



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

1200 New Jersey Avenue SE
Washington, DC 20590

May 19, 2010

CRAIG J. POLLOCK
GROUP VICE PRESIDENT
ASSISTANT GENERAL MANAGER
SOUTHEAST TOYOTA DISTRIBUTORS, LLC
100 JIM MORAN BOULEVARD
DEERFIELD BEACH, FLORIDA 33442

NVS-215dgl
10V-036

SUBJECT: LOAD CARRYING CAPACITY MODIFICATION LABELS

DEAR MR. POLLOCK:

This letter serves to acknowledge Southeast Toyota Distributors LLC's amended notification dated May 10, 2010 to the National Highway Traffic Safety Administration (NHTSA) of a safety noncompliance with Federal Motor Vehicle Safety Standard No. 110, "Tire Selection and Rims," in the products described below for which a safety recall campaign shall be conducted pursuant to Federal law.

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/4RUNNER/2005-2010
TOYOTA/AVALON/2005-2010
TOYOTA/CAMRY/2005-2011
TOYOTA/COROLLA/2006-2010
TOYOTA/FJ CRUISER/2007-2010
TOYOTA/HIGHLANDER/2006-2010
TOYOTA/LAND CRUISER/2005-2010
TOYOTA/MATRIX/2010
TOYOTA/MATRIX/2006
TOYOTA/PRIUS/2005-2010
TOYOTA/RAV4/2005-2010
TOYOTA/SCION TC/2006-2010
TOYOTA/SCION XA/2005-2006
TOYOTA/SCION XB/2006-2010

TOYOTA/SCION XD/2008-2010
TOYOTA/SEQUOIA/2005-2008
TOYOTA/SEQUOIA/2010
TOYOTA/SIENNA/2004-2011
TOYOTA/TACOMA/2005-2010
TOYOTA/TUNDRA/2007-2010
TOYOTA/VENZA/2009-2010
TOYOTA/YARIS/2007-2010

Mfg's Report Date: May 10, 2010

NHTSA Campaign Number: 10V-036

Components: EQUIPMENT: OTHER: LABELS

Potential Number of Units Affected: 153,418

Summary:

SOUTHEAST TOYOTA IS RECALLING CERTAIN MODEL YEAR 2005-2011 PASSENGER VEHICLES FOR FAILING TO COMPLY WITH THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110, "TIRE SELECTION AND RIMS." THESE VEHICLES WERE SOLD BETWEEN SEPTEMBER 1, 2005 AND JUNE 2, 2008 WITHOUT THE REQUISITE LOAD CARRYING CAPACITY MODIFICATION LABELS.

Consequence:

A DRIVER MAY OVERLOAD A VEHICLE WHICH MAY INCREASE THE RISK OF A CRASH.

Remedy:

DEALERS WILL REPLACE THE LOAD CARRYING CAPACITY MODIFICATION (ADDENDUM) LABEL FREE OF CHARGE. THE RECALL EXPECTED TO BEGIN DURING MAY 2010. OWNERS MAY CONTACT SOUTHEAST TOYOTA AT 1-954-420-2000.

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 defect report appears to satisfy the requirements of 49 CFR 573.6.

We have reviewed your proposed owner letter and it meets the requirements of 49 CFR Part 577, however we would like to delete under **What is the condition?** second paragraph, “in the worst case”.

Please provide the following additional information and be reminded of the following requirements:

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 be 'G. Person', with a long horizontal flourish extending to the right.

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

cc: Jacqueline Glassman