Time.

**Certain 2005 through 2008 Model Year Tacoma Vehicles
Frame Inspection
Limited Service Campaign**

[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 is announcing a Limited Service Campaign Program, which includes your vehicle.

What is the condition?

Toyota has received reports that certain 2005 through 2008 model year Tacoma vehicles operated in specific cold climate areas with high road salt use 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*.

The Limited Service Campaign covers remedy cost for perforation of the vehicle's frame caused by rust corrosion with no mileage limitations until 03/31/2016 (your vehicle must be inspected by this date).

You must have your vehicle inspected by a participating Toyota Dealership no later than **March 31, 2016**. Please schedule an appointment with an authorized participating Toyota dealer well in advance of the **March 31, 2016**, expiration date to ensure that your dealership has sufficient time to complete this Limited Service Campaign on your vehicle.

Note: The frame is not stocked at the Toyota dealer or Toyota parts distribution centers, but are built to order by a supplier and shipped directly to the dealer. Lead time for these frames can vary based on demand and dealer geographical location.

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 completed **by March 31, 2016**. 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 work performed at an authorized Toyota dealership.

If your vehicle is covered by this Limited Service Campaign, you do not need an owner letter to have the campaign completed. However, Toyota will be rolling this campaign out on a state by state basis and a received owner letter will help ensure the participating dealerships in your state have finalized the necessary preparations.

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 all required paperwork* to the following address for reimbursement consideration and allow 6-8 weeks for processing:

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

** Please refer to the attached Reimbursement Checklist for required paperwork details.*

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.

Limited Service Campaign Reimbursement Checklist

- Repair Order or Invoice
 - Must include the following information
 - Mileage on the date that the repair order was created
 - Itemized breakdown of labor charges for each repair performed
 - Detailed diagnosis statement
 1. Why was the vehicle brought into the repair facility?
 2. What was the repair facility's diagnosis?
 3. What did the repair facility do to correct the concern?
- Proof-of-Payment
 - Only the following items are valid proof-of payment
 - Copy of a cancelled check
 - Copy of a signed credit card receipt
 - Copy of a credit card statement
 - (If paid by cash) Letter from repair facility, on company letterhead, signed by the manager, verifying the amount paid by cash
- Proof-of-Ownership
 - Only the following items are valid proof-of-ownership
 - Copy of the Bill of Sale
 - Copy of the Title
- Name, Address and Phone Number printed on all documents

If the repair was completed prior to the Campaign launch or completed at an independent repair facility, Toyota requires that the vehicle visits a Toyota Dealership for inspection of the repair in order to complete the Campaign prior to reimbursement consideration.