

NVS-200

OCT 17 2013

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Grayson, GAY

October 1, 2013

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RECEIVED - NHTSA

Mr. David L. Strickland
Administrator
National Highway Traffic Safety Administration
1200 New Jersey Avenue, S.E.
Washington, DC 20590

Subject: 2013 RAV4 Defect

Dear Mr. Strickland:

I recently purchased a 2013 Toyota RAV4 XLE and, in accordance with the Owner's Manual that came with the vehicle, I am writing to you to report a serious design defect with that vehicle; i.e., I cannot see the instrument panel during daylight hours. This is a very serious safety concern, in that, if I cannot see the speedometer and gauges, I cannot properly operate the vehicle. When brought to the attention of the service manager and his staff at Atlanta Toyota, I was told that the display panel backlight only illuminates when the headlights are on. Even if the headlights are turned on during the day, the instrument panel is only marginally illuminated and the brightness control thumbwheel has very little effect.

I have been driving for over 60 years and, prior to having purchased the RAV4, I have owned 15 cars manufactured by five carmakers--three domestic and two foreign--and I have never encountered such a design deficiency in any of the other cars. When I took the RAV4 to Atlanta Toyota for analysis of the problem, I was given a Toyota Camry to drive as a courtesy and the instrument panel was clearly visible on it in all ambient light conditions. Furthermore, unlike on the RAV4, the brightness control knob was quite effective in intensifying the level of illumination.

As directed in the RAV4 Owner's Manual, I am copying Toyota Motor Sales U.S.A., Inc. in the hope that they will recognize the serious nature of this problem and promptly proceed to correct it. Toward that end, I would appreciate any effort your office could direct toward affecting a prompt resolution of this issue.

[Redacted Signature Block]

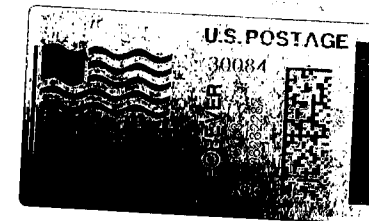
NM
102213
SMD

cc: Toyota Motor Sales U.S.A., Inc.
19001 South Western Ave, Dept. WC11
Torrance, CA 90509

cc: Mr. William Claytor
Service Manager
Atlanta Toyota
2345 Pleasant Hill Road
Duluth, GA 30096



Grayson, GA



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