

To: All Toyota Dealer Principals, Service Managers, Parts Managers
Located in the 12 CARB States

Subject: Special Service Campaign (SSC) C0W
Certain 2013 Model Year Scion FR-S Vehicles
Registered in the 12 CA Emission Standard States
Engine Control Module (ECM) Update

Background

On certain 2013 Model Year Scion FR-S vehicles, the On Board Diagnostics II (OBD-II) System may need to be updated to meet the regulations set forth by the California Air Resources Board (CARB). An update for the Engine Control Module (ECM) to improve the monitoring parameters within the OBD-II system is now available. The correction ensures that the "Check Engine Light" will illuminate should an abnormal condition develop (such as the engine coolant not reaching or maintaining the proper operating temperature).

- States that have adopted the CARB emission standards ("12 CARB States") for the 2013 Model Year and covered by this campaign: **CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA.**
- ***This condition does not affect fuel economy or vehicle performance.***

Remedy

Any authorized Scion or Toyota dealer will inspect the calibration of the Engine Control Module (ECM) and if necessary update the ECU at **no charge** to the customer.

The following information is provided to inform you and your dealers of this campaign and your degree of involvement.

1. Owner Notification

The owner notification will commence in mid-December 2012.

Please note that only owners of vehicles currently registered in the 12 CARB States are covered by this campaign and will be notified. If a dealer is 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.

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

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

3. Toyota Rent-A-Car (TRAC) Vehicles

Toyota requests that dealers verify whether their TRAC vehicles are covered by SSC C0W. If a vehicle is covered, please perform the remedy prior to renting the vehicle to a customer.

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. Number and Identification of Covered Vehicles

There are approximately 2,700 Scion FR-S vehicles (2013 Model Year) currently registered in the 12 CARB States and covered by this SSC.

WMI	MY	VDS	START	FINISH
JF1	2013	ZNA A1	1700031	1707728
			2700032	2707727

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 instruct the dealer to **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 below which contains the number of covered vehicles for the 12 CARB States:

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
CA	1,344	MD	156	NY	281	RI	20
CT	78	ME	18	OR	110	VT	12
MA	164	NJ	194	PA	205	WA	153

6. Remedy Procedures

For repair information please refer to the Technical Instructions found on TIS.

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

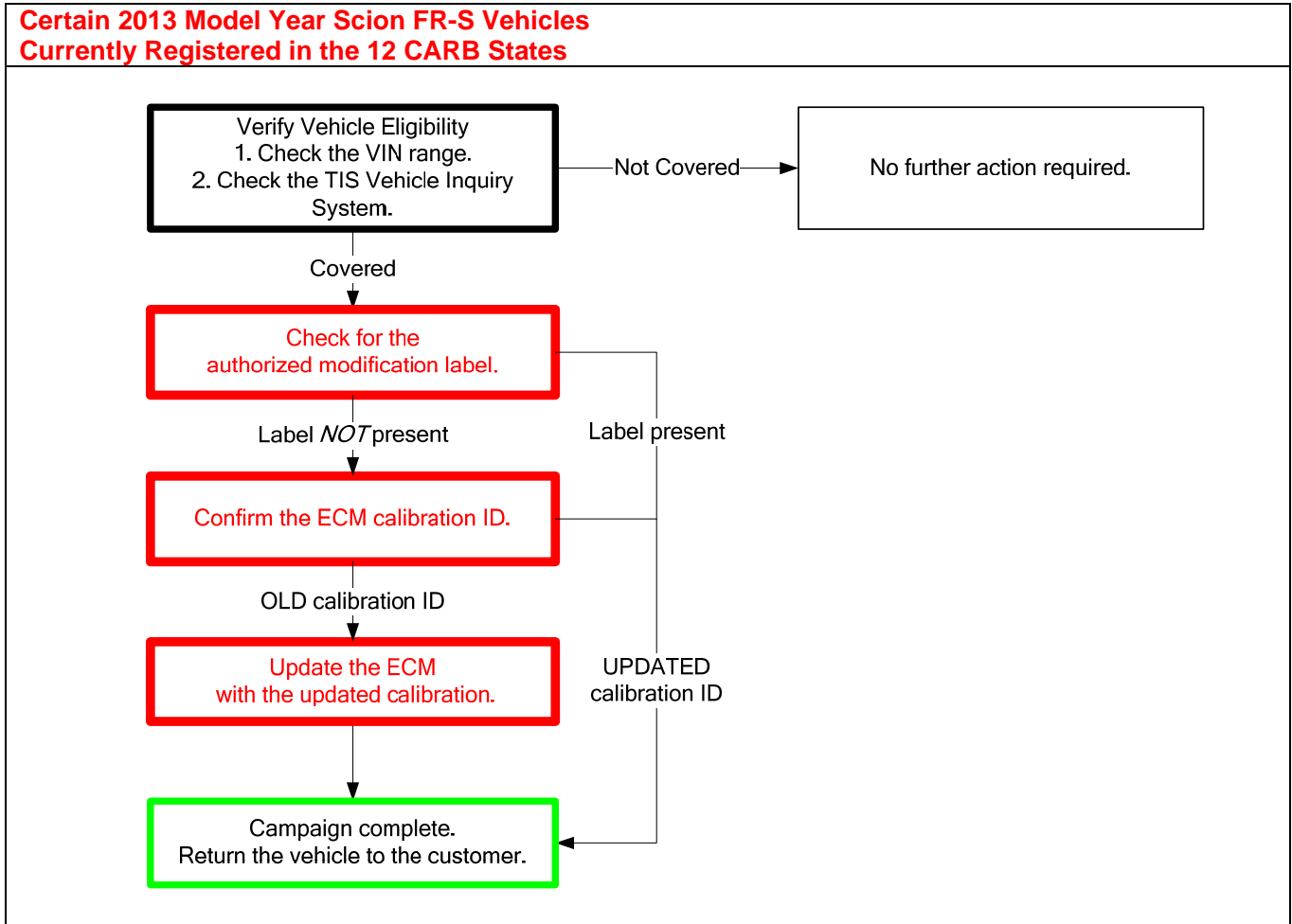
7. Vehicles Emission Recall Proof of Correction Form (California only)

As this Special Service Campaign includes emission related parts, California dealers are requested to fill out the Vehicle Emissions Recall – Proof of Correction form after repairs have been completed. The vehicle owner may require this form for vehicle registration renewal. **It is important to note that the forms are an official state document and blank forms must be secured to prevent misuse.**

Additional books are available from the MDC (material part # 00410-92007).

Please complete the form and provide it to the owner upon completion of the campaign.

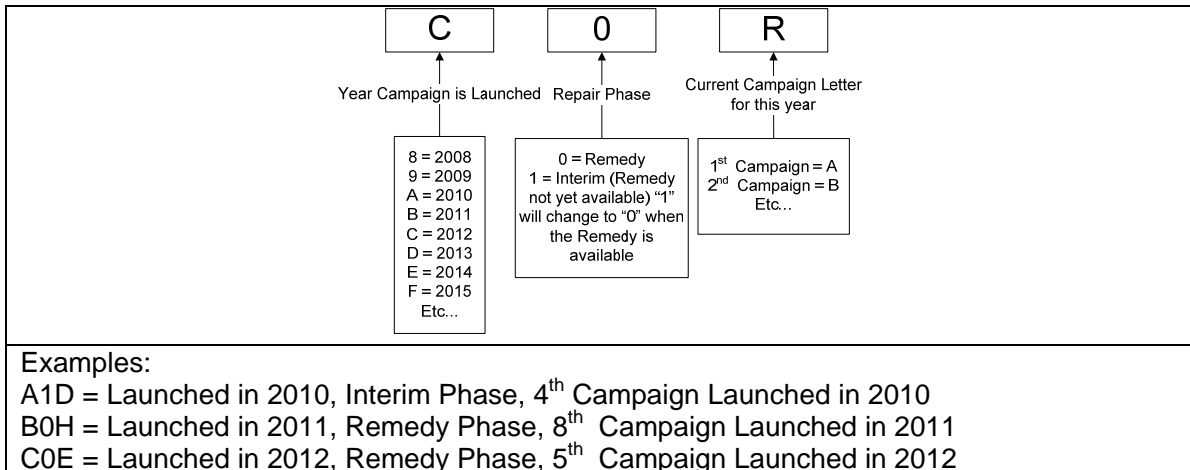
8. Warranty Processor Instructions



SSC	Op. Code	Description	Flat Rate Hour
C0W	2614LA	Confirm ECM Calibration ID and/or Update ECM and attach the authorized Modification Label	0.6

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership for all Op. Codes 2614LA

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. Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or *remedy*. Please welcome them to your dealership and answer any questions 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).

12. Media Contacts

If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.

In the event you are contacted by the News media, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide this number to customers or dealer associates. Please provide this number to media representatives only.)

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 SSC.

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

**Certain Early 2013 Model Year Scion FR-S Vehicles
Registered in the 12 California Emission Standards States
Engine Control Module (ECM) Update
Special Service Campaign**

[VIN]

Dear Scion Owner:

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

What is the condition?

On certain early 2013 Model Year Scion FR-S vehicles, the On Board Diagnostics II (OBD-II) System may need to be updated to meet the regulations set forth by the California Air Resources Board (CARB). An update for the Engine Control Module (ECM) to improve the monitoring parameters within the OBD-II system is now available. The correction ensures that the "Check Engine Light" will illuminate should an abnormal condition develop (such as the engine coolant not reaching or maintaining the proper operating temperature).

This condition does not affect fuel economy or vehicle performance.

What will Toyota do?

Any authorized Scion or Toyota dealer will inspect the calibration of the Engine Control Module (ECM) and if necessary update the ECM at **no charge** to you. This Special Service Campaign is offered to vehicles currently registered in the following 12 states that have adopted the California Emission Standards: **CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA**

What should you do?

Please contact any authorized Scion or Toyota dealer and make an appointment to have the calibration of the ECM inspected and if necessary updated. This Special Service Campaign will be performed at **no charge** to you.

Inspecting and if necessary updating the ECM calibrating, 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.

If your vehicle is covered by this Special 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.

If you would like to update your vehicle ownership or contact information, please go to <http://www.scion.com/#login>. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have a vehicle registered in the state of California?

Vehicles registered in areas subject to the biennial smog certification program are required to submit evidence of a smog certification every other renewal period. Starting January 1, 2005, owners of vehicles six or less model years old will pay an annual smog abatement fee for the first six registration years instead of being required to provide a biennial smog certification. The registration renewal notice mailed to you by the department will indicate if a smog certification is required. If a smog certification is required and you have not had a smog inspection, you may still pay your registration fees to avoid any late fees. However, you will not receive your new registration or year sticker until the smog information has been received by DMV.

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 the repair.
- If you require further assistance, you may contact the Toyota Customer Experience Center at 1-866-707-2466 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard 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



**Special Service Campaign C0W - Q&A
Certain 2013 Model Year Scion FR-S Vehicles – Registered in the 12 CA Emission Standard States
Engine Control Module (ECM) Update**

Q1: What is the condition?

A1: On certain 2013 Model Year Scion FR-S vehicles, the On Board Diagnostics II (OBD-II) System may need to be updated to meet the regulations set forth by the California Air Resources Board (CARB). An update for the Engine Control Module (ECM) to improve the monitoring parameters within the OBD-II system is now available. The correction ensures that the "Check Engine Light" will illuminate should an abnormal condition develop (such as the engine coolant not reaching or maintain the proper operating temperature).

This condition does not affect fuel economy or vehicle performance.

Q2: What is Scion going to do?

A2: Scion will notify owners whose vehicles are currently registered in the states that have adopted the CARB emission standards ("12 CARB States"). Owners of covered vehicles will be notified by first class mail beginning in mid-December 2012. Any authorized Scion or Toyota dealer will inspect the calibration of the ECM and if necessary updated the ECM at **no charge** to the customer.

Q2a: What states have adopted the CARB emission standards ("12 CARB States") and are therefore covered by this campaign?

A2a: The following states are referred to as the 12 CARB States in this document:
CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA.

Q2b: What if an owner moves into one of the 12 CARB States?

A2b: Only owners whose vehicles are currently registered in the 12 CARB States at the time this campaign launches will be covered. Please contact an authorized Scion or Toyota dealer for additional information.

Q3: What should an owner whose vehicle is covered by this Special Service Campaign do?

A3: Owners of covered vehicles are requested to contact an authorized Scion or Toyota dealer to have this ECM update performed.

NOTE (Vehicles originally sold in and currently registered in the state of California):

Vehicles registered in areas subject to the biennial smog certification program are required to submit evidence of a smog certification every other renewal period. Starting January 1, 2005, owners of vehicles six or less model years old will pay an annual smog abatement fee for the first six registration years instead of being required to provide a biennial smog certification. The registration renewal notice mailed to you by the department will indicate if a smog certification is required. If a smog certification is required and you have not had a smog inspection, you may still pay your registration fees to avoid any late fees. However, you will not receive your new registration or year sticker until the smog information has been received by DMV.

Q4: Are there any warning that this condition exists?

A4: There are no warnings that this condition exists. Therefore, it is important for owners of covered vehicles to make an appointment with an authorized Scion or Toyota dealer to have this remedy completed.

Q5: Which and how many vehicles are covered by this Special Service Campaign?

A5: There are approximately 2,700 Scion FR-S vehicles (2013 Model Year) currently registered in the 12 CARB States.

Q6: When where the covered vehicles produced?

A6: Vehicles covered by this campaign were produced from mid-March 2012 through mid-July 2012.

Q7: Are there any other Scion, Toyota or Lexus vehicles covered by this campaign?

A7: No. Only certain 2013 model year Scion FR-S vehicles are covered by this Special Service Campaign.

Q8: How long will the ECM inspection and update take?

A8: The ECM inspection and if necessary update 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.

Q9: What if an owner has additional questions or concerns?

A9: Owners with questions or concerns are asked to please contact the Scion Customer Experience Center at 1-866-707-2466 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.