

*****Draft Letter for Toyota Dealers*****

«<Date>»

Dear <<<Dealer>>>:

Thank you for your ongoing efforts to take care of customers affected by the recent recall campaigns. This letter addresses the September 29, 2009 floor mat pedal entrapment recall, the January 21, 2010 sticking accelerator pedal recall, the February 8, 2010 ABS software update recall, and the February 12, 2010 Tacoma drive shaft recall.

We appreciate the extended hours and amenities you already have in place with respect to recent recall campaigns and we would like to reiterate that it is critical to take whatever steps are required to help ensure customer's safety and satisfaction.

As part of these efforts, we realize that there may be customers contacting you who are uncomfortable with driving their vehicle to the dealership for repair or using their vehicle until the repair has been completed. Toyota has previously provided you with frequently asked questions (FAQs) addressing these issues, and you should use the information contained in them to address customer concerns. Please do not suggest that any state regulatory authority has approved such information.

If a customer is calling with regard to the floormat recall, you may advise them to take out any removable driver's floor mat and not replace it with any other floor mat, and then call the dealership to schedule a repair once they have received the recall letter.

If a customer is calling with regard to the sticking accelerator pedal or ABS software recalls, you should not advise them to wait for their letter but should advise that they can schedule an appointment to have their car repaired at the earliest opportunity.

If a customer is calling with regard to the Tacoma drive shaft recall, please schedule an inspection of the vehicle without unnecessary delay, and if the customer's truck is identified as needing repair, please provide the accommodations as outlined below.

It is very important that we attempt to address each customer's concerns on a case-by-case basis as the vehicles are being repaired. If a customer remains concerned, some of the tools available to you include:

- *Expedited scheduling*

- *Pickup and return of the vehicle by a dealership representative or by flatbed truck*
- *Driving the customer to the dealership and/or to his or her place of work*
- *Providing other alternate transportation, such as a rental car, a loaner vehicle, or taxi reimbursement, for the reasonable period that the customer is unable or unwilling to use his or her car*

Please use these tools as appropriate to address the customer's individual circumstances at no cost to the customer. Similar to other program expenses, Toyota will reimburse you for these costs. Please contact your District Service and Parts Manager for reimbursement assistance with any other customer accommodation expenses if required.

Nothing is more important than our customer's safety and confidence in Toyota and our products. Your ongoing support of this campaign is truly appreciated.

Please contact your Regional Customer Service Operations Manager with any questions or concerns.

Sincerely,
