



TOYOTA MOTOR NORTH AMERICA, INC.

WASHINGTON OFFICE
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September 28, 2010

Mr. Daniel C. Smith
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
1200 New Jersey Ave, SE - Room W45-306
Washington, D.C. 20590

Re: Toyota Canada Inc. Customer Satisfaction Campaign
Foreign Safety Recall/Other Safety Campaign Report

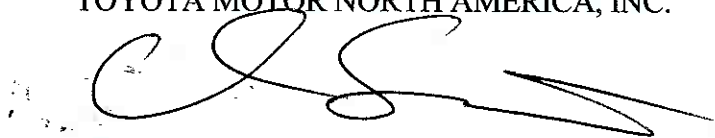
Dear Mr. Smith:

In accordance with 49 CFR 579.12, attached is a copy of our Foreign Safety Recall/Other Safety Campaign Report for certain Toyota Yaris Vehicles included in a Customer Satisfaction Campaign by Toyota Canada Inc.

Should you have any questions about this report, please contact me at (202) 775-1707.

Sincerely,

TOYOTA MOTOR NORTH AMERICA, INC.



Chris Santucci
Manager
Technical & Regulatory Affairs

49 CFR 579.11 Report

Subject: Canadian Customer Satisfaction Campaign concerning certain Toyota Yaris Vehicles

1. Component Controlling Corporation:

Toyota Canada, Inc. ["TCP"]

Actual Component Manufacturer:

Rostra Precision Controls, Inc.

2. Affected Component:

TCI supplied an accessory cruise control unit manufactured by Rostra Precision Controls, Inc. in certain 2006 through 2010 model year Toyota Yaris vehicles in Canada.

Component name	Model	Country	Action	Number of components
Cruise control unit	AP800	Canada	Customer Satisfaction Campaign	Approximately 9,300

3. Substantially Similar Vehicles sold in the U.S.:

Make/ Car Line: Toyota Yaris
Model Year: 2006 through 2010 Model Year

4. Description of Campaign:

Toyota Canada Inc., through its network of dealerships, offered for sale an accessory cruise control unit manufactured by Rostra Precision Controls, Inc. ("Rostra") [Model AP800] for 2006 - 2010 MY Yaris models. Recently, Toyota confirmed a complaint alleging that when a mobile two-way, 5-watt radio, licensed and regulated in Canada for use by a volunteer firefighter on specific frequencies, was operated in the vehicle, the engine RPMs could vary.

Toyota has concluded that this condition is not due to a defect in the vehicle's original equipment and that no safety related defect exists in the Yaris model. Rostra's investigation found that under very rare and limited circumstances, the radio frequency could affect engine RPM. Rostra does not believe a safety related defect exists in its cruise control system. The results of the investigations were communicated to Transport Canada and also to the National Highway Traffic Safety Administration in the U.S.

To maintain a high level of customer satisfaction and ensure its customers remain confident in the quality and safety of their vehicles, TCI has decided to carry out a Customer Satisfaction Campaign. Owners of Yaris models will be advised about the potential affect on the Rostra cruise control unit if a mobile two-way, 5-watt emergency radio is used in close proximity to the unit at certain frequencies. TCI will recommend that the Rostra unit be removed from the vehicle (at no cost to the owner) and the original purchase price will be reimbursed. Information will also be provided should the customer not wish to have the Rostra cruise control unit removed. The Customer Satisfaction Campaign will be sent to owners of 2006 - 2010 MY Yaris vehicles who may have had this accessory installed in their vehicle. Approximately 9,300 Rostra units were sold as an optional accessory for the affected Yaris models.

5. Description of Field Action:

See item 4, above.

6. Decision to Conduct Customer Satisfaction Campaign:

- The decision was made by Toyota Canada, Inc;
- The Customer Satisfaction Campaign was finalized on September 22, 2010
- Owner letter are expected to be sent in mid-October, 2010