

Original Publication Date: August 9, 2019

To: All Toyota Dealer Principals, General Managers, Service Managers, and Parts Managers

CUSTOMER SUPPORT PROGRAM ZKG

Phase 1 - Customer Notification Phase Repair Not Yet Available

Multiple Models and Model Years
Vehicles Painted with *Blizzard Pearl (070)* or *Super White (040)* Paint Color
Coverage for Peeling of Factory-Applied Paint

Model / Years	Production Period	Approximate Total Vehicles
2008 – 2015 4Runner	Late December 2007 - Late May 2015	73,860
2008 – 2017 Avalon	Early January 2008 - Late May 2017	86,560
2013 – 2017 Avalon Hybrid	Late May 2012 - Late May 2017	13,800
2008 – 2017 Camry	Early January 2008 - Late February 2017	555,700
2008 – 2017 Camry Hybrid	Early January 2008 - Late February 2017	47,430
2009 – 2019 Corolla	Late November 2007 - Late September 2018	580,700
2008 – 2017 RAV 4	Early January 2008 - Early September 2017	332,400
2012 – 2014 RAV 4 EV	Late July 2012 - Late August 2014	1,110
2011 – 2015 Scion iQ	Late September 2010 - Late September 2014	3,170
2008 – 2015 Scion xB	Mid-January 2007 - Late December 2015	44,210

In our continuing efforts to ensure the best in customer satisfaction, Toyota is announcing a Customer Support Program to provide coverage for peeling of certain colors of factory-applied paint.

Background

Toyota has received reports of paint peeling on certain vehicles with the original factory-applied Blizzard Pearl or Super White paint colors. These reports indicate that vehicles with these specific paint colors, applied during the vehicle manufacturing process, may experience paint peeling on exterior metal body panels.

Although the original factory paint is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), we at Toyota care about the customers' ownership experience. Toyota is providing coverage for repairs related to the condition described above.

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

Customer Support Program Details

This Customer Support Program provides coverage for involved vehicles with the original factory Blizzard Pearl or Super White paint. The covered condition may occur when sunlight over time degrades the adhesion between the factory-applied paint primer coat layer and the base metal electrodeposition layer causing the paint to peel from the metal body panel. If the condition is verified, the vehicle will receive a repair* under the terms of this Customer Support Program.

*The repair is not available yet and the details of the repair under this program have not been finalized yet. Please see below for additional details.

Covered Vehicles

There are approximately 1,738,940 vehicles covered by this Customer Support Program. There are approximately 29,200 vehicles covered by this Customer Support Program that were distributed to Puerto Rico.

Phased Launch Schedule

The repair for this Customer Support Program is not available yet. This Customer Support Program is being administered in two phases.

Phase	Description	Availability
1	Customer Notification	BEGINNING NOW
2	Renotification and Repair	NOT AVAILABLE YET

BEGINNING NOW: In Phase 1, the currently active phase, Toyota is preparing the repair for this condition and thus, the repair under this program is **NOT AVAILABLE**. During this phase, dealers should not do any repairs for this condition under this program. Beginning in August 2019, Toyota will send an owner notification letter to all owners informing them that their vehicle is covered under this Customer Support Program. During this phase, owners who have paid for repairs for this condition can seek reimbursement consideration for expenses incurred prior to September 26, 2019. A sample of this owner notification letter has been included for your reference.

NOT AVAILABLE YET: Phase 2 will begin after Toyota finalizes the repair for this condition. At that time, Toyota will update this Dealer Letter, launch the repair, and also begin issuing a second owner letter notifying owners that repairs under this program are available. Letters will be sent over several months. At that time, if the owner experiences the condition, they should contact their local authorized Toyota dealership for diagnosis. If the condition is verified, the dealer will arrange to have the repair performed **FREE OF CHARGE** in accordance with the terms of this Customer Support Program.

TIS / Service Lane - VIN Search Display

Until the repair for this Customer Support Program is available, a VIN search for this Customer Support Program will appear in TIS / Service Lane as follows:

CSP Description: Customer Support Program ZKG - Multiple Models and Model Years Vehicles Painted with Blizzard Pearl (070) or Super White (040) Paint Color Coverage for Peeling of Factory-Applied Paint

Expiration Date: 1/28/2999

Status: **Potentially Eligible**

Memo: The repair for this Customer Support Program is not yet available. Refer to the Dealer Letter for additional information.

[\[Show Documents\]](#)

A: Repair is not yet available

Customer Handling Procedures

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Customer Support Program. Please welcome them to your dealership and answer any questions that 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) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Tania Saldana (859) 815-9968 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Warranty Reimbursement Procedures

Customer Reimbursement

Reimbursement consideration instructions will be included in the owner letter.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.



CUSTOMER SUPPORT PROGRAM ZKG

Phase 1 – Customer Notification Phase

Repair Not Yet Available

Multiple Models and Model Years

Vehicles Painted with *Blizzard Pearl (070)* or *Super White (040)* Paint Color

Coverage for Peeling of Factory-Applied Paint

Frequently Asked Questions

Original Publication Date: August 9, 2019

Q1: What is the condition?

A1: Toyota has received reports of paint peeling on certain vehicles with the original factory-applied Blizzard Pearl or Super White paint colors. These reports indicate that vehicles with these specific paint colors, applied during the vehicle manufacturing process, may experience paint peeling on exterior metal body panels.

Q1a: What specific paint colors are affected by this condition?

A1a: The vehicles involved in this program were factory-painted with *Blizzard Pearl* (Toyota paint code 070) or *Super White* (Toyota paint code 040) paint color.

Q2: What is Toyota doing?

A2: The repair for this Customer Support Program is not available yet. This Customer Support Program is being administered in two phases.

Phase	Description	Availability
1	Customer Notification	BEGINNING NOW
2	Renotification and Repair	NOT AVAILABLE YET

BEGINNING NOW: In Phase 1, the currently active phase, Toyota is preparing the repair for this condition and thus, the repair under this program is **NOT AVAILABLE**. During this phase, dealers should not do any repairs under this program. Beginning in August 2019, Toyota will send an owner notification letter to all owners informing them that their vehicle is covered under this Customer Support Program. During this phase, owners who have paid for repairs for this condition can seek reimbursement consideration for expenses incurred prior to September 26, 2019. A sample of this owner notification letter has been included for your reference.

NOT AVAILABLE YET: Phase 2 will begin after Toyota finalizes the repair for this condition. At that time, Toyota will update this Dealer Letter, launch the repair, and also begin issuing a second owner letter notifying owners that repairs under this program are available. Letters will be sent over several months. At that time, if the owner experiences the condition, they should contact their local authorized Toyota dealership for diagnosis. If the condition is verified, the dealer will arrange to have the repair performed **FREE OF CHARGE** in accordance with the terms of this Customer Support Program.

Q3: Which and how many vehicles are covered by this Customer Support Program?

A3: There are approximately 1,738,940 vehicles covered by this Customer Support Program.

Model Name	Model Year	Production Period
4Runner	2008 – 2015	Late December 2007 – Late May 2015
Avalon	2008 – 2017	Early January 2008 – Late May 2017
Avalon Hybrid	2013 – 2017	Late May 2012 – Late May 2017
Camry	2008 – 2017	Early January 2008 – Late February 2017
Camry Hybrid	2008 – 2017	Early January 2008 – Late February 2017
Corolla	2009 – 2019	Late November 2007 – Late September 2018
RAV 4	2008 – 2017	Early January 2008 – Early September 2017
RAV 4 EV	2012 – 2014	Late July 2012 – Late August 2014
Scion iQ	2011 – 2015	Late September 2010 – Late September 2014
Scion xB	2008 – 2015	Mid-January 2007 – Late December 2015

Q3a: Are there any other vehicles covered by this Customer Support Program in the U.S.?

A3a: Yes, there are approximately 5,780 2008 – 2009 Lexus GX vehicles covered by this Customer Support Program.

Q4: What are the details of this program?

A4: This Customer Support Program provides coverage for involved vehicles with the original factory Blizzard Pearl or Super White paint. The covered condition may occur when sunlight over time degrades the adhesion between the factory-applied paint primer coat layer and the base metal electrodeposition layer causing the paint to peel from the metal body panel. If the condition is verified, the vehicle will receive a repair* under the terms of this Customer Support Program.

*The repair is not available yet and the details of the repair under this program have not been finalized. Please see Q2 for additional details.

- Q5:** *Why is Toyota notifying me now if Toyota is not ready to implement the repair for this Customer Support Program?*
- A5: In the interests of customer satisfaction, Toyota is notifying customers about this condition and that Toyota is working on a repair. If the condition does occur or currently exists with your covered vehicle, a repair will be provided at no cost to you in accordance with the terms of the Customer Support Program once preparations for the repair are completed for this Customer Support Program. There is no need to contact your dealer for confirmation of the condition or diagnosis until the repair preparations for this program are complete.
- Q6:** *When does Toyota anticipate the repair will be ready?*
- A6: Toyota is currently working on the repair procedures and necessary materials to complete the repair for the affected vehicles and we anticipate that this may take several months. Once those preparations are complete, any vehicle exhibiting the condition will be eligible to receive a repair under the terms of this Customer Support Program.
- At that time, Toyota will begin notifying customers that repairs are ready to be performed under this program through a second letter. Letters will be sent over several months. At that point, if the owner experiences or has experienced the condition, they should contact their local authorized Toyota dealership for diagnosis. If the condition is verified, the dealer will arrange to have the repair performed **FREE OF CHARGE** in accordance with the terms of this Customer Support Program.
- Q7:** *Do I need to wait until I actually receive a second owner notification letter before visiting a dealer to receive a repair?*
- A7: No. As soon as the repair under this this Customer Support Program begins, you should visit any authorized Toyota dealer for diagnosis if your vehicle is exhibiting the condition and, if applicable, repair.
- Q8:** *Can I be reimbursed if I previously paid for repairs related to factory-applied paint peeling from my vehicle due to this condition?*
- A8: Customers who have already paid for repairs related to this condition may qualify for reimbursement of some, or all, of their out of pocket costs. The expense must have been incurred prior to September 26, 2019, and sufficient documentation submitted, to qualify for reimbursement. Toyota will not reimburse for out of pocket costs incurred after September 26, 2019. Customer reimbursement instructions will be included in the owner letter.
- Q9:** *What should I do if the factory-applied Blizzard Pearl or Super White paint is currently peeling from this condition?*
- A9: Toyota is currently working on the repair for this condition under this program. Toyota recommends that you wait until the repair has been launched because dealers are not yet ready to perform the repair. We will begin sending the second owner notification letter as soon as the repair for this Customer Support Program is ready.

Q10: *What is involved in the repair?*

A10: Toyota is still developing the repair and the specific details of the repair covered under this program have not been finalized yet. However, the repair will be limited to repainting the specific area of the vehicle's exterior affected by the condition.

Please note, as the program is still under development, the above details are still subject to change.

When Toyota launches the repair for this Customer Support Program, the specific details of the repair covered under this program will be provided.

Q11: *How does Toyota obtain my mailing information?*

A11: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information, based upon the DMV records. Please make sure your registration or title information is correct.

Q12: *What if I have additional questions or concerns?*

A12: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

Q13: *Which factory-applied paints are covered by this Customer Support Program?*

A13: The factory-applied Blizzard Pearl (Toyota paint code 070) and Super White (Toyota paint code 040) paint on the vehicle's exterior metal body panels are covered by this program.

Q13a: *Is the factory-applied paint on plastic body panels covered by this Customer Support Program?*

A13a: No. Factory-applied paint on plastic body panels (for example: a plastic bumper cover) is not covered. Only factory-applied Blizzard Pearl (Toyota paint code 070) and Super White (Toyota paint code 040) paint on the vehicle's exterior metal body panels are covered by this program. Plastic body panels are not covered by this program because plastic body panels do not have the base metal electrodeposition layer that is affected by this condition.



Toyota Motor Sales, USA, Inc.
6565 Headquarters Drive
Plano, TX 75024
(469) 292-4000

CUSTOMER SUPPORT PROGRAM NOTIFICATION
Paint Peeling (Vehicles Painted with Factory-Applied Blizzard Pearl or Super White Paint)

[VIN]

Dear Toyota Owner:

At Toyota, we provide vehicles of outstanding quality and value. As part of our continuing efforts to ensure customer satisfaction, Toyota would like to notify you of a voluntary Customer Support Program that has been initiated for your vehicle.

Toyota has received reports of paint peeling on certain vehicles with the original factory-applied Blizzard Pearl or Super White paint colors. These reports indicate that vehicles with these specific paint colors, applied during the vehicle manufacturing process, may experience paint peeling on any exterior metal body panels.

This Customer Support Program provides coverage for involved vehicles with the original factory Blizzard Pearl or Super White paint. The covered condition may occur when sunlight over time degrades the adhesion between the factory-applied paint primer coat layer and the base metal electrodeposition layer causing the paint to peel from the metal body panel.

What should you do?

At this time, Toyota is working on a repair for this Customer Support Program. However, we want you to know your vehicle is included in this program and that the repair under this program is forthcoming. Reimbursement may also be available if you have previously paid for repairs involving this condition prior to September 26, 2019.

We will send you another owner notification letter once the repair under this Customer Support Program is available for your vehicle. If you have not experienced the condition described, there is no action necessary at this time. Please retain a copy of this letter for future reference.

What if you have other questions?

- *Refer to the Frequently Asked Questions sheet included with this letter.*
- Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371) – Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

If you would like to update your vehicle ownership or contact information, please visit www.toyota.com/owners. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have previously paid for repairs to your vehicle for this specific condition?

Please note: Once the repair is finalized and available, an authorized Toyota dealer inspection is required under this Customer Support Program. The authorized Toyota dealer will confirm the condition and affected areas for coverage under the program.

In the interest of customer satisfaction, if you have previously paid for repairs related to this condition prior to September 26, 2019, please mail a copy of your repair details (for example: a repair order), proof-of-payment, and ownership information to the following address for reimbursement consideration:

Note that the expense must have been incurred prior to September 26, 2019. Toyota does not reimburse for expenses incurred after September 26, 2019.

Toyota Customer Experience Center – TSR
Toyota Motor Sales, USA, Inc.
c/o Toyota Motor North America, Inc.
P O Box 259001 – SSC/CSP Reimbursements
Plano, Texas 75025-9001

Please refer to the attached Reimbursement Checklist for required documentation details.

We have sent this notice in the interest of your continued satisfaction with our products. We sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

TOYOTA

CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS

Q1: *Is this a recall?*

A1: No. This is not a recall. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to help ensure customer satisfaction, Toyota is advising you of this Customer Support Program.

Q2: *Why is Toyota notifying me now if Toyota is not ready to implement the repair for this Customer Support Program?*

A2: In the interests of customer satisfaction, Toyota is notifying you about this condition and that Toyota is working on a repair. If the condition does occur or currently exists with your covered vehicle, a repair will be provided at no cost to you in accordance with the terms of the Customer Support Program once preparations for the repair are completed for this Customer Support Program. There is no need to contact your dealer for confirmation of the condition or diagnosis until the repair preparations for this program are complete.

Q3: *When does Toyota anticipate the repair will be ready?*

A3: Toyota is currently working on the repair procedures and necessary materials to complete the repair for the affected vehicles and we anticipate that this may take several months. Once those preparations are complete, any vehicle exhibiting the condition will be eligible to receive a repair under the terms of this Customer Support Program.

At that time, Toyota will begin notifying customers that repairs are ready to be performed under this program through a second letter. Letters will be sent over several months. At that point, if the you experience or have experienced the condition, you should contact your local authorized Toyota dealership for diagnosis. If the condition is verified, the dealer will arrange to have the repair performed **FREE OF CHARGE** in accordance with the terms of this Customer Support Program.

Q4: *Do I need to wait until I actually receive a second owner notification letter before visiting a dealer to receive a repair?*

A4: No. As soon as the repair under this this Customer Support Program begins, you should visit any authorized Toyota dealer for diagnosis if your vehicle is exhibiting the condition and, if applicable, repair.

Q5: *Can I be reimbursed if I previously paid for repairs related to factory-applied paint peeling from my vehicle due to this condition?*

A5: Customers who have already paid for repairs related to this condition may qualify for reimbursement of some, or all, of their out of pocket costs. The expense must have been incurred prior to September 26, 2019, and sufficient documentation submitted, to qualify for reimbursement. Toyota will not reimburse for out of pocket costs incurred after September 26, 2019.

Q6: *What should I do if the factory-applied Blizzard Pearl or Super White paint is currently peeling from this condition?*

A6: Toyota is currently working on the repair for this condition under this program. Toyota recommends that you wait until the repair has been launched because dealers are not yet ready to perform the repair. We will begin sending the second owner notification letter as soon as the repair for this Customer Support Program is ready.

Q7: *What is involved in the repair?*

A7: Toyota is still developing the repair and the specific details of the repair covered under this program have not been finalized yet. However, the repair will be limited to repainting the specific area of the vehicle's exterior affected by the condition.

Please note, as the program is still under development, the above details are still subject to change.

When Toyota launches the repair for this Customer Support Program, the specific details of the repair covered under this program will be provided.

Q8: *Is the Customer Support Program coverage transferable if I sell my vehicle?*

A8: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

Q9: *Which factory-applied paints are covered by this Customer Support Program?*

A9: The factory-applied Blizzard Pearl (Toyota paint code 070) and Super White (Toyota paint code 040) paint on the vehicle's exterior metal body panels are covered by this program.

Q9a: *Is the factory-applied paint on plastic body panels covered by this Customer Support Program?*

A9a: No. Factory-applied paint on plastic body panels (for example: a plastic bumper cover) is not covered. Only the factory-applied Blizzard Pearl (Toyota paint code 070) and Super White (Toyota paint code 040) paint on the vehicle's exterior metal body panels are covered by this program. Plastic body panels are not covered by this program because plastic body panels do not have the base metal electrodeposition layer that is affected by this condition.