



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 4, 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 notification 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:**  
SOUTHEAST/SIENNA/2006-2009

**Mfg's Report Date:** October 1, 2009

**NHTSA Campaign Number:** 10V-036

**Components:** EQUIPMENT: OTHER: LABELS

**Potential Number of Units Affected:** To be provided

**Summary:**

SOUTHEAST TOYOTA IS RECALLING CERTAIN MODEL YEAR 2006-2009 SIENNA 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:**

THE MANUFACTURER HAS NOT YET PROVIDED A CONSEQUENCE FOR THIS CAMPAIGN.

**Remedy:**

THE MANUFACTURER HAS NOT YET PROVIDED A REMEDY FOR THIS CAMPAIGN. OWNERS MAY CONTACT SOUTHEAST TOYOTA AT 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.

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

You are required to provide an estimated date including month, day, and year, when you will send notifications to owners, dealers, and distributors as soon as it becomes available.

Please provide us with the beginning and ending dates for the build date range [of vehicles equipment] affected by this recall.

Please provide a remedy and consequence for this campaign.

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](mailto:Delia.lopez@dot.gov), or through the office email at [RMD.ODI@dot.gov](mailto: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