TOYOTA TECH

THE MAGAZINE FOR TOYOTA TECHNICIANS

FIRST QUARTER 2010

2011 SIENNA

NEW MODEL HIGHLIGHTS

University of Toyota

2011 SIENNA New Model Highlights

The 2011 Sienna represents the third generation for the stylish people mover. While the overall dimensions and basic powertrain layout are similar to previous models, the new Sienna offers myriad technologies never before seen on a Toyota van. While these new systems are sure to make Sienna a hit with customers, they can prove a challenge to diagnose properly. As you know, a thorough understanding of how systems operate is essential to effective diagnosis. This article will help familiarize you with the new features of Sienna so you are better able to serve our customers.

Engine and Transmission

Two engines are available in the 2011 Sienna. The familiar 2GR-FE V6 from the previous generation is mated to either the U660E (2WD) or U660F (4WD) 6-speed automatic transaxle. New for Sienna is the available 1AR-FE 4-cylinder found in the Highlander and Venza. This engine is paired with the U760E 6-speed automatic transaxle.

Chassis

Basic front and rear suspension are unchanged from the previous generation and consist of MacPherson struts in the front and a torsion beam in the rear. The all-new Sienna SE uses sport-tuned coil springs in the front and rear.

As before, models equipped with the 2GR-FE are available with Active Torque Control All-Wheel Drive. This system is similar to other Toyota models and includes the MF1A transfer and FD15DE rear differential with electric control coupling. All 4WD models are equipped with all-new Bridgestone run-flat tires on 18-inch wheels. Other wheel/tire sizes include 17-inch, 18-inch (conventional), and 19-inch. All Sienna models are equipped with the 4-channel Tire Pressure Warning System (TPWS) regardless of tire and wheel size. Column-mounted Electric Power Steering (EPS) is standard on all models.

Sienna comes standard with the Star Safety System™ which includes VSC, TRAC, ABS, EBD, and Brake Assist. Also, Hill-start Assist Control (HAC) is available and operates similar to other Toyota models. Vehicle Dynamics Integrated Management (VDIM) is available on Sienna for the first time. VDIM integrates brake control and EPS to enhance vehicle performance when accelerating, stopping, and turning. **Note:** The Yaw Rate and Acceleration Sensor location is different between vehicles equipped with VDIM and those without.

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University of Toyota

Body & Body Electrical

Many of the body and body electrical features you are familiar with from the previous generation Sienna have carried over to the 2011 Sienna. These features include power sliding doors, power rear door, available HID headlights with manual level control, and rear air conditioning.

Rain Sensing Wipers

Rain sensing wipers are new to the Sienna. This system uses a sensor assembly attached to the windshield near the rearview mirror. The rain sensor uses an LED to emit infrared rays which are reflected by the windshield glass through an internal lens to a photo diode within the sensor.

When rain is present on the windshield, some of the infrared rays pass through the windshield glass and are not seen by the photo diode. The system uses this information to turn the windshield wipers ON and OFF and to automatically adjust the speed of the wipers based on rainfall and vehicle speed. **Note:** It is important to install a new piece of rain sensor tape between the rain sensor and windshield if the sensor or glass is replaced. New rain sensors come with a new piece of rain sensor tape or the tape can be ordered separately.

Automatic High Beam System

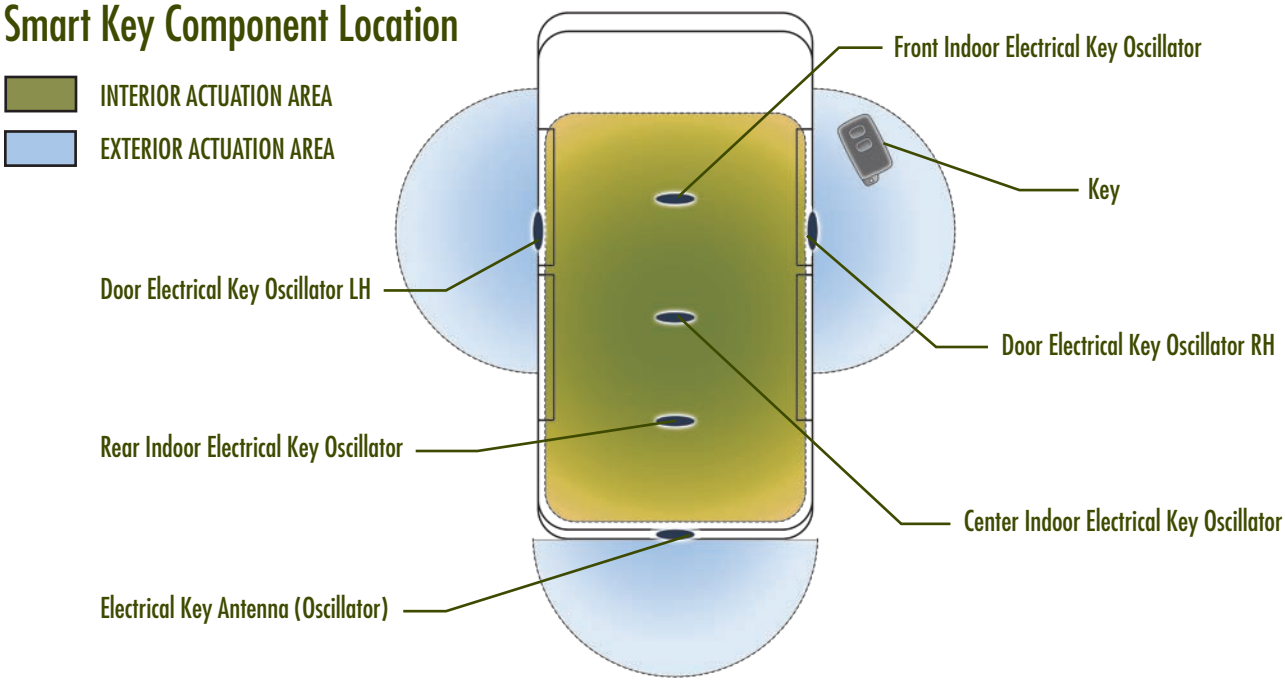
Also new to Sienna is the Automatic High Beam System. This system is very similar to the system first seen on the Venza. A camera sensor assembly in front of the interior rearview mirror detects oncoming vehicle headlights and taillights of vehicles being overtaken. The system then automatically switches the headlights from high beam to low beam until the other vehicle has passed, when it switches back to high beam headlights. The Automatic High Beam System can be turned ON and OFF through the multi-information display or with Techstream.

One major difference from the system found on Venza is the ability to temporarily reduce the sensitivity of the sensor. To lower system sensitivity, push and hold the power switch on the rearview mirror for 15 to 20 seconds. The indicator light on the mirror will flash to confirm that sensitivity has been lowered. The system will return sensitivity to a normal level when the key is turned OFF. The system can also be operated in Test Mode to check system operation without driving the vehicle. Refer to the Repair Manual for Test Mode procedures and DTC/Data List information. **Note:** Vehicles equipped with the Automatic High Beam System include an AFS ECU even though Sienna is not available with AFS.

Smart Entry and Start System

The 2011 Sienna is available with the Smart Entry and Start System. The lock and unlock functions are identical to other Toyota vehicles on the front doors. The sliding door handles do not have integrated unlock sensors; instead, the handle must be pulled to unlock the doors. The Smart Entry and Start System uses three interior antennas (oscillators) and three exterior antennas to detect the key location.

Smart Key Component Location



Dual Moonroof

Sienna now offers a dual moonroof setup that includes both a front and rear moonroof. The front moonroof tilts and slides while the rear moonroof slides only. Each moonroof uses a separate motor/ECU assembly and must be initialized separately.

Note: While moonroof assemblies do not require initialization unless the motor and/or glass is replaced, the initialization procedures are unique. Refer to the Repair Manual for initialization details.

Dual-View Rear Seat Entertainment Center

An all-new Dual-View Rear Seat Entertainment Center is available on the Sienna. The system includes a 16.4-inch display that can be viewed as (1) a single widescreen or (2) a split screen with the built-in DVD player and an auxiliary device through inputs on the rear of the center console. Also included are wireless headphones and a wireless remote for system control.

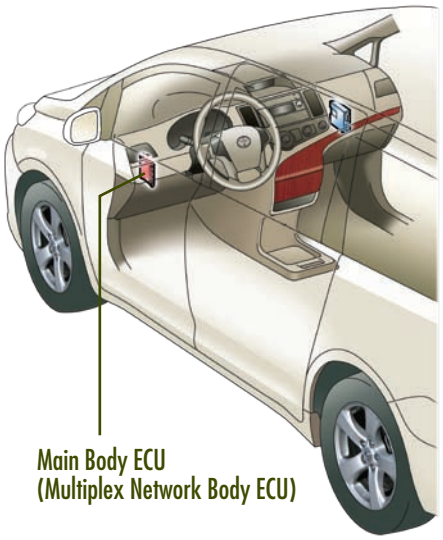
New Seat Configuration

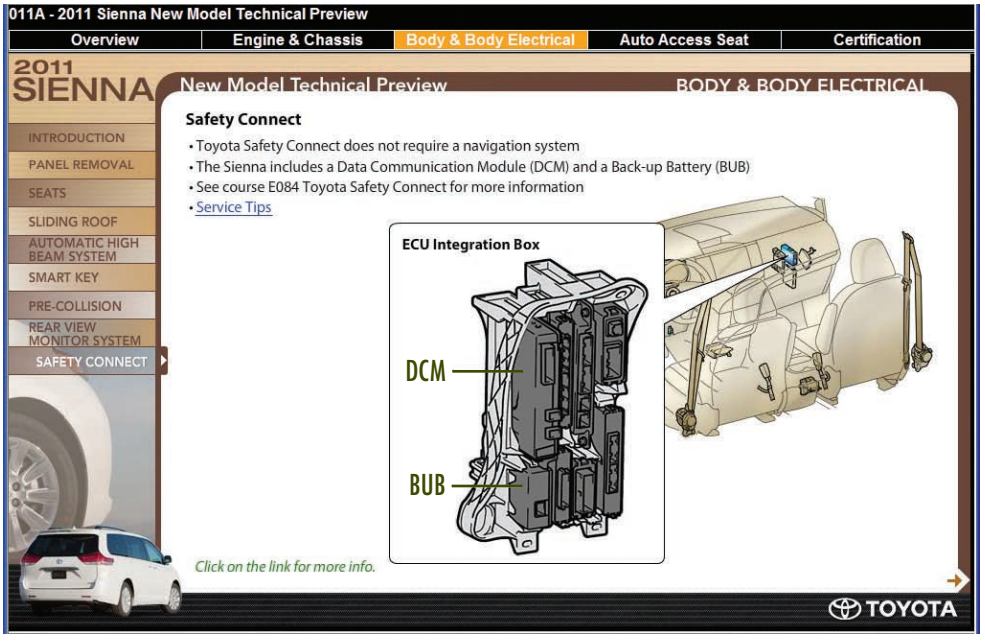
Sienna seats are something special for the 2011 model year. Ottoman second row seats and power third row are available. All second row seats include new long slide seat rails and can be removed from the vehicle. **Note:** The power third row seats are similar to the previous generation and require initialization if motors or ECUs are replaced. Refer to the Repair Manual for initialization procedures.

Safety Connect™

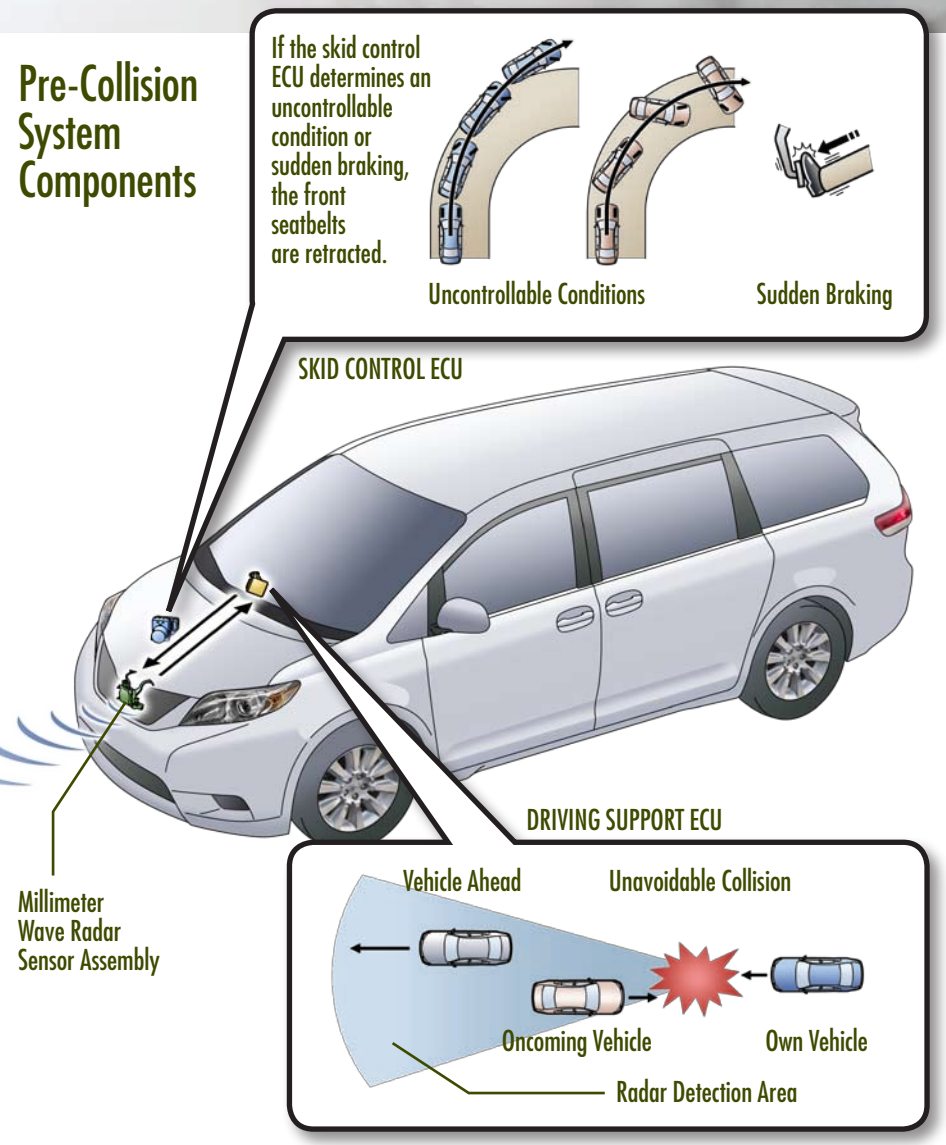
Some Sienna models come equipped with Safety Connect™. This system is identical in operation and function to other Toyota models and includes a Back-up Battery (BUB). The BUB is located next to the Data Communication Module (DCM) and various other ECUs in the ECU Integration Box behind the glovebox.

Safety Connect Component Location





Pre-Collision System Components



Pre-Collision System (PCS)

The Pre-Collision System (PCS) found on Prius is also available on the new Sienna. System operation is identical to Prius, including brake application when a collision is deemed unavoidable. As a reminder, the PCS uses the millimeter wave radar sensor to detect objects in front of the vehicle.

When a possible collision is detected, the system warns the driver with messages on the multi-information display and audible warnings. Simultaneously, the front seatbelts are retracted and the vehicle brakes are put into Brake Assist standby. The PCS will also apply the brakes automatically if the driver takes no action. Additionally, the PCS retracts the front seatbelts in the event of a skid or if the brakes are applied suddenly. **Note:** A PCS brake OFF switch is provided on the Sienna. Refer to the Repair Manual for switch location and other PCS service operations.

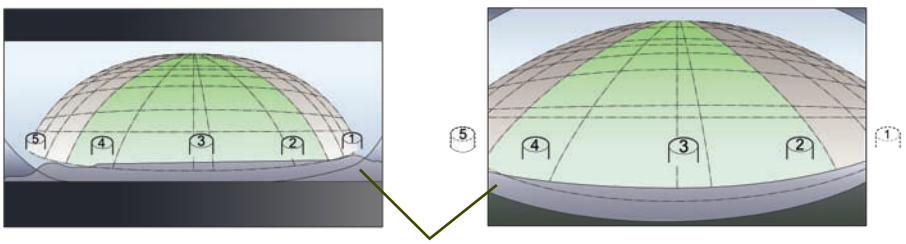
Intuitive Parking Assist Systems

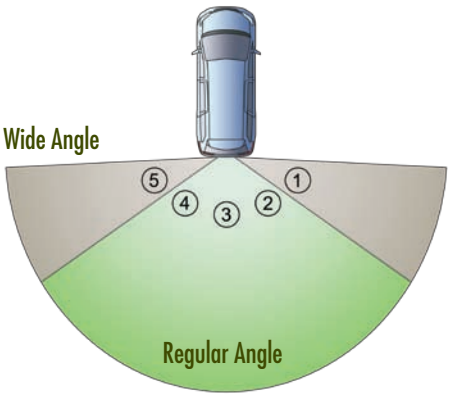
Sienna offers two different Intuitive Parking Assist Systems. The first system uses four sonar sensors in the rear bumper to alert the driver to nearby objects. The second system adds two sensors on the left and right corners of the front bumper.

Rearview Monitor Systems

In addition to the typical Rearview Monitor System now available on several Toyota models, Sienna offers an all-new Parking Assist Monitor System. This system differs from the Rearview Monitor System in two ways. First, the Parking Assist Monitor System includes a panorama camera that allows the driver to switch between a wide-angle and regular view. The display is changed using a switch on the navigation screen.

Wide Angle Camera Display





Second, the Parking Assist Monitor System provides on-screen backup guide lines. These lines can be used by the driver to maneuver the vehicle into parking spaces. The guide lines can be displayed in three modes: parking assist guide line mode **(Figure 1)**, parking guide line mode **(Figure 2)**, and guide line deletion mode **(Figure 3)**. These modes can be accessed using a switch on the navigation screen.

Note: The Parking Assist Monitor System uses a different camera than the Rearview Monitor System, so be sure to install the correct part when replacing the camera. **Note:** The Parking Assist Monitor System camera requires calibration when it is replaced or adjusted. Refer to the Repair Manual for calibration procedures.

Figure 1 Parking Assist Guide Line Mode

ITEM	DESCRIPTION
Distance Guide Line (Red with Black)	Moves together with estimated guide lines in sync with the steering wheel. The center of the line indicates a position on the ground about 1.5 feet behind the rear bumper.
Distance Guide Line (Green)	Indicates a position on the ground about 1.5 feet behind the rear bumper.
Distance Guide Line (Yellow)	Moves together with estimated guide lines in sync with the steering wheel. The center of the line indicates a position on the ground about 3 feet behind the rear bumper.
Vehicle Width Extension Guide Line (Green)	Indicates the estimated vehicle width extension.
Estimated Guide Line (Yellow)	Moves in sync with the steering wheel to indicate the estimated reverse course of the vehicle.
Parking Guide Line Mode Button	Pressing this button turns parking guide line mode ON.
Wide/Regular Mode Button	Pressing this button changes between regular and wide angle mode. The selected mode will be illuminated in yellow.

Figure 2 Parking Guide Line Mode

Distance Guide Line (Red with Black)	Indicates a position on the ground about 1.5 feet behind the rear bumper.
Vehicle Width Extension Guide Line (Green)	Indicates the estimated vehicle width extension.
Parking Assist Guide Line (Green)	Indicates the path the driver should turn the steering wheel fully.
Guide Line Deletion Mode Button	Pressing this button turns guide line deletion mode ON.
Wide/Regular Mode Button	Pressing this button changes between regular and wide angle mode. The selected mode will be illuminated in yellow.

Figure 3 Guide Line Deletion Mode

Distance Guide Line (Red with Black)	Indicates a position on the ground about 1.5 feet behind the rear bumper.
Estimated Guide Line Mode Button	Pressing this button turns estimated guide line mode ON.
Wide/Regular Mode Button	Pressing this button changes between regular and wide angle mode. The selected mode will be illuminated in yellow.

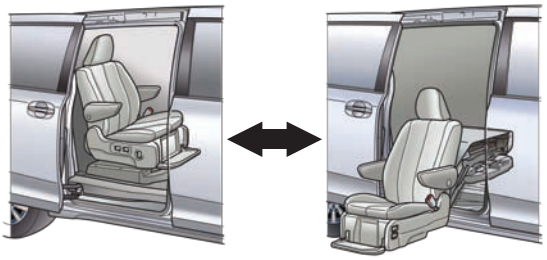
Auto Access Seat (AAS)

The Auto Access Seat (AAS) available on Sienna accommodates the needs of anyone who needs assistance getting in or out of the vehicle. The seat is positioned on the passenger side in the second row and slides, rotates, and ascends/descends outside the vehicle.

Several criteria must be met before the AAS will operate. These include, but are not limited to:

- Passenger sliding door is completely open,
- Shift selector is in the P position, and
- AAS seatbelt is unfastened.

Auto Access Seat Ingress/Egress



You may have seen previous generation Sienna vans with similar seats from aftermarket companies, but the AAS is factory-installed and covered by the vehicle warranty. Therefore, it is important for you to be familiar with its operation, construction, and diagnosis. The seat mechanism contains five electric motors and corresponding limit switches as well as a Position Control ECU. **Note:** Each seat is equipped with two wireless remotes to control operation of the seat remotely. These remotes communicate through the Seat Control Receiver, located in the left rear quarter panel area. New AAS remotes cannot be programmed if one or more is lost. Instead, the Seat Control Receiver, which includes two new remotes, must be replaced to remedy lost remotes.

While it cannot communicate with Techstream, the Position Control ECU does provide some useful diagnostic functions. The diagnostic procedures are too complex to discuss in detail here, so please refer to the Repair Manual for step-by-step diagnostic procedures. Diagnostic capabilities of the AAS include Service Operation Mode, DTC output, DTC clear, and Initialization/calibration.

The new Sienna has been substantially redesigned for today's customers. To find out more about the new technologies on the Sienna, refer to the e-learning module, 2011 Sienna New Model Technical Preview.

Adam Crawford — Technical Training

COURSE 021
Technical Introduction to Toyota

No one knows your job better than you do — except someone who has been in your shoes. Toyota technicians who are new to Toyota or new to the industry can breathe a sigh of relief that the building blocks behind the new e-learning module, Course 021 – Technical Introduction to Toyota, were put there to give you confidence on the job in a short amount of time.

Ryan Black, who is a Core Course Developer for the University of Toyota's Technical Training Department, stepped into his technician shoes to observe what a new technician needs to know from the beginning.

"Change can be exciting and intimidating, while learning to operate with assurance in a new work environment is a common goal for new technicians," Ryan says. "Developing your knowledge and establishing your role in a dynamic shop environment will give you the confidence to uphold Toyota's 'Customer First' initiative. Whether you're changing careers, dealerships, or would like to learn more about your role in the service and parts department, Course 021 – Technical Introduction to Toyota is a great place to start."

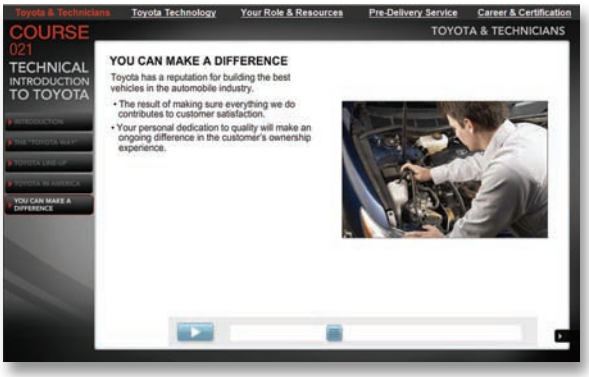
Course Overview

Course 021 is one of the first e-learning courses a new technician will take. It sets the pace for future e-learning courses on electronics, air conditioning and new models, to name a few.

Technical Introduction to Toyota is a comprehensive course that covers:

- An overview of Toyota's operations in North America and your role as a Toyota dealership technician,
- An interactive section on vehicle technologies that are unique to Toyota, including a few common service procedures you'll encounter,
- A helpful, animated look at the immense amount of resources available to you through Toyota's Technical Information System (TIS), and
- Your career opportunities through the University of Toyota.

Toyota Motor Sales, U.S.A., Inc., celebrated its 50th year in America in 2007. Toyota North America has vested itself in all areas of car manufacturing, sales, and service across the United States, Canada, and Mexico. Course 021 begins with a look at North American operations to illustrate Toyota's commitment to support its 1,800 plus dealer network. The interaction among personnel, customers, and technicians at the dealerships echoes Toyota's pillars for success: Continuous Improvement and Respect for People.

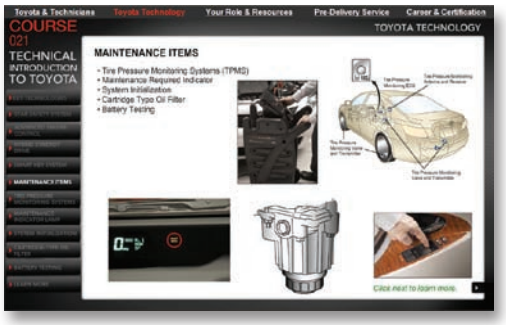


One example of continuous improvement is the Dealership Product Report (DPR) process. DPRs ensure direct communication between dealership technicians and Toyota engineers to identify concerns and make adjustments to our products, whether the vehicles are at the factory or in the dealership service bay.

Advanced Vehicle Technologies

Some may say that Toyota is extremely competitive, that it is a leader in overall fuel economy and leads the industry in the hybrid vehicle segment. Course 021 highlights key vehicle technologies specific to Toyota and will spark your interest to learn more. A new technician will be introduced to these advanced features and systems:

- Star Safety System™,
- Variable Valve Timing with intelligence (VVT-i),
- Hybrid Synergy Drive®, and
- Smart Key.



Basic Service

If you are new to the industry or to Toyota, you will notice that car companies are not all alike. Whether you are servicing Toyota's unique hybrid powertrain or performing a basic 5K service, you'll need to become familiar with Toyota service procedures to ensure proper vehicle maintenance and service, and that you work safely in the shop environment. Service tips and cautions are pointed out in Toyota's online learning modules.

Course 021 gives an overview of basic service items unique to Toyota, and the web module notes that other training resources are available to learn more about these topics:

- Tire Pressure Monitor System (TPMS),
- Maintenance Required indicator light,
- System initialization, and
- Pre-Delivery Service (PDS).

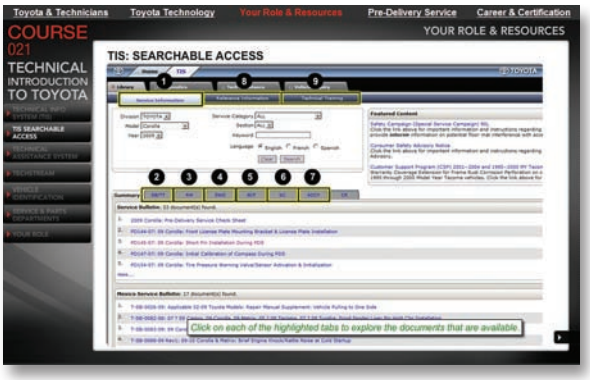
TIS → Resource Information at Your Fingertips

In the past, orientation seminars familiarized employees with standard operating procedures (SOPs), job-specific tasks, and essential resource information to operate efficiently in their new job environment.

With complex technologies, companies have been challenged by the amount of resource materials needed to support its new products. At Toyota, we've seen our repair manuals, electrical wiring diagrams, and new car features books grow from one to two volumes to as many as seven or more — all for one newly introduced vehicle.

Storage and search ability have become a serious issue and raised the need for a centralized resource database to house this information electronically. For service technicians, this database is the Technical Information System or TIS.

Course 021 introduces the wide array of resources available on TIS through an interactive tutorial.



Additional Resources

Course 021 touches on additional tools used as part of your daily service activities. Although the online course does not go into detail on how to use Techstream or how to use the Technical Assistance System (TAS), it does inform new technicians of the importance of these resources. **Note:** The University of Toyota provides e-learning modules on how to use Techstream.

Techstream. This is Toyota's state-of-the-art diagnostic tester that puts all current diagnostic and repair information at your fingertips. Here are some features that are accessed by using Techstream:

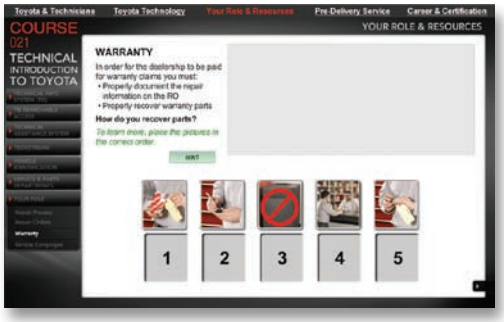
- Health Check,
- Diagnostic Trouble Codes (DTCs) and historical data,
- ECU calibrations, and
- Real-time data parameters with options to record, save, play back, and graph.

Technical Assistance System (TAS). The TAS Hotline is used when a technician encounters a customer concern that proves too difficult or requires additional support. New technicians should exhaust all resources at the dealership first, such as repair manuals or the expertise of a Master Diagnostic Technician, before creating an online case file. After an online case is entered, a follow-up phone call to a Toyota product engineer at the TAS Hotline will enable you to continue with vehicle diagnosis and repair procedures.

Technician's Role in the Service and Parts Department

It's been said that "Sales sells the first Toyota, but service sells the second and third." By providing excellent service and maintaining the performance of the customer's Toyota, the Service Department continually reinforces the customer's relationship with the dealership.

When the customer is ready for a new Toyota, they will often return to the dealership they trust. So, in addition to the critical role of providing routine services and repairs for Toyota customers, a successful service operation also plays a major role in maintaining customer loyalty. Course 021 highlights the technician's role in the dealership to ensure that our customers continue to come back year after year.



Documentation. Proper documentation ensures that the customer's service experience has been fully documented. This safeguards you, the dealership, and Toyota. Course 021 briefly covers aspects and best practices of proper repair order (RO) documentation.

Warranty. Course 021 covers standard practices established by Toyota's warranty department. Following these procedures raises customer confidence and provides a record of your repairs.

Pre-Delivery Service. Nothing is more exciting for a customer than the moment they take possession of their brand new Toyota vehicle. As a service technician, you play a pivotal role in making sure the customer goes home satisfied. Course 021 covers your role in completing the Pre-Delivery Service or PDS. **Note:** A new technician should follow the PDS procedure step by step, and they must be aware that procedures are updated periodically and may differ between vehicle models. Be sure to consult TIS resources to ensure that all areas are checked for the vehicle you are working on.

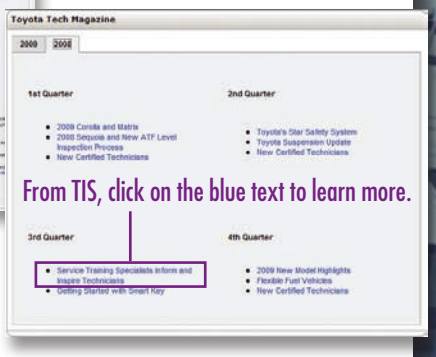
Technical Training Courses and the University of Toyota Certification Program

The Technical Training department of the University of Toyota consists of specialists in core, new model, and high-tech curriculum design who work on your behalf to create courses that will keep you up to speed with Toyota's current technologies.

It is said that "Knowledge is power." An employee that is exposed to good training will perform more efficiently and effectively in their everyday tasks. This is especially true in highly technical professions.

Your success as a Toyota technician depends on your ability to correctly diagnose and repair your customers' vehicles. The more you know, the more successful you'll be as a Toyota service technician. Toyota offers a multitude of training elements and paths to further your technician career.

Go to TIS → Service Resources → Toyota Tech and click on the 2008 tab.



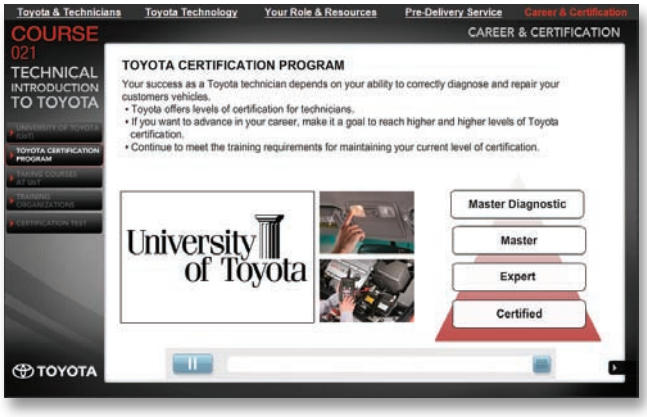
The Third Quarter 2008 *Toyota Tech* magazine features STSs.

Instructor-led, hands-on technical training is provided through Toyota regional training centers and private distributors. The Service Training Specialists (STSs) are there to guide you in what you need to know to service and repair Toyota vehicles. (For more information on Toyota STSs, see the Third Quarter 2008 issue of *Toyota Tech* magazine.)

Taking the new Course 021 will help a new technician navigate through a typical e-learning module and leads them to the test required for certification.

The University of Toyota offers basic and advanced levels of technical training through a blended learning approach.

- Instructor-led core courses focus on the five areas of automobile technology: Electrical, Brakes, Chassis, HVAC, and Engine (including Hybrid).
- New model technical introductions to support the launch of new Toyota and Scion vehicles are delivered through instructor-led or e-learning formats.
- High-tech training provides timely and in-depth skills training on highly technical automotive systems. Courses may be instructor-led or by e-learning.



Your Career

The steps you take early on can make a difference. The Introduction to Toyota web module helps you navigate the first days at the dealership. You'll learn about the levels of certification that are offered through the University of Toyota. Discuss your training and career goals with your service manager to establish your personal training plan.

"This course offers a tremendous amount of information for a new service technician," says Ryan. "The course was designed to give you an overall view of the service and parts operation and address the possible questions you might have."

Course 021 is a great starting point for a strong and prosperous career with Toyota and might just answer that tribal knowledge question which took others weeks to learn.

Toyota and ASE Recognize

the Career and Achievements of the Master Automobile Technician of the Year

Every day has a familiar hum for someone who has worked at the same dealership for almost 29 years. Each day begins with an exchange of pleasant greetings. It's a short walk to the service bay. Repair order in hand, one of the master diagnostic technicians at Galaxy Toyota in Eatontown, New Jersey, is about to be surprised.

He doesn't know it, but Edward LaFontaine is going to receive a very important message from Toyota headquarters in Torrance, California.

One Morning in November 2009 at the TMS South Campus, Customer Services Building

The major activity in this building in Torrance, California, is to provide customer services to Toyota, Scion and Lexus vehicle owners. Bill Bergen, National Dealer Education Manager for the University of Toyota, is in this building when he receives news of the award winner.

"When I saw the Toyota/ASE technician of the year in print, I recognized Ed's name right away. My first job with Toyota was in the New York Region as a Field Technical Specialist (FTS) in the early 1980s. Russ Casella was the STS and from time to time, we would flip. I would do some classroom training and Russ would go out in the field. It kept both of us sharp."

Bill met Ed in technical training classes and at his dealership during that time. "Ed was a very sharp technician," says Bill. "It was a pleasure having him in the classroom. He's one of the most professional guys that I have had the pleasure to work with."

One Morning in November 2009 at the TMS Service Development Center

The Service Development Center is where the technical and body training group researches and develops the technical training that you receive through the University of Toyota.

John Saia, who is the manager of this group, is bubbling with excitement. A former resident of the East Coast, one of his first thoughts about the 2009 award winner is that he may know some of the "old guys" (meaning someone who moved away or retired) who used to train at the New York Region's technical training center. John even suspects that there might be a connection with a few of his associates at headquarters.

"I called the New York Region to let them know about the Toyota/ASE recognition that was going to be given to one of their technicians. When I called the service manager in November, he was blown away that one of his guys was going to be the Toyota/ASE Technician of the Year award winner. It was fun to plan the surprise," says John.

On the chosen day, Ed and several of his peers were called into a conference room and they put John on a voice box so they could hear the news. John says, "Like many past award winners, Ed is one of the most humble and unassuming guys you will ever meet. My experience was that he was stunned and speechless for a while."

In the background, John could hear the reaction of the award winner's peers. The group surrounding Ed broke out into a cheer. John says, "When we recognize one guy who is the Toyota/ASE Master Technician of the Year, we are actually recognizing all the technicians for what they do every day. It has a tendency to rub off on the other guys that he works with and it motivates them, too."

Later in the Afternoon

At some point, Ed must have called his wife, Linda, about their surprise trip to New Orleans, Louisiana, to attend the National Institute for Automotive Service Excellence (ASE) annual industry recognition and awards ceremony.

When you've done things for so long, it's easy to get back into the groove. The trip was a few weeks away, so Ed went back to work diagnosing and repairing cars. His dealership has teams he says, but they are more of a support group. Each group of technicians has its own service writer. They have 13 technicians at this time.

Left to right: Bill Bergen, Roger Foss, Linda and Edward LaFontaine, and Dave Camden

At the Annual ASE Awards Ceremony

ASE hosted a special recognition and awards ceremony in November 2009 to honor the top automotive service professionals who achieved ASE's criteria. In Ed's case, he surpassed Toyota's criteria of a minimum of five years of on-the-job experience, ASE Master certification, and Toyota Master certification. Of the nearly 8,000 Toyota technicians who took the ASE exams in the previous four test administrations, Ed posted the highest composite score in the automobile service specialty area.

"One of the most important things any organization can do is to recognize excellence in its team, and this celebration of outstanding performance is at the heart of the partnership between Toyota and our ASE Certification program," says Tim Zilke, ASE President & CEO. "It is my honor to speak for the entire ASE family in congratulating Edward LaFontaine as the Toyota Technician of the Year. Ed's 29 years of service at Galaxy Toyota is a testament to his dedication and professionalism, which is something we regard highly here at ASE, and his achievement serves as one more example of the best our industry has to offer."

Bill Bergen was a co-host of the awards banquet, along with co-host Al Duebber, owner of Duebber's Automotive Service Center in Cincinnati, Ohio. Both were past chairmen of ASE and felt honored to call each technician up on center stage to receive their awards and to make some personal remarks.

Like in past years, Ed was given a few awards to take home. He received an Olympics-like medal from ASE. From Toyota, Ed received a crystal plaque for home and a walnut plaque for display at his dealership. On top of that, Ed was given a $1,000.00 gift card.

"The ceremony was a blast," says Bill. "The room was packed with award winners and executives from all over the automotive industry. We were celebrating their success, acknowledging their role in our business, and how they have contributed to our success."

Ed attended the awards ceremony with his wife, Linda, and they both took it all in. It was a very special day. "The trip was great," he says. "Linda and I really had a good time. We didn't get to do everything we wanted to do in New Orleans, but we did see a lot."

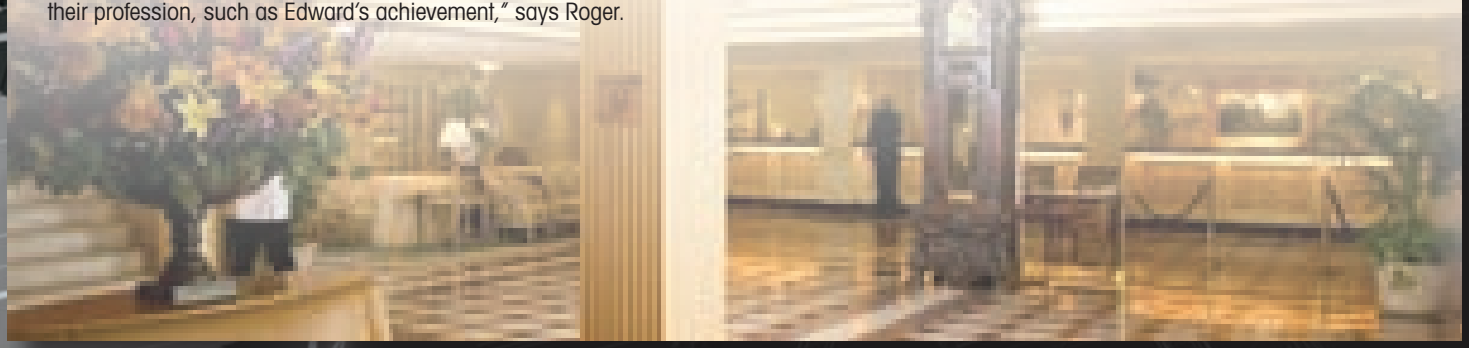
From Toyota headquarters, top executives made the trip to support and honor Ed.

"Recognizing the high achievements of technicians is an important part of Toyota's technician development process," says Roger Foss, National Field Support Manager, Toyota Customer Services, who attended the ceremony as a representative of Toyota and as the new Vice Chair of ASE.

Dave Camden, Vice President of Dealer Operations, Toyota Customer Services, was happy to sit at the Toyota table. Dave says, "I want to personally thank and congratulate Ed not only for being the Toyota/ASE Master Automobile Technician of the Year but also for nearly 29 years as a Toyota technician at the same dealership! It's dedicated and talented technicians like Ed who keep our customers coming back to buy Toyota products."

It was a memorable day and evening. Roger sums up why the event was so meaningful to Toyota.

"Our support of the Toyota/ASE Master Automobile Technician of the Year, Edward LaFontaine, falls in line with Toyota's *kaizen* philosophy. We are always looking at people who are striving to get better and better. We believe in recognizing and rewarding people who reach the pinnacle of their profession, such as Edward's achievement," says Roger.



January 2010 – Galaxy Toyota

It's been a few months since that trip to New Orleans. Ed has returned to work, much the same.

"I haven't been treated any differently since I've been to New Orleans," says Ed. "They've always treated me good. That's probably why I've been here this long."

Indeed, 29 years is a long time, but for Ed, it is all so clear.

"When I first started here, I was very young. They gave me a chance here and basically I grew along with the dealership and along with Toyota. We've had a good working relationship over the years. It's been good for me," Ed says. "I've had a very good tenure here. I couldn't see going anyplace else. A few of the guys I've been working with have been here almost as long. We all went to school together."

In the End - It's All About Customer Satisfaction

It's March 2010. You are aware of the challenges Toyota and your dealership are facing. All of the Toyota representatives who attended the ASE awards event in November are aware of the changes that are occurring, even now. What remains is your dedication to fixing customers' vehicles. That has been your focus over the years. Please remember, that you are not alone. Toyota celebrates what you do every day.

"With all the high technology we're putting in our vehicles, if customers can't go to their dealerships and get their vehicles serviced efficiently, those technologies are not going to survive," says Bill. "So technicians like Ed have a lot to do with moving the industry into the next era. It's a fact that Toyota technicians like Ed have more expertise in hybrid diagnostics and repair than anyone in the industry!"

Right now executives and engineers in the automotive industry are talking about plug-in hybrids, electric cars, and hydrogen fuel cell cars. "The engineers can design the new vehicles and the production guys can build them, but somebody has to keep them on the road," says Bill. "That's what the technicians do. It's a noble profession. The Toyota/ASE awards are a celebration of their dedication to their craft and contribution to our industry, represented by a whole cross-section of OEMs, parts companies, and other service providers."

In short, what you do is anything but ordinary.

Miki Todd — Technical Training

Toyota, ASE and the Dealership Honor Master Collision Repair & Refinish Technician of the Year

Our story begins in Carlsbad, California. Right next to Toyota Carlsbad's new parts and service center, you'll find the Toyota Collision Repair Center Carlsbad. Last year, the collision center converted to using 100 percent waterborne paint products. It's been successful, not only in reducing costs, but it's better for the environment and it's better for the safety of team members. The facility is well ahead of compliance for San Diego County's Air Pollution Control District.

If you ask Rudy Romero, Body Shop Manager, he'll tell you that Ralph Melitz is a Toyota and Lexus certified master technician. Rudy says, "We have three teams that are comprised of four body men each. Ralph is a team leader of one of our highest producing teams. He is a mentor to a lot of the technicians in the collision center."

Rudy says that he has four technicians who have been at Toyota Carlsbad for upwards of 25 years. They also have an apprentice program. An apprentice comes in and works under a team leader for a number of years.

TOYOTA CERTIFIED COLLISION CENTER

Certification by Toyota Motor Sales, U.S.A., means that the Toyota Collision Repair Center Carlsbad has met the standards and benchmarks for business ethics, customer satisfaction, technical training, state-of-the-art equipment, and environmental compliance.

WATERBORNE PRODUCTS

Toyota Motor Sales has been using waterborne automotive paint technology for the vast majority of Toyota, Lexus and Scion vehicles and at its Collision Repair & Refinish training centers. Waterborne products significantly reduce volatile organic compound (VOC) emissions during the factory painting process and are now required for many body shops in states such as California.

Behind the Scenes

Once Rudy heard that Toyota and ASE wanted to honor one of his master technicians, he could not wait to make a phone call to Torrance, California. He talked to Roger Foss, National Field Support Manager, Toyota Customer Services, who is the new Vice Chair of the National Institute for Automotive Service Excellence (ASE).

"I called Roger and asked if it was possible if I could attend at our own expense to show support for Ralph and for ASE, as well as to make sure that he had a good time and enjoyed things outside of the awards ceremony," says Rudy. "The dealership wanted to show its support and celebrate Ralph's accomplishment."

Roger, who has served on ASE's board for a number of years, believes in the importance and value of the ASE and Toyota partnership. Roger agreed that Rudy should go to the awards assembly in New Orleans. Roger says, "Recognizing all the technicians from the different OEMs and different market areas with an awards event and celebration is a great way to get the word out about the successes they have enjoyed in the past year."

The Surprise

John Saia, Technical and Body Training Development Manager, University of Toyota, recalls the plan to surprise Ralph. "I've known Rudy Romero for many years. I have met him personally," says John. "Of course, Rudy signed right up for the surprise. He was probably more excited than the award winner, Ralph Melitz, who is, well, laid back and quiet."

Rudy set it up so that John's phone call would go over the body shop's public announcement system. "I could talk to them, but I couldn't hear what was going on," says John. "After the conference call was over and I called back, I could still hear the guys laughing and cheering in the background."

John called Toyota Carlsbad a few days later.

"When I talked to Rudy, he was still excited," says John. The dealership had more celebrations planned for Ralph at the body shop. Rudy was planning to go to the awards ceremony in New Orleans. The excitement had spread from the body shop to the entire dealership.

This was a special award for a special person, who has a lot of respect from his peers and has been in the business for a long time. He takes his profession seriously.

Ralph remembers that day. He says, "John Saia from Toyota told me about the award. It was kind of a surprise to me. That's how I heard of it."

It was 1978 when Ralph says, "I started out doing this kind of repair work in Wisconsin. In 1984, I moved to California. I started working at this dealership in October 1990."

Nineteen years later, Ralph's work would take him to a special ASE awards event in New Orleans, Louisiana. So Ralph let his wife, Rochelle, in on the surprise.

Left to right: Bill Bergen, Roger Foss, Ralph Melitz and Dave Camden

At the ASE Awards Ceremony in New Orleans

In November 2009, ASE hosted a special recognition and awards ceremony to honor the top automotive service professionals who achieved ASE's criteria. Ralph posted the highest composite score in the collision repair and refinish (CR&R) service specialty area. Of all the Toyota CR&R technicians who took the ASE exams in the previous four test administrations, Ralph posted the highest composite score.

At the ASE event: Ralph Melitz with his wife Rochelle, and Rudy Romero with his wife Michelle

"Today's vehicles use materials and electronic systems which represent the cutting edge of automotive technology, and this is perhaps most evident in the collision repair shop, where ongoing training and certification is crucial to a professional repair," says Tim Zilke, ASE President & CEO. "This is no small challenge, and this spirit and dedication to excellence is exemplified in the Toyota Collision Repair and Refinish Technician of the Year, Ralph Melitz of Toyota Carlsbad. Congratulations to Ralph from all of us here at ASE on representing the best of the best and serving as an outstanding example in mentoring the junior technicians at Toyota Carlsbad. This dedication touches not just the customers he serves, but the very future of our industry. The entire ASE family salutes your achievement!"

As a representative of Toyota, Roger says, "We attended the awards banquet to show our support of the Toyota/ASE Master Collision Repair and Refinish Technician of the Year, Ralph Melitz. We wanted to recognize and reward a segment of our business that is very important to Toyota's future. We are one of the few manufacturers that have a collision repair and refinish program. Most OEMs do not support the collision repair side of the business."

Bill Bergen, National Dealer Education Manager for the University of Toyota, was a co-host of the awards banquet, along with co-host Al Duebber, owner of Duebber's Automotive Service Center in Cincinnati, Ohio.

When each ASE recipient goes up on stage to receive their awards, they are encouraged to make a statement to their peers. Technicians and other award winners tell the audience what working in the industry means to them and how they've invested their time in their profession.

"At the close of the awards ceremony, I like to point out that few of us got here on our own," says Bill. "Perhaps early in our career someone saw something in us that was worth investing in and provided additional opportunities or exposed us to training. Or maybe an accomplished colleague took us aside and mentored us or gave us advice. The call to action to each of our award winners is to recognize that as the ASE Master Technician of the Year, they are now role models. In this way, each of them has a unique opportunity to reach out and become mentors to those who have a desire to achieve excellence in this great profession."

Rochelle and Ralph enjoy New Orleans

Ralph is ahead of the curve. He has already taken the junior technicians under his wing. He is a natural leader. He is a mentor.

ASE presented Ralph with an Olympics-like medal. Toyota congratulated Ralph with a walnut plaque for display at his dealership, a crystal plaque for home, and a $1,000.00 gift card.

Dave Camden, Vice President of Dealer Operations, Toyota Customer Services, attended the celebration. Dave says "Congratulations and thanks to Ralph for his commitment to his profession and his commitment to Toyota. To be the best of the best among all the other Toyota collision repair technicians is a huge accomplishment. My hat goes off to Ralph!"

Asked about the trip, Ralph says, "Excellent! It was a lot of fun. It's a very interesting city. We had a good time. We stayed an extra day just because there was so much to see."

Honored at Toyota Collision Repair Center Carlsbad

Along with the Toyota and ASE recognition, Ralph was honored at his dealership as Employee of the Quarter. As part of recognition for the quarter, Ralph is automatically nominated for the dealership's employee of the year.

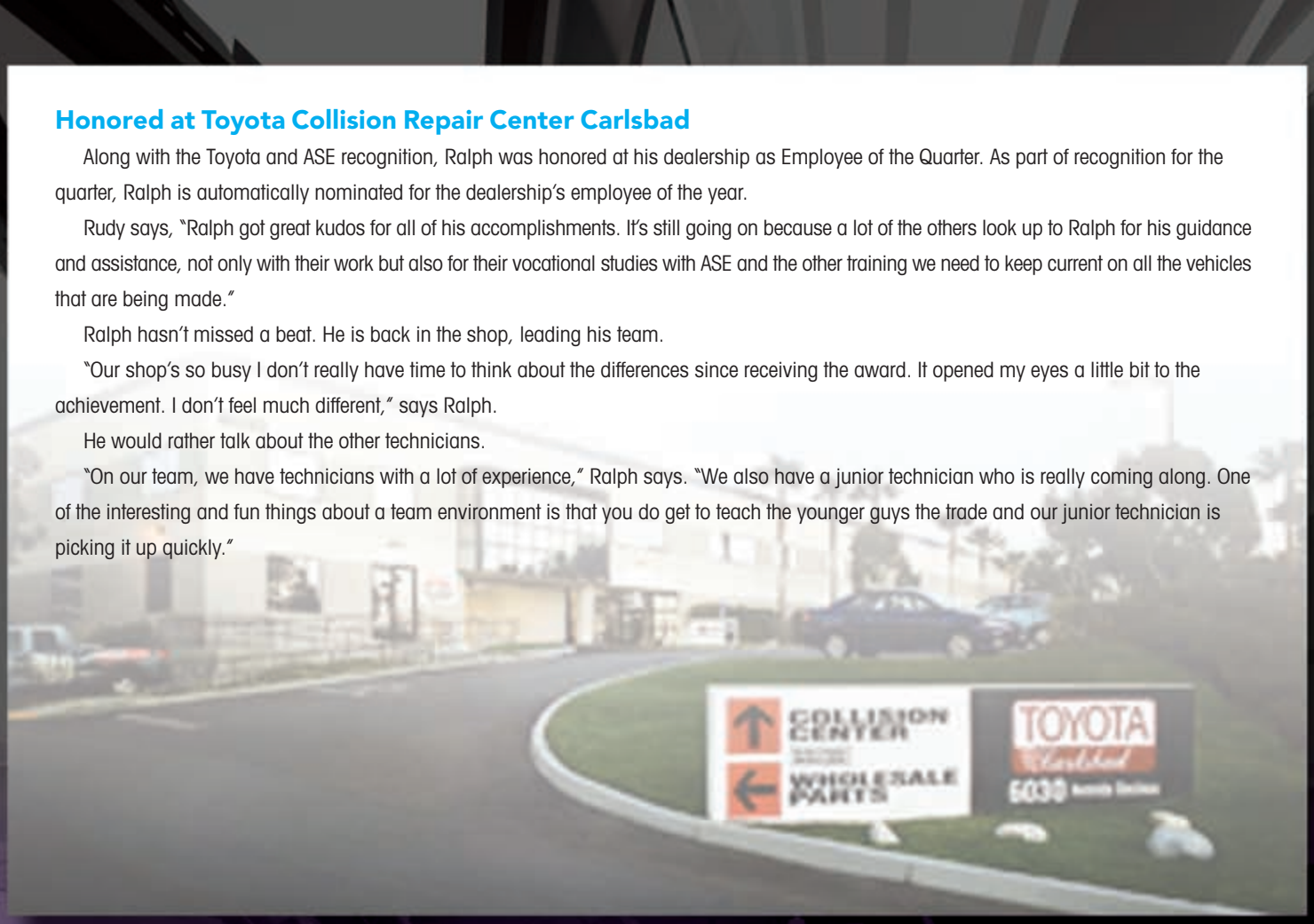
Rudy says, "Ralph got great kudos for all of his accomplishments. It's still going on because a lot of the others look up to Ralph for his guidance and assistance, not only with their work but also for their vocational studies with ASE and the other training we need to keep current on all the vehicles that are being made."

Ralph hasn't missed a beat. He is back in the shop, leading his team.

"Our shop's so busy I don't really have time to think about the differences since receiving the award. It opened my eyes a little bit to the achievement. I don't feel much different," says Ralph.

He would rather talk about the other technicians.

"On our team, we have technicians with a lot of experience," Ralph says. "We also have a junior technician who is really coming along. One of the interesting and fun things about a team environment is that you do get to teach the younger guys the trade and our junior technician is picking it up quickly."



Just Around the Corner

In the future, vehicle configurations and repair processes that we now consider high tech and exotic will be commonplace. This means that collision repair and refinish technicians will need to learn new technologies, practice new processes and continually fine tune their skills. Toyota and Lexus Collision Repair and Refinish training centers and instructors will be there to provide the training, but that's just one piece of the puzzle.

"Whether in an entry level vehicle or a 'technological marvel' on wheels, customers who need collision or paint finish repairs expect their vehicles to be returned to them in as close to new condition as possible," Bill says. "People like Ralph are critical to our industry because they are accomplished professionals and they treat their work as an art form. The work they do for customers contribute greatly to the positive reputations of Toyota, Scion and Lexus vehicles."

Ralph says he is taking more technical courses. He says, "I have been to the Toyota Collision Repair & Refinish training center in Torrance for hybrid training for the Prius when it originally came out, and again when the 2004 Prius came out, and then once again for a Lexus hybrid course. We see a great deal of hybrids right now in our collision center."

Finally, Ralph has a bit of advice for other collision repair technicians. He says, "Try your best on the ASE test and, who knows, you may be the next guy winning the trip!"

Miki Todd — Technical Training

TOYOTA
COLLISION REPAIR & REFINISH

Toyota Collision Repair & Refinish Training Center

Toyota delivers body training at its training facilities in Torrance, California; West Caldwell, New Jersey; and a satellite location at the Florida State College in Jacksonville, Florida.