

COUNTERFEIT ALERT

SUBJECT: Counterfeit Oil Filters Seized by Australian Customs


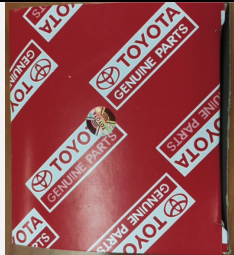
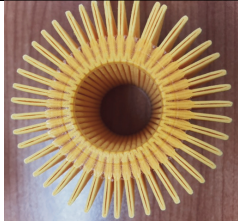
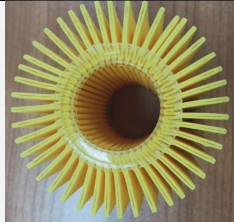
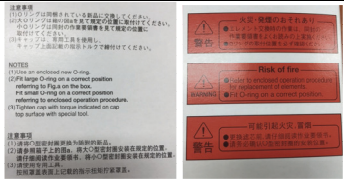
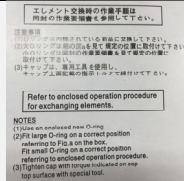


TO: AII DEALERS

Background:

As part of TMCA's ongoing commitment to increasing Brand Protection activities there has been a significant focus on the detection of suspected counterfeit products.

Current:

Recently the Australian Border Force seized two significant quantities of counterfeit Toyota oil filters due to enter the Australian marketplace for intended sale to consumers.

Part#: 04152-31090			
Genuine Product	Counterfeit	Counterfeit indicator	Safety implication
		Packaging imperfections: - Red box colour different shade to Toyota 'red' - 'Genuine Parts' text shading lighter than Genuine box - Ellipses in Toyota logo are elongated - Information omitted on packaging that is contained on the Genuine product	N/A
		Filter Element Differences: -Colour of the filter paper. -The diameter of the sealing material at each end of the Filter Element is inconsistent and narrower than the genuine product. -Inconsistent pleating of the filter paper beneath the sealing material.	-Filter paper quality/micron size unknown. -Oil filter failure may cause engine damage.
		Packaging information different. Risk of fire notice omitted from counterfeit packaging.	N/A
		Font of text and content differs between Genuine and counterfeit item.	N/A

Future:

TMCA requests the support of the Dealer Network to be on alert for counterfeit products in the marketplace and report any suspected activity anonymously to toyota@brandwatch.com.au

Best Regards,

National Parts & Accessories Division