

## Keeping The Toyota Pure

### Help Toyota Owners Keep Enjoying the Leading Brand By Making Sure their Toyota Remains a Toyota

JUST ANOTHER DAY EN ROUTE to the office, with the customer's Toyota humming along as always for tens of thousands of miles. You or the customer wouldn't expect anything else – after all, Toyotas are built to last and operate with precision day after day. But could those cheaper-than-dirt parts the owner had installed at another shop a few months ago have an effect on the Toyota's performance?

Well, they could!

Let's face it, there are many aftermarket parts available from a variety of manufacturers that are intended to function properly in most Toyotas – but they are not exact Toyota replacements for the parts engineered and installed to perform and last as a Toyota is expected to do. Replacing a part with a genuine Toyota part, you and the owner can be assured that the car will function exactly as it should — and OEM parts generally come with strong warranties compared to aftermarket alternatives.

An important consideration — only genuine Toyota parts are covered by the Toyota Replacement Parts and Accessories Warranties, while aftermarket parts will not be covered by this Toyota warranty. Any cost savings realized when installing non-Toyota parts or systems might really cost far more in the long run as the vehicle fails to operate as it should. Using inferior parts also risks loss of vehicle owner satisfaction with your services, as well as potentially disrupting your schedule for re-repairs and the aggravation and lost revenue of comebacks.

Keeping every Toyota “pure” means installing genuine Toyota parts as the safest and most productive option.

Key areas to consider:

- Brake system and parts
- Engine management system
- Safety/security systems
- Crucial fluids
- Driving enhancement

**Brake systems** are among the most important parts of the car— take no chances on installing inferior brake products.

### Toyota Parts and Accessories Warranties Back Up Installation of Superior Authorized Parts

In addition to the efficiency and good business practice of installing genuine Toyota replacement parts that fit and work as the vehicle requires right off the bat, shops have another strong customer selling point for installing genuine Toyota parts - Toyota parts distributed by Toyota Motor North America and sold from an authorized Toyota dealership are covered for 12 months from the date of purchase. Toyota will repair or replace, at its option without charge, any genuine Toyota part that is defective in materials or workmanship under normal use.

Accessories purchased after a new vehicle is purchased are covered for 12 months, regardless of mileage, from the date the accessory was installed on the vehicle.

This gives the owner/driver the assurance and confidence that the newly installed parts are intended for use in Toyota vehicles and will keep his or her Toyota operating as it should currently and into the future. That underscores the shop's professionalism and competence in servicing Toyotas, enhancing the shop's image with current and future customers.



Only genuine Toyota brake components are designed and manufactured to perform as intended specifically for each model, from **brake pads with shims** to **calipers, rotors, drums** and **shoes**. Genuine Toyota **remanufactured brake calipers** are also available at significant cost savings, meet Toyota's rigid quality standards, and provide the same durability and reliable operation Toyota owners and drivers have come to expect.

Being part of Toyota's stability control and emergency braking systems, it is critical that brake system components provide braking effort, fade resistance, and other characteristics consistent with those parts installed at the factory. Inferior brake system components can cause vehicle safety systems to provide less-than-factory performance and protection. Furthermore, use of genuine OE parts helps avoid the brake squeal and chatter often associated with cheap aftermarket parts.

**Super Long Life Antifreeze/Coolant** is recognizable in a special pink formula, and provides maximum protection without the use of harmful silicates. Extremely durable and developed specifically to meet the requirements of Toyota's engines, it is compatible with non-metallic materials, helps extend the life of water pump seals, won't corrode aluminum surfaces like coolants that contain borate, won't clog radiators due to silicone "gelling," and is compatible with **Toyota red Long Life Antifreeze/Coolant**.

Toyota **automatic transmission fluid** helps keep the automatic transmission operating smoothly for tens of thousands of miles. This specially developed transmission fluid helps control "shudder" and provides excellent drivability, extends transmission life, and resists foaming and oxidation. A super heavy-duty, **high-temperature brake fluid**, specifically designed by Toyota engineers, helps provide superior performance in all Toyota brake systems where DOT 3 brake fluid is recommended.

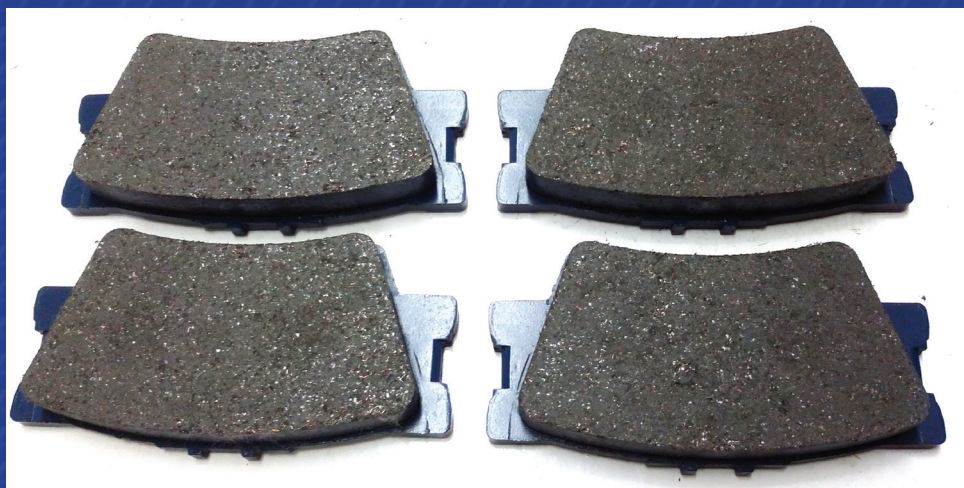
Keep your customer's engine humming for years with **Genuine Toyota motor oil**, formulated with a special additive package that helps protect Toyota metal and gasket surfaces from corrosion, prevents foaming and maintains the proper application of oil on cylinder walls. This oil is available in 5W-30, 10W-30 and 10W-40 grades, and four-point depressants maintain fluidity in cold climates utilizing viscosity index improvers that stabilize viscosity levels for a wide range of operating temperatures.

With many new Toyota models certified for a new, zero-weight **synthetic lubrication** standard, or 0W-20, this lower viscosity oil flows well when cold yet provides uniform lubrication, reduced friction and better overall efficiency than conventional engine oil.

**Toyota oil filters** help protect the engine against dirt and other contaminants that can cause abnormal internal wear, while allowing adequate flow to internal engine components.



*Genuine Toyota front brake pads are designed to complement originally installed brake rotors and provide safe, sure stopping in any situation.*



*Genuine Toyota calipers, rotors, drums and shoes exactly replace original parts, and Toyota remanufactured brake calipers are also available at significant cost savings and meet Toyota's rigid quality standards.*



Incorporating safety features like a bypass valve to help prevent restricted oil flow in the event of a clogged filter, these filters also feature an anti-drainback valve, which prevents oil from draining from the engine into the oil pan during cold starts.

The filter industry grades oil filters based on two primary criteria — capacity and efficiency. The capacity of a filter is a measure of how much SAE-standard particulates a filter can capture and hold before going into bypass mode, which would allow unfiltered oil to flow through the engine, possibly damaging precision internal components.

Filtration efficiency is the measure of the percent of these same SAE-standard particulates, larger than 20 microns, a filter will capture. (A micron is a millionth of a meter). The efficiency of Toyota oil filters consistently approaches 100 percent.

Toyota **Engine Air Filters** are engineered specifically for Toyota vehicles, and help trap airborne contaminants before they reach the engine, preventing premature wear to internal components. An added benefit of these filters is that a clean air filter improves engine performance and fuel economy, boosting customer satisfaction with the vehicle.

Exclusive features include: Triple layer filtering providing superior ability to trap and retain dirt, dust and other airborne contaminants; polyurethane resin frames that ensure a proper fit that will seal out dirt and reduce noise. SAE standards for testing air filter performance are similar to those for oil filters, and genuine Toyota filters are always at the upper end of performance.

Your shop or the owner should replace engine air filters every 30K miles or 36 months under normal driving conditions, or check filter condition every 15K miles or 18 months under severe conditions to determine if replacement is needed.

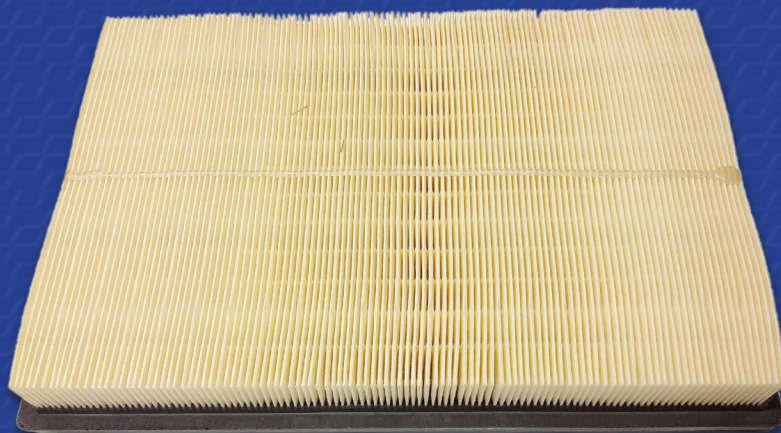
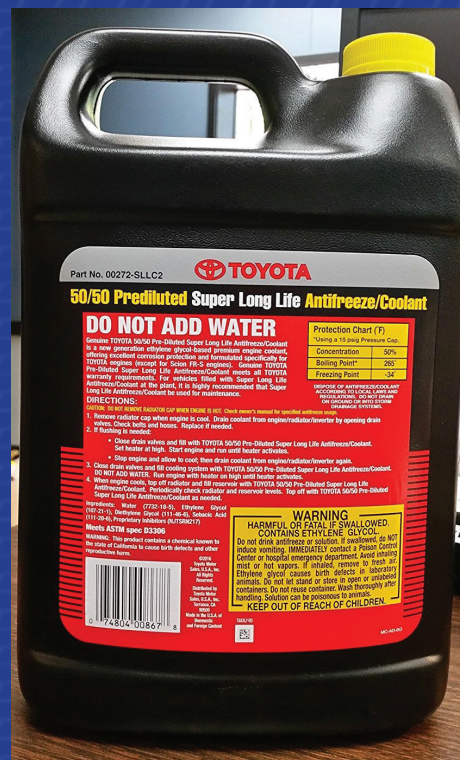
Genuine Toyota **Cabin Air Filters** help keep diesel soot, dust and pollen out of the passenger compartment, and if the driver senses reduced airflow from the heater vents or if the windows fog up easily in “FRESH” mode, cabin air filter replacement is probably needed.

**Premium Charcoal Cabin Air Filters** are embedded with active charcoal to neutralize odor and help filter harmful gases produced by environmental pollution and exhaust (carbon monoxide, carbon dioxide, or nitrogen oxide.) A layer of charcoal helps increase the capture of harmful particles (soot, pollen, spores, and dust, for instance.) These filters

help protect the driver and passengers from harmful particles that cannot be seen by the human eye (10 times smaller than human hair), enhance air quality, and maintain a cleaner cabin environment.

Is the owner/driver complaining about hard starting? **Genuine Toyota new or remanufactured alternators and starter motors** generate the precise voltage and amperage required to keep the battery charged and electronic components working

*Designed specifically to meet the requirements of Toyota's engines, pink-colored Super Long Life Antifreeze/Coolant is compatible with non-metallic materials, helps extend the life of water pump seals, and won't corrode aluminum surfaces as coolants that contain borate can do.*



*Engineered specifically for Toyota vehicles, Toyota Engine Air Filters help trap airborne contaminants before they reach the engine, preventing premature wear to internal components. Exclusive features include: Triple layer filtering providing superior ability to trap and retain dirt, dust and other airborne contaminants, and polyurethane resin frames that ensure a proper fit that will seal out dirt and reduce noise.*



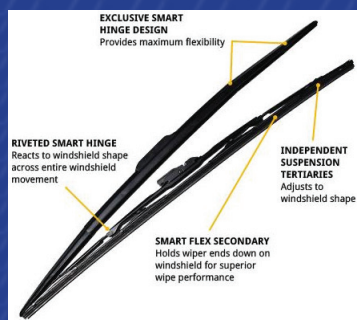
properly, they fit perfectly, and are a direct replacement for the original part.

Help the owner avoid a cracked or worn **timing belt**, which can fail without warning, cause major engine damage, a vehicle out of commission, and a significant repair bill that may shock the owner. Your shop or the owner should keep track of the vehicle's maintenance schedule and replace the old timing belt with a new genuine **Toyota timing belt** at the proper interval.

**Water pumps** are obviously critical components that are key to reliable engine operation — when a replacement is necessary, make sure you install either **new or remanufactured genuine Toyota water pumps**, which will fit right the first time and provide years of trouble-free service. They are designed and built with materials that are fully compatible with other cooling system components and, of course, genuine Toyota antifreeze/coolant as described above.

Toyota **SightLine™ hybrid wiper blades** provide the latest wiper blade technology. Extensively tested and optimized for superior performance on Toyota windshields, these wiper blades are precision-engineered with a fluorinated carbon coating on the rubber element that reduces noise and improves wipe quality, and a rigid frame with insert-molded hinges that improve lateral stability.

Toyota **spark plugs** can make a big difference in vehicle performance and efficiency



*Extensively tested and optimized for superior performance on Toyota windshields, genuine Toyota wiper blades are precision-engineered with a fluorinated carbon coating on the rubber element. This reduces noise and improves wipe quality, and the blades use a rigid frame with insert-molded hinges that improve lateral stability.*

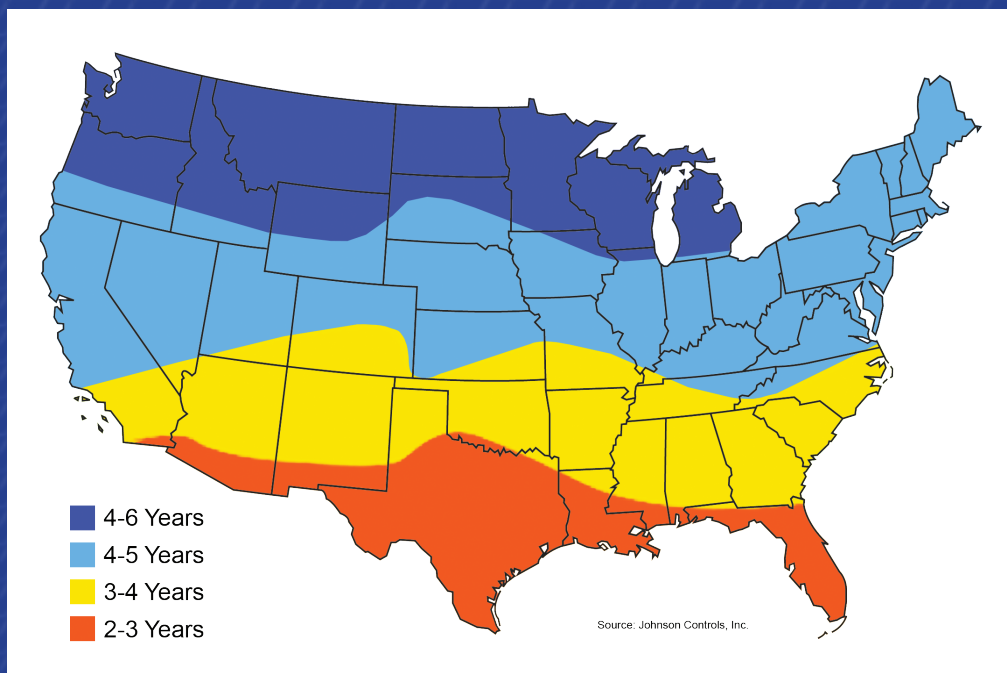
without the driver noticing any performance amiss. A dirty, worn out or inferior spark plug can cause inconsistent firing, potentially resulting in reduced performance and fuel economy.

Toyota spark plugs are designed specifically for different vehicles' engines, including **U-Groove, Dual-Ground Electrode, Double Platinum and even Iridium spark plugs.**

**U-Groove Spark Plugs** - As the name implies, the U-Groove design incorporates a U-shaped groove in the middle of the ground electrode. Before the spark plug fires, the U-Groove traps the fuel-air mixture, then produces a large spark for efficient combustion and reduced fouling. U-Groove spark plugs meet original equipment replacement intervals and original specifications on each Toyota.

**Dual-Ground Electrode Spark Plugs** - Select Toyota models feature the distributorless Toyota Direct Ignition System (TDI). Introduced in 1994, this system promotes greater combustion efficiency by firing the spark plugs twice as often as in a standard ignition — a power-producing spark on the engine's compression stroke, and a "waste" spark on the engine's exhaust stroke. The ideal spark plug for TDI-equipped Toyotas is the Dual-Ground Electrode design, which delivers optimum performance and durability while maintaining the original recommended change interval.

**Double Platinum Spark Plugs** - Genuine Toyota Double Platinum spark plugs, available for select Toyota models,



*High performance OEM type batteries can conquer frigid temperatures in cold regions of the country in winter.*

offer several benefits. Platinum on both the center and ground electrodes reduces wear and provides a service life of up to 60K miles; a raised design provides excellent ignitability for a strong spark, smooth idle and optimum performance. The platinum material also incorporates nickel and iridium, resulting in a stronger, more durable alloy that resists cracking.

**Iridium Spark Plugs** - Iridium spark plugs, available for select Toyota models, provide a smaller center electrode that promotes higher firing; iridium is a more durable material than platinum (its melting point is approximately 1200 degrees F higher than platinum); and iridium spark plugs last longer than conventional spark plugs — up to 110K miles.

**Genuine Toyota Car Batteries** - If the customer's vehicle is hard to start and/or has dim headlights when the engine is turned off, the vehicle's battery is getting weak and should be replaced, preferably with a new TrueStart™ or True-2™ battery. Manufactured to Toyota's exacting standards for quality and performance, these batteries offer the right combination of cold cranking amps (CCA) and reserve capacity (RC) for reliable performance regardless of climate. Contrary to what you might think, a higher CCA rating can negatively affect RC, or the ability of the car's battery to hold a charge. TrueStart™ and True-2™ batteries have been optimized and approved by Toyota engineers for years of trouble-free service.

## Remanufactured Parts Offer Quality, Cost Savings

When the vehicle owner indicates cost savings in the repair are paramount, you can offer him the value of genuine Toyota remanufactured parts. Every Toyota remanufactured product undergoes a variety of performance tests to help ensure proper function and Toyota quality. All products are continually improved and updated to reflect the latest in Toyota technology, engineering and design where applicable. Designed to be exact replacements for the original parts, all genuine Toyota remanufactured products are covered by a 12-month unlimited mileage warranty that's honored by more than 1,100 authorized Toyota dealerships in the continental U.S., Hawaii and Alaska. Available remanufactured products include starters, alternators, clutch covers and discs, A/C compressors, automatic transmissions, brake calipers, water pumps, power rack-and-pinion assemblies, engine control unit computers, electronic fuel injection computers, and voltage regulators.

Keeping your customers' Toyotas pure will ensure they will enjoy years of superior performance and reliability – and cement satisfaction with your services! ■

# TOYOTAtech

An AutomotiveTechInfo.com publication

*TOYOTAtech* is a publication sponsored by Automotive Tech Info. No part of this publication may be reproduced without the express written permission from Automotive Tech Info.

Have a content idea, suggestion, or comment?  
Contact us: [feedback@ToyotaTech.net](mailto:feedback@ToyotaTech.net)

Publisher  
Tamra Ayers Banz  
[tbanz@AutomotiveDataMedia.com](mailto:tbanz@AutomotiveDataMedia.com)

Group Publisher  
Christopher M. Ayers, Jr.  
[cayers@AutomotiveDataMedia.com](mailto:cayers@AutomotiveDataMedia.com)

Editor  
Paul Cortes  
[pcortes@AutomotiveDataMedia.com](mailto:pcortes@AutomotiveDataMedia.com)

Contributing Writers  
Scott Brown, Carolyn Coquillet, Augie Ferron,  
Jordan Hill, Wayne Riley, Frank Walker

Art Director  
Christopher M. Ayers III  
[ayersc3@AutomotiveDataMedia.com](mailto:ayersc3@AutomotiveDataMedia.com)

Editorial and Circulation Offices:  
134B River Rd., Montague, NJ 07827

**CAUTION:** VEHICLE SERVICING PERFORMED BY UNTRAINED PERSONS COULD RESULT IN SERIOUS INJURY TO THOSE PERSONS OR OTHERS. INFORMATION CONTAINED IN THIS PUBLICATION IS INTENDED FOR USE BY TRAINED, PROFESSIONAL AUTO REPAIR TECHNICIANS ONLY. THIS INFORMATION IS PROVIDED TO INFORM THESE TECHNICIANS OF CONDITIONS WHICH MAY OCCUR IN SOME VEHICLES OR TO PROVIDE INFORMATION WHICH MAY ASSIST THEM IN PROPER SERVICING OF THESE VEHICLES. PROPERLY TRAINED TECHNICIANS HAVE THE EQUIPMENT, TOOLS, SAFETY INSTRUCTIONS, AND KNOW-HOW TO PERFORM REPAIRS CORRECTLY AND SAFELY. IF A CONDITION IS DESCRIBED, DO NOT ASSUME THAT A TOPIC COVERED IN THESE PAGES AUTOMATICALLY APPLIES TO YOUR VEHICLE OR THAT YOUR VEHICLE HAS THAT CONDITION.