

<Month, Year>

<VIN>

<Salutation><Owner Name>

<Address>

<City>, <State> <Zip Code>

Dear Toyota Owner,

Our records indicate that you currently own or lease a <MY> Toyota <model>. At Toyota, customer satisfaction is our first priority and we want you to have absolute confidence in your vehicle.

A very small number of Toyota owners have reported engine damage from a condition known as oil gelling or sludge. Oil gelling can occur inside an engine if the oil isn't changed often enough. The oil gets old and loses its lubricating abilities. Engines with oil gel damage will usually experience blue smoke from the tailpipe and/or excessive oil consumption. Regular oil changes at recommended intervals as outlined in your owner's guide will avoid this condition and provide years of trouble free driving.

Toyota is confident of the reliability and durability of its engines. To demonstrate this confidence, we are making a strong commitment to you, our customer. For eight years, unlimited mileage from the date of first sale or lease of your vehicle, we will cover the engine in your Toyota against oil gel related damage with a Customer Support Program. This program will cover the costs of repairs and reasonable incidental expenses, such as the expense of a rental car, associated with oil gel related repairs. All we ask is that you show a reasonable effort to regularly maintain your vehicle.

Again, this program is a statement of the confidence we have in our products as well as a commitment we make to our customers. Even though the number of owners who have experienced or will experience oil gelling is very low, we want all of our customers to have peace of mind and to know that we stand behind our products. This is the Toyota way of doing business.

If you have not had a problem with oil gelling, you do not need to contact us ... simply continue to regularly maintain your vehicle. If you have had a problem, please contact us at 1-888-802-9436 and we will work with you to process your reimbursement.

If you do develop an oil gelling related problem in the future, please contact your Toyota dealer to arrange for repairs.

Thank you for your confidence in choosing a Toyota. Your satisfaction is our number one priority.

Sincerely,

Toyota Motor Sales, USA Inc.