



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, S207
Torrance, CA 90509-2991

TMS-NTC-12314
December 21, 2012

Recall Management Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Re: Toyota Safety Recalls 09V-388, 10V-023, 11V-245 and 12V-092 Dealer Notification Letter for Owner Follow-Up Notice

To whom it may concern,

Please find attached Dealer Notification Letters for a Follow-Up Owner Notification for the following Toyota vehicles:

NHTSA campaign ID	Toyota campaign No.	Vehicles Covered
09V-388	90L	2004 to 2009 MY Prius
10V-023	90L	2009 to Certain 2010 MY Venza
11V-245	B0E	2007 to certain 2008 MY Rav4 Certain 2008 MY Highlander/Highlander HV
12V-092	C0B	Certain 2005 to early 2009 MY Tacoma

If you have any questions regarding this matter, please contact me at (310) 468-5316.

Sincerely,

Mark Kubota
Quality Compliance Assistant Manager

Attachments:

- Toyota Dealer Notification Letter



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

To: All Toyota Dealer Service Managers & Parts Managers

Subject: Owner Renotification of Non-Completed Safety Recalls

Safety Recall completion is important not only in satisfying government requirements but also is an integral part of our commitment to meet customer expectations of Toyota products. Toyota will be sending Safety Recall Follow-Up Notices to remind owners whose vehicles have not yet had campaign repairs completed.

We request your assistance in completing the applicable campaign repairs as owners receive the Follow-Up Notice and contact your dealership. Please note the follow-up activity may cause an increase in your current campaign owner appointments. Toyota will continue with additional follow-up activities in the months to come. Please take this into consideration when analyzing your manpower requirements.

1. **Safety Recall(s) Covered in the Follow-Up**

Safety Recalls	Description (Title)	Model and Model Year
90L	Potential Floor Mat Interference with Accelerator Pedal	2004 to 2009 MY Prius
		2009 to Certain 2010 MY Venza
B0E	Curtain Shield Airbag Sensor	2007 to certain 2008 MY Rav4
		Certain 2008 MY Highlander
		Certain 2008 MY Highlander HV
C0B	Spiral Cable Assembly Replacement	Certain 2005 to early 2009 MY Tacoma

2. **Safety Recall Follow-Up Owner Notification Letter Mailing Date**

The Safety Recall Follow-Up Owner Notification Letters ("owner letters") will begin approximately one week after the dealer notification. The owner letters will be mailed, by first class mail as required by Federal Regulation, over a period of several weeks consistent with parts availability.

3. **Technical Instructions**

Technical Instructions to conduct these campaigns can be found on **TIS**.

4. **Number of Covered Vehicles**

Dealer Reports will contain the number of covered vehicles per dealership where applicable. These counts are based upon the dealership's Primary Marketing Area (PMA) or selling dealership where applicable. Based upon our records, a dealership which does not have a vehicle covered by this renotification in their PMA will receive a report indicating so.

5. **Parts Ordering**

The applicable parts ordering information can be found in the Dealer Cover Letter and Technical Instructions of the **specific** Safety Recall. As a practice, please utilize the following guidelines to determine your parts order for this renotification activity:

- Check current stock levels.
- Order parts ensuring that dealership stock levels do not exceed 5% of the notices being mailed in your dealership's PMA.
- Subsequent orders should be based on customer appointments.
- Replenishment orders of parts should be based on a "sell one, buy one" basis.

6. New Vehicles in Dealer Stock

As required by Federal law, dealers are not to deliver any new vehicles in their inventory that are involved in a Safety Recall unless the defect has been remedied. Vehicle Safety Recall completion can be verified through TIS.

7. Pre-Owned Vehicles in Dealer Stock

Toyota requests dealers to conduct the remedy on any pre-owned vehicles in dealer inventory that are covered by a Safety Recall prior to delivery to the customer.

8. Customer Handling and Dealership Follow-Up

Please consider this follow-up notice a great opportunity to focus on assuring customers that their safety remains Toyota's highest priority. Customers who receive the Safety Recall Follow-Up Notice may contact your dealership with questions regarding the letter and/or remedy. Please ensure that all customer contact personnel are aware of these Safety Recalls and know how to accurately answer customer's questions or how to direct the customer to someone that can. Please welcome them to your dealership and answer any questions that they may have.

Toyota encourages dealerships to follow-up with their customers by telephone to remind them of the non-completed Safety Recalls. The following word track has been provided for this purpose. To assure a consistent and accurate description of the Safety Recall is communicated to the customer, dealership associates are requested to refer to the specific Safety Recall Q&A (available in TIS) to answer any specific customer questions.

Hello [Mr./Ms.] _____ [Customer Name],

Our dealership _____ [Dealership Name] is following up with you regarding Safety Recall _____ [Safety Recall No.] which involves _____ [Safety Recall Title]. Our records indicate that your vehicle falls within the parameters of this Safety Recall and as a customer convenience I would like to answer any questions that you may have. [Answer any questions using the Safety Recall Q&A for the applicable recall]

May I schedule an appointment for your vehicle to complete this important recall campaign?

What date and time will be convenient for you to bring your vehicle into our service department which is located at _____ [dealership address]. If you have any further questions or concerns, please contact me at _____ [contact name and telephone no.]

To ensure customer satisfaction, please review this letter with your Service and Parts staff to familiarize them with the proper procedure for this Service Campaign.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.