

Policy

Under the terms of the New Vehicle Limited Warranty, Toyota will cover the cost of repairs for a defect in materials or workmanship when the customer presents the vehicle for repair during the warranty period.

Dealer solicitation of customers in connection with warranty service, Technical Service Bulletins (TSB), Customer Support Programs (CSP) and the like, is **prohibited**. Specifically, dealers may not solicit customers or advertise in any form of media including oral, written, graphic, or picture. This also includes but is not limited to statement or representation made by the dealer contained in a notice, sign, billboard, poster, display, flyer, brochure, pamphlet, letter, radio, television, internet and any other medium in connection with warranty service TSBs, CSPs and the like. Dealers are reminded that they should maintain high standards of ethics in all advertising and avoid engaging in any unfair, deceptive or misrepresentation of practices.

If it is determined that a dealer has violated this policy, reimbursement for work performed may be subject to chargeback. Dealers *may* make follow-up telephone or one-to-one contacts to customers in those instances where Toyota has notified a customer about a safety related Special Service Campaign (SSC). Special Service Campaign owner notification letters contain wording required and approved by the National Highway Traffic Safety Administration (NHTSA).

To assure compliance with these requirements, all owner letters will be sent centrally by TMS. We request that dealerships do not send their own notifications. Dealers should contact their District Service and Parts Managers for information regarding letter approval procedures.