



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

August 19, 2009

MR. CHRIS TINTO
VICE PRESIDENT
TECHNICAL & REGULATORY AFFAIRS
TOYOTA MOTOR NORTH AMERICA, INC.
601 THIRTEENTH STREET, NW SUITE 910 SOUTH
WASHINGTON, DC 20005

NVS-215dgl
09V-332

Subject: FMVSS 208 AIRBAG WARNING LABELS

Dear MR. TINTO:

This letter serves to acknowledge Toyota Motor North America, Inc.'s (Toyota) notification to the National Highway Traffic Safety Administration (NHTSA) of a noncompliance with the requirements of Federal Motor Vehicle Safety Standard No. 208, "Occupant Crash Protection," with the vehicle listed below for which a safety recall campaign shall be conducted pursuant to Federal laws.

Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
TOYOTA/COROLLA/2010

NHTSA Campaign Number: 09V-332 **Mfg's Report Date:** August 19, 2009

Components: EQUIPMENT: OTHER: LABELS

Potential Number of Units Affected: 1,309

Summary:

TOYOTA IS RECALLING CERTAIN MODEL YEAR 2010 COROLLA VEHICLES FOR FAILING TO COMPLY WITH THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 208, "OCCUPANT CRASH PROTECTION." THE AIR BAG LABEL INSTALLED ON THE DRIVER SIDE SUN VISOR CAN SEPARATE FROM THE SURFACE OF THE VISOR.

Consequence:

THIS DOES NOT MEET THE STANDARD REQUIREMENTS.

Remedy:

DEALERS WILL INSPECT THE LABEL AND EXCHANGE THE DRIVER'S SIDE SUN VISOR FREE OF CHARGE. THE RECALL IS EXPECTED TO BEGIN ON OR BEFORE OCTOBER 15, 2009. OWNERS MAY CONTACT TOYOTA AT 1-800-331-4331.

Notes:

CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

The information in your noncompliance report appears to satisfy the requirements of 49 CFR 573.6.

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on or before 30 days after close of the calendar quarter.

Your contact for this recall will be Delia Lopez who may be reached by phone at 202-366-9525, or by email at Delia.lopez@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you toward a successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Person', with a long horizontal flourish extending to the right.

George H. Person
Chief, Recall Management Division
Office of Defects Investigation
Enforcement