

Special Service Campaign  

**Non-Compliance Recall – Update to Load Carrying Capacity Modification (Addendum) Label and Tire Placard**

VIN: <Add VIN> - <Model Year> Model Year <Make> <Model>

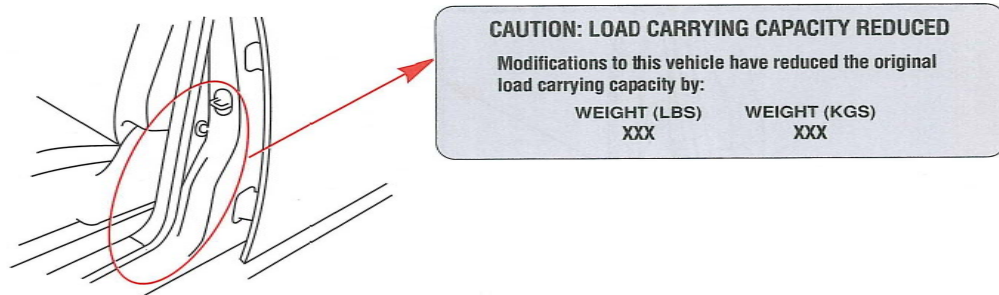
Dear [Prius] Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Southeast Toyota Distributors, LLC has decided that your vehicle (VIN listed above) fails to conform to a provision of the Federal Motor Vehicle Safety Standards (FMVSS) No. 110, "Tire Selection and Rims." The value of the Vehicle Capacity Weight (VCW) on the tire and loading information label was insufficient based on certain accessories added to your vehicle.

**What is the condition?**

The Addendum Label is a yellow label (see diagram below) located on the driver's side center pillar. The label provides the weight of accessories added to your vehicle which were not already taken into account in the vehicle occupant and cargo carrying capacity located on the Tire and Loading Information Label.

Southeast Toyota Distributors, LLC has determined that the label does not accurately reflect the net weight of wheels and tires that were installed at our Vehicle Processing Center. In the worst case, a driver may overload a vehicle which may increase the risk of a crash.



**What will Southeast Toyota Distributors, LLC do?**

Southeast Toyota Distributors, LLC will replace the load carrying capacity modification (addendum) label at **NO CHARGE**. In addition, Southeast Toyota Distributors, LLC will arrange for the replacement of your current wheels with, **AT YOUR OPTION AND AT NO CHARGE**, either new lightweight BBS 17" aluminum wheels and tires (if necessary) or a new set of factory 15" wheels and new tires. Southeast Toyota Distributors, LLC will also update the tire placard at **NO CHARGE**.

**What should you do?**

**Please call Southeast Toyota Distributors, LLC at 1-800-301-6859, identify your vehicle as a Prius vehicle, and provide the VIN. Southeast Toyota Distributors, LLC will discuss your options and make arrangements with your local Toyota dealership.**

- If you no longer own the vehicle, please call Southeast Toyota Distributors, LLC at 1-800-301-6859.
- If you are a vehicle Lessor, Federal law requires you to forward a copy of this notice to the Lessee within ten days.

**What should you do if you have further questions or any problems?**

If you have additional questions, or a problem obtaining the needed service or repair, please contact **Southeast Toyota Distributor's Customer Assistance Center at 1-800-301-6859** Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am to 4:00 pm Eastern Standard Time.

If you believe Southeast Toyota Distributors, LLC has failed, or is unable to remedy the noncompliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590 or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Prius.

Sincerely,

Southeast Toyota Distributors, LLC.