

TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 30K
(EARLY TO MID-2004 MY SIENNA FUEL TANK REPLACEMENT)

Toyota will initiate a Special Service Campaign (SSC) to replace the fuel tank on certain early to mid-2004 Model Year (MY) Toyota Sienna vehicles.

In August, 2003, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding approximately 33,000 Sienna vehicles, with the intent to initiate a Special Service Campaign.

The Insurance Institute for Highway Safety (“IIHS”) periodically conducts frontal offset crash tests where only the driver side of the vehicle strikes a deformable barrier while moving at 40 mph. This IIHS 40 mph offset crash test places a tremendous demand on the vehicle structure as a relatively small portion of the vehicle’s front-end must absorb and manage the crash energy. Under such test conditions, a part of the fuel tank may become damaged due to the severe impact forces generated. In the worst case, if the fuel tank becomes damaged and fuel leakage occurs, a fire may result in the presence of an ignition source.

The following vital information is provided to inform you and your staff of the campaign notification schedule and your degree of involvement.

1. Owner Notification Letter Mailing Date

The owner notification will commence in late August, 2003.

Please note that not all vehicles in the VIN range are affected by this SSC. If you are contacted by an owner of an involved vehicle, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the inspection and/or repair as outlined in the attached Technical Instructions.

2. Identification of Involved Vehicles

Nationally, there are approximately 33,000 Sienna vehicles (early to mid-2004 Model Year) which are involved in this campaign.

Model	Year	VIN Range*	
		VDS	Ranges
Sienna (2WD and 4WD)	Early to Mid-2004	BA22C	S000023 – S004413
		BA23C	S000020 – S004414
		ZA22C	S000020 – S040937
		ZA23C	S000038 – S040939

Not all 2004 MY Sienna vehicles in the VIN range are involved. As always, consult Dealer Daily/TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is affected and has not already been completed prior to dealer shipment or by another dealer.

3. **Vehicles in Dealer Stock**

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed.

4. **Dealer/Owner Lists**

Dealer/Owner Lists for this campaign have been distributed to each dealership's Service and Parts Managers. These lists are based upon the dealership's Primary Marketing Area (PMA) where applicable. If there is no PMA for an address, it reverts to the selling dealership. Based upon our records, a dealership which does not have an affected vehicle in their PMA will receive a report indicating so.

The SSC/LSC Dealer Owner Lists (provided at the start of an SSC/LSC) are **CONFIDENTIAL**. It is imperative that these reports not be used for any purpose other than what is outlined in the "Recall/SSC Information Restricted Use and Confidentiality Agreement", which has been signed by each Dealer Principal. Specifically, the use of this information for general marketing purposes is prohibited due to various privacy regulations and Toyota's contractual agreements with state and industry providers.

5. **Repair Procedures**

Refer to the attached Technical Instructions.

6. **Customer Care**

Due to fuel tank production capacity some customers may be inconvenienced. To reassure our customers that Toyota stands behind our product and to turn this issue into a positive experience, it will be very important for each dealer to develop an internal communication and customer care strategy. Dealership associates interacting with the customers should familiarize themselves with this issue and the special customer handling allowances and amenities that are available to meet each customer's specific needs.

The following allowances are available upon customer request:

- Rental car through the Toyota Rent-A-Car (TRAC) Program or, if necessary, through existing agreements with an outside provider. Follow the Toyota Transportation Assistance Program (TTAP) guidelines. Although DSPM authorization will be required for vehicle rentals exceeding 5 days or if a customer has special needs such as a seven passenger vehicle, etc. customer satisfaction will be the primary consideration for such approval.
- Towing, if the customer is not comfortable driving the vehicle to the dealership.

Every vehicle repaired in the course of conducting SSC 30K must receive the following:

- Carwash for all customers.
- Full tank of gas for all customers.

We understand this will place extraordinary challenges on the dealership to accommodate the special handling, but it is important to remember that the Sienna represents a significant investment to our customers. Our customers have purchased this vehicle with very specific uses and requirements. Many utilize this vehicle to transport their most prized assets, their family members. We request your assistance in assuring that a member of your staff who is knowledgeable about this SSC personally works with each customer to assure all of the customer's needs are met, especially in the area of alternative transportation so disruption to the customer's daily life is minimized.

To reinforce the importance of this Customer Care, we have included a flowchart that envisions our ideal customer experience. We request that you consider each of the steps carefully.

7. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Part Number	Part Description	Qty/Vehicle
77001-08060	Fuel Tank Kit (2WD)	1
77001-08070	Fuel Tank Kit (4WD)	1
77213-08020	Hose Fuel Tank to Filler Neck (required for either 2WD or 4WD)	1

To prevent parts shortages and excess parts stock at dealerships, the "Suggested Initial Parts Order Quantity" has been provided in each Dealer/Owner List (sent to each dealer's Service and Parts Managers) as a guide. This will assure an adequate and balanced parts inventory for this SSC. A UIO by state matrix is listed below to inform dealers of the number of vehicles in their area.

(2WD Sienna Vehicles)

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	24	GA	966	ME	83	NJ	1500	SD	37
AL	374	IA	183	MI	399	NM	149	TN	290
AR	150	ID	45	MN	345	NV	189	TX	1478
AZ	429	IL	1393	MO	338	NY	1942	UT	97
CA	6845	IN	325	MS	130	OH	1018	VA	1345
CO	214	KS	237	MT	38	OK	152	VT	51
CT	373	KY	342	NC	844	OR	348	WA	487
DC	39	LA	336	ND	38	PA	1050	WI	553
DE	85	MA	768	NE	67	RI	75	WV	96
FL	2430	MD	1190	NH	132	SC	329	WY	21

(4WD Sienna Vehicles)

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	11	GA	19	ME	32	NJ	199	SD	6
AL	6	IA	14	MI	29	NM	28	TN	22
AR	1	ID	12	MN	50	NV	23	TX	7
AZ	42	IL	131	MO	21	NY	328	UT	69
CA	520	IN	25	MS	2	OH	44	VA	65
CO	197	KS	11	MT	10	OK	0	VT	46
CT	85	KY	11	NC	56	OR	38	WA	59
DC	2	LA	1	ND	3	PA	110	WI	38
DE	1	MA	327	NE	11	RI	25	WV	17
FL	37	MD	57	NH	85	SC	6	WY	16

(Parts Ordering continued...)

Due to the limited availability of parts initially, the fuel tank kits and the fuel hose will be placed on Manual Allocation Control. Once a dealership orders these parts, TMS Quality Compliance will review each order for the following and release orders accordingly. If the order quantity requires adjustment, a representative from TMS Quality Compliance will contact the dealership’s parts manager to verify the necessity of the order.

- Order quantities equal to or below the “Suggested Initial Parts Order Quantity” will be released immediately provided inventory remains in the dealer’s facing PDC. The “Suggested Initial Parts Order Quantity” is based on 10% of the Dealer’s UIO.
- Dealership Units In Operation (UIO) of affected vehicles.
- Number of SSC claims filed by the dealership. We recommend dealers file their SSC claims immediately to assure they are reflected in the system.
- Dealer parts inventory.

If there are **special** circumstances where a dealer is having difficulty receiving parts for a confirmed customer, dealer associates may contact 310-468-5516 to research the tank order. **YOU DO NOT NEED TO CALL FOR ROUTINE TANK RELEASE.** The associate should have the following information ready to expedite research of the order status:

- Dealer Information (Dealer Code, Contact Name, Telephone Number)
- Order Reference Number
- Customer Name and Vehicle 17-digit VIN

8. Reimbursement Procedures

For 30K SSC two separate claims will need to be submitted.

- The first claim will be an ‘SSC’ claim for the actual repair itself including related expenses.
- The second claim will be a ‘regular’ claim for reimbursement of the special benefits of gas and carwash.

The SSC claim will include the cost to replace the fuel tank, and sublet will include rental and towing. The operation code is 3528G1. The following chart summarizes this procedure:

SSC#	Model	Operation Code	Description	Flat Rate Hour
30K	Sienna	3528G1	Replace Fuel Tank (2WD and 4WD)	1.8 Hr/Veh

NOTE: The above flat rate time includes 0.1 hour of administrative cost per unit.

- Vehicle rentals should be included on the SSC claim. Use “RT” sublet type. Rental is maximum of 5 days at \$30 per day. DSPM authorization is required for rental charges exceeding 5 days or the \$30 per day allowance.
- Vehicle towing should be included on the SSC claim using “TW” as the sublet type.

(Reimbursement Procedures continued...)

Submit the second claim as a 'regular' claim. Include fuel and car wash in sublet only. The operation code is 10030K. Use OPN 77213-08020, which is the fuel tank hose. Use "99" for T1 and T2 codes. No labor is allowed on this regular claim. The following chart summarizes the regular claim:

Operation Code	OPN	Operation	T1 code & T2 code	Sublet Type	Sublet Amount
10030K	77213-08020	Fuel	"99" "99"	"GA"	Maximum of \$30
		Carwash	"99" "99"	"CW"	Flat rate of \$20

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 Special Service Campaign. If you have any questions, please immediately contact your Region/Private Distributor staff.

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