

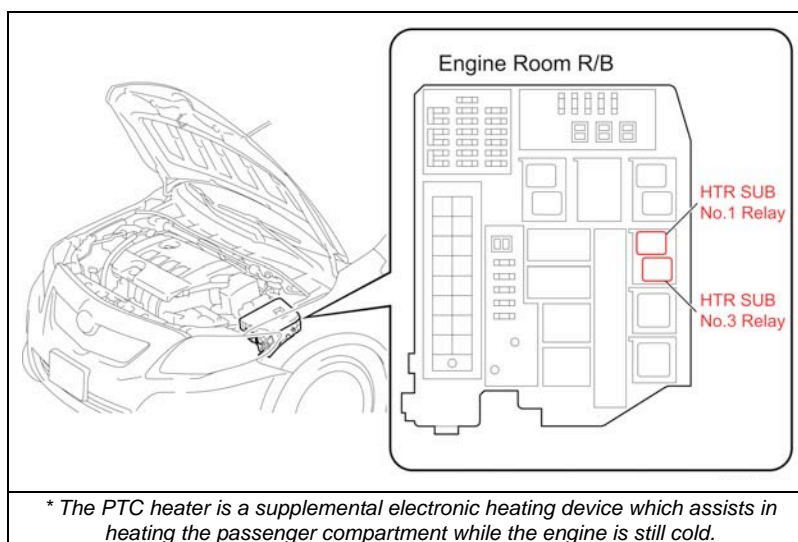
To: All Toyota Dealer Principals, Service Managers, and Parts Managers

Subject: Limited Service Campaign C0N
Certain 2011 and 2012 Model Year Corolla Vehicles
Missing Positive Temperature Coefficient (PTC) Heater Relays

In our continuing efforts to ensure the best in customer satisfaction, Toyota is launching a Limited Service Campaign (LSC) to install and verify proper operation of the two PTC heater relays. This LSC will cover approximately 14,000 Corolla vehicles (certain 2011 and 2012 Model Year) manufactured at Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS).

Background

In certain 2011 and 2012 Model Year Toyota Corolla vehicles manufactured at TMMMS, the *Positive Temperature Coefficient (PTC) Heater relays were not installed.



1. Owner Notification Mailing Date

The owner notification will commence in mid-October, 2012, approximately 1 week after the dealer notification is sent out.

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 Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

Toyota tries very 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.

2. Vehicle Applicability

This LSC will be available at **NO CHARGE** to vehicle owners until **August 31, 2015**. All other terms of the covered vehicle's applicable New Vehicle Limited Warranty will remain in effect regardless of whether or not the customer takes advantage of the LSC.

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

To ensure customer satisfaction Toyota requests that dealers perform this remedy on any New or Used Vehicle in dealer inventory that is covered by this LSC prior to customer delivery.

4. Dealer Summary Reports

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

- A VIN list containing vehicles in Dealer Stock.
 - The number of covered vehicles in your dealership's primary marketing area.
- (Please verify eligibility by confirming through Dealer Daily or TIS prior to performing repairs.)

5. Number and Identification of Covered Vehicles

There are approximately 14,000 specific 2011 and 2012 Model Year Corolla vehicles covered by LSC C0N in the U.S.

Model	WMI	VDS	MY	Serial Start	Serial Finish
Corolla	5YF	BU4EE	2011	P001001	P002741
			2012	P001017	P018413

Please note that **not all vehicles in the VIN range are covered** by this LSC. If you are contacted by an owner who has not yet received the notification, please **verify coverage by confirming through Dealer Daily/TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

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

STATE	UIO
AK	28
AL	250
AR	174
AZ	237
CA	2,702
CO	119
CT	4
DE	4
FL	2,478
GA	752

STATE	UIO
HI	1
IA	211
ID	3
IL	895
IN	225
KS	234
KY	97
LA	279
MA	22
MD	40

STATE	UIO
ME	2
MI	63
MN	211
MO	400
MS	135
MT	6
NC	687
ND	42
NE	109
NH	3

STATE	UIO
NJ	15
NM	60
NV	196
NY	45
OH	117
OK	248
OR	2
PA	53
RI	2
SC	285

STATE	UIO
SD	19
TN	112
TX	2,025
UT	75
VA	59
VT	11
WA	23
WI	235
WV	5
WY	9

6. Parts Ordering

The following part kit can be ordered through your facing PDC. The kits have been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria.

Part Number	Parts Name	Qty Per/Veh
04002-44102	PTC Heater Relay Kit*	1
*The kit above includes the following parts:		
Part Number	Part Description	Quantity
90080 – 87026	Relay, PTC Heater	2

Each dealership will need to refer to the MAC report for dealer ordering instructions. It is vital that each dealership work with both Parts and Service to immediately file claims and coordinate appropriate kit orders.

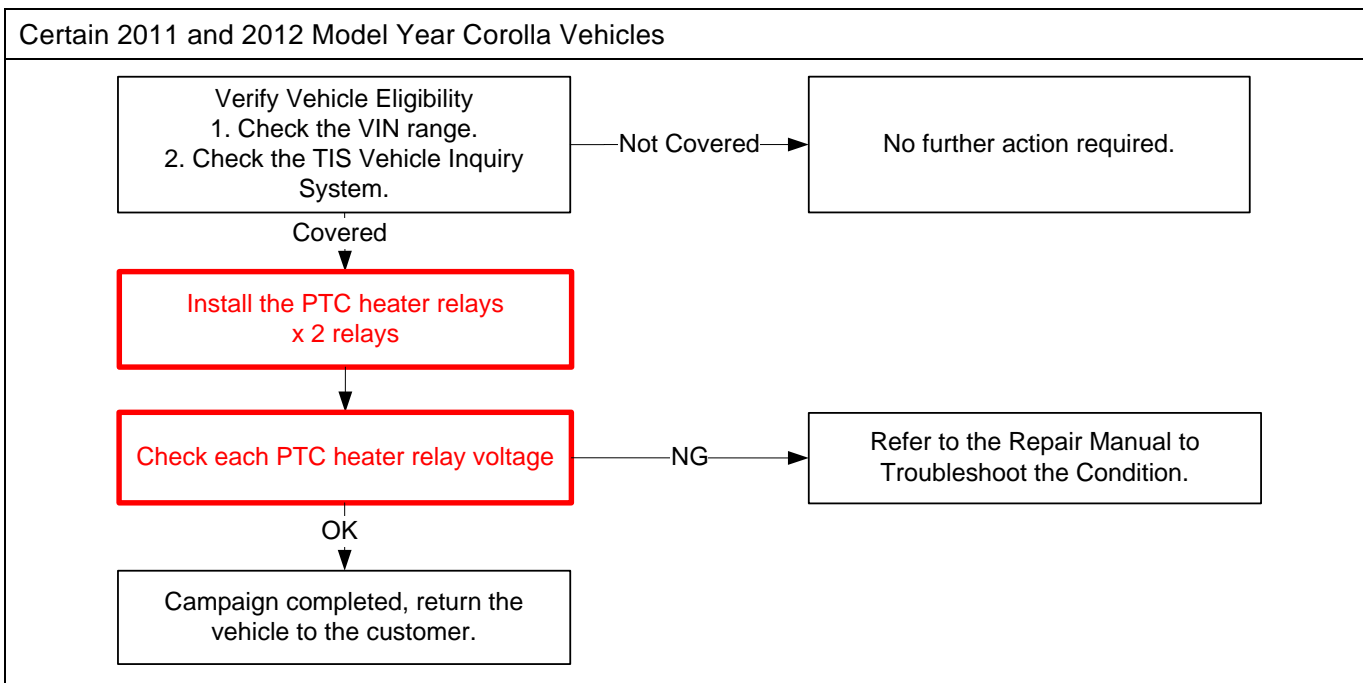
IMPORTANT PARTS ORDERING UPDATE

Effective January 1, 2012, All Future Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts will be 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.

7. Remedy Procedures

Please refer to TIS for Technical Instructions on performing the LSC C0N. Technicians will need to utilize a Techstream and a volt meter when verifying proper operation of the PTC heater relay.

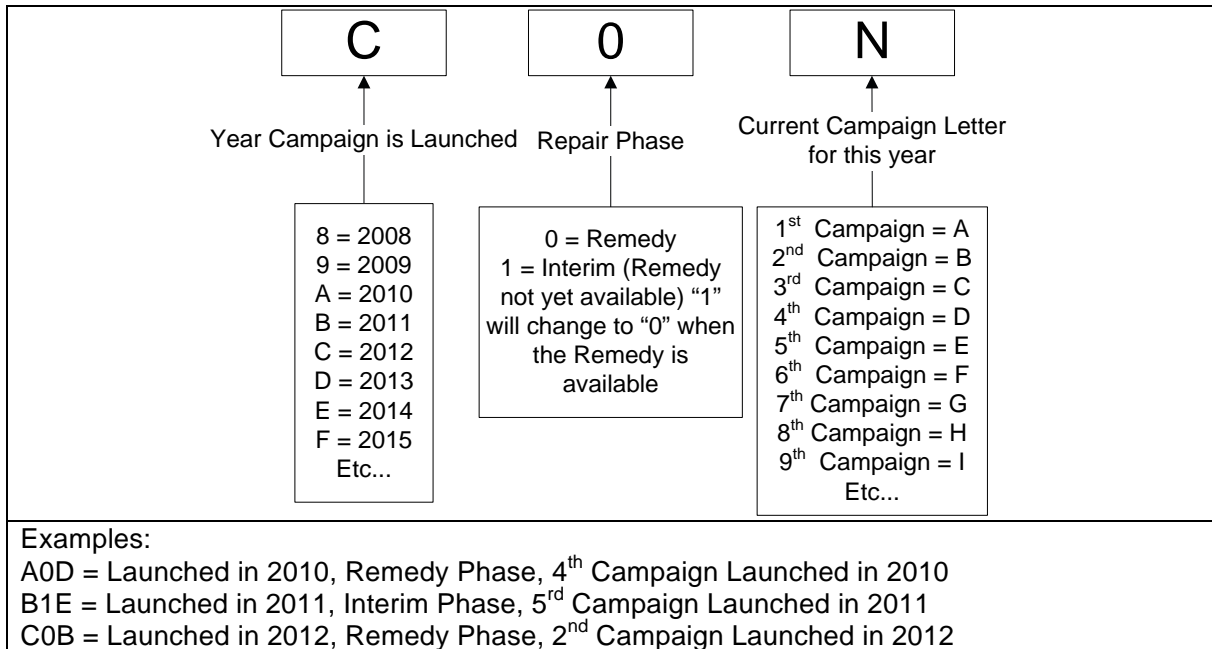
Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

8. Warranty Reimbursement Procedure

LSC	Model	Op. Code	Description	Flat Rate
C0N	Corolla	2628HA	Install and Verify Proper Operation of the Two PTC Heater Relays	0.3 hr/vehicle

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 Brian Lyons (310) 468-2552 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.

**Certain 2011 and 2012 Model Year Toyota Corolla Vehicles
Missing Positive Temperature Coefficient (PTC) Heater Relays
LIMITED SERVICE CAMPAIGN**

[VIN]

Dear Toyota Corolla Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Limited Service Campaign, which includes your vehicle.

What is the condition?

In certain 2011 and 2012 Model Year Toyota Corolla vehicles manufactured at Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS), the *Positive Temperature Coefficient (PTC) Heater relays were not installed.

** The PTC heater is a supplemental electronic heating device, which assists in heating the passenger compartment while the engine is still cold.*

What is included in the Limited Service Campaign?

Any authorized Toyota dealer will install the two PTC heater relays and verify proper operation at **NO CHARGE** to you for a limited time. ***This Limited Service Campaign will be available until August 31, 2015***, and will only be available at an authorized Toyota 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 Toyota dealer to make an appointment to install the PTC heater relays before **August 31, 2015**. 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.

If your vehicle is covered by this Limited Service Campaign you do not need this owner letter to have the 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.

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 the repair.
- 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.
- 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.

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, USA, INC.



Limited Service Campaign (LSC) - C0N
Certain 2011 and 2012 MY Corolla Vehicles
Missing Positive Temperature Coefficient (PTC) Heater Relays – Q&A

Q1: What is the condition?

A1: In certain 2011 and 2012 Model Year Toyota Corolla vehicles manufactured at Toyota Motor Manufacturing, Mississippi, Inc. (TMMMS), the Positive Temperature Coefficient (PTC) Heater relays were not installed.

Q1a: What is the function of the Positive Temperature Coefficient (PTC) Heater?

A1a: The PTC heater is a supplemental electronic heating device which assists in heating the passenger compartment while the engine is still cold.

Q2: Are there any symptoms that the relays are missing?

A2: No. However, some customers may feel that the passenger compartment heater takes an extended period of time to reach operating temperature.

Q3: What is Toyota going to do?

A3: Owners of the vehicles covered by this Limited Service Campaign (LSC) will receive an owner notification letter by first class mail starting in mid-October 2012. Any authorized Toyota dealer will install the two PTC heater relays and verify proper operation at **NO CHARGE** to the vehicle owner for a limited time. ***The Limited Service Campaign will be available until August 31, 2015.***

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

A4: There are approximately 14,000 Corolla vehicles covered by this Limited Service Campaign in the U.S. The vehicles covered by this Limited Service Campaign were produced from mid-October 2011 through mid-March 2012.

Q4a: Are there any other Toyota or Lexus vehicles covered?

A4a: No, only certain 2011 and 2012 Model Year Toyota Corolla vehicles are covered by this Limited Service Campaign in the U.S.

Q5: How long will the repair take?

A5: The repair 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.

Q6: When will this Limited Service Campaign Expire?

A6: This Limited Service Campaign will be available until ***August 31, 2015.***

Q7: What if a customer has previously paid for repairs to his/her vehicle for this condition?

A7: Owners that have previously paid for repairs to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration.

Q8: What if an owner has additional questions or concerns?

A8: 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 through 4:00 pm Pacific Time.