

# TOYOTA

## TOYOTA MOTOR NORTH AMERICA, INC.

WASHINGTON OFFICE  
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August 19, 2009

09V-332  
(3 Pages)

Mr. Daniel C. Smith  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Re: FMVSS 208 Airbag Warning Labels  
Part 573, Noncompliance Information Report

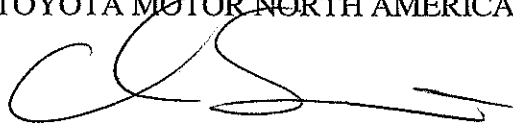
Dear Mr. Smith:

In accordance with the requirements of the National Traffic and Motor Vehicle Safety Act of 1966 and 49 CFR Part 573, on behalf of Toyota Motor Corporation ["TMC"], we hereby submit the attached Noncompliance Information Report concerning certain Toyota vehicles that do not comply with FMVSS 208.

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

Sincerely,

TOYOTA MOTOR NORTH AMERICA, INC.



for Chris Tinto  
Vice President  
Technical & Regulatory Affairs

cc: Mr. Charles Case, NHTSA  
CT:cs  
Attachment

## NONCOMPLIANCE INFORMATION REPORT

1. Vehicle Manufacturer Name:

Toyota Motor Manufacturing Canada, Inc. ["TMMC"]  
1055 Fountain Street North,  
Cambridge, Ontario N3H5K2, Canada

New United Motor Manufacturing, Inc. ["NUMMI"]  
45500 Fremont Blvd., Fremont,  
California, 94538

Affiliated U.S. Sales Company:

Toyota Motor Sales, USA, Inc. ["TMS"]  
19001 South Western Avenue  
Torrance, CA 90501

2. Identification of Affected Vehicles:

Based on production records, we have determined the affected vehicle population as set forth in the table below.

| Make/<br>Car Line  | Model<br>Year | Manufac-<br>turer | VIN        |              |                                 | Production<br>Period                    |
|--------------------|---------------|-------------------|------------|--------------|---------------------------------|---|
|                    |               |                   | WMI        | VDS          | VIS                             |   |
| Toyota/<br>Corolla | 2010          | TMMC/<br>NUMMI    | 1NX<br>2T1 | BE4EE, BU4EE | AC033290<br>through<br>AZ194786 | May 19, 2009<br>through<br>June 1, 2009 |

Note: (1) Although all of the involved vehicles are within the above VIN range, not all of the vehicles in this range were sold in the U.S.

3. Total Number of Vehicles Potentially Affected:

1,309

4. Percentage of Vehicles Estimated to Actually Experience Noncompliance:

Unknown

5. Description of Noncompliance:

The air bag label installed on the driver side sun visor of certain Toyota Corolla vehicles can separate from the surface of the visor. These vehicles fail to comply with FMVSS 208 S4.5.1 (b), which requires vehicles certified to meet the requirements specified in S19, S21, or S23 on or after September 1, 2003 shall have a label permanently affixed to either side of sun visor, at the manufacturer's option, at each front outboard seating position that is equipped with an inflatable restraint.

6. Test results and other information

Toyota received a Field Technical Report which indicated that the driver side sun visor air bag label was almost completely separated from the visor surface. Toyota identified that some vinyl sun visors incorrectly had the label for fabric sun visor installed by the supplier. The label for the fabric sun visor, if installed onto a vinyl sun visor, will not adhere properly.

7. Description of Corrective Repair Action:

All known owners of the subject vehicles will be notified by first class mail to return their vehicle to a Toyota dealer for inspection of the label and an exchange of the driver's side sun visor if necessary.

Reimbursement Plan for pre-notification remedies

Per 49 CFR 573.13(m), reimbursement does not apply.

8. Recall Schedule:

Mailing of the owner notifications will commence in early September, 2009 and will be completed in late October, 2009.

Copies of the owner notification and dealer instructions will be submitted as soon as they are available.

9. Distributor/Dealer Notification Schedule:

Notifications to distributors/dealers will be sent in late August, 2009.