

Updated: 8/25/2014 – Tacoma Tire and Loading Information Label Updated
4/11/2011 – Sublet added for Tire and Loading Information Label
4/1/2011 – Operation Codes have been added

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To: All Toyota Dealer Principals, Service Managers, Parts Managers
Subject: Non-Compliance Campaign - B0B – Phase 1
Certain 2008 through 2011 Model Year FJ Cruiser, Land Cruiser, Sequoia, Tacoma and Tundra Vehicles Equipped with Toyota-Recommended Light Truck tires and TRD Accessory Wheels

On March 4, 2011, Toyota filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Non-Compliance Campaign.

This Non-Compliance Campaign covers certain 2008 through 2011 model year FJ Cruiser, Land Cruiser, Sequoia, Tacoma, and Tundra vehicles on which both TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires were installed prior to the delivery of the vehicle to the first purchaser. These accessory wheels and tires were installed as a Post Production Option (PPO) by Toyota or as a Dealer Installed Option (DIO) by a Toyota dealer.

Vehicles with these accessory wheels and tires do not meet the Tire Pressure Monitoring System (TPMS) telltale illumination requirements specified in the Federal Motor Vehicle Safety Standard (FMVSS No. 138) because the telltale will not start illuminating at the inflation pressure specified by the standard.

Remedy

Toyota will notify all owners of vehicles that might have received these accessory wheels and LT tires of this non-compliance. Those owners will be advised that if their vehicles are equipped with the accessory wheels and tires, they should make an appointment with a Toyota dealer to have the non-compliance remedied.

- For the Land Cruiser, Sequoia, Tacoma and Tundra vehicles, the dealer will re-calibrate the tire pressure monitoring system so that it will operate in accordance with the regulation.
- For the FJ Cruiser vehicles, the TPMS cannot be reset so the electronic control unit (ECU) for the TPMS will be replaced. These actions will be performed at **no charge**. Toyota is currently developing the remedy ECU.
- At the same time, the recommended cold tire inflation pressure for all of the covered vehicles will be revised, and the dealer will also install an updated tire and loading info. label, also at **no charge**.
- If an owner is not certain whether his or her vehicle is equipped with these accessories, any Toyota dealer will inspect the vehicle at **no charge**.

The following vital information is provided to inform you and your staff of the owner notification phase of this campaign and your degree of involvement.

1. Owner Notification

- The owner notification for Land Cruiser, Sequoia and Tundra vehicles began in late March, 2011.
- Toyota is currently developing the remedy parts for the FJ Cruiser; in the meantime the applicable VIN's will be loaded in TIS under "B1B". Once the remedy parts are available, "B1B" for FJ Cruiser will be changed to "B0B Phase 2". Toyota will notify owners of FJ Cruisers once the remedy parts are available.

If a dealer is contacted by an owner, who has not yet received a notification, please instruct them to **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instruction located on TIS.

2. Dealer Summary Reports

Summary Reports, containing Dealer in stock VIN's and the number of covered vehicles in your dealership's primary marketing area, will be enclosed in the dealer (hard copy) package. (Please verify eligibility by confirming through Dealer Daily or TIS prior to performing repairs.)

Note: Only Phase 1 VIN's with a PPO TRD wheel package will be included.

3. New and Pre-Owned Vehicle Inventory

As required by Federal law, dealers are not to deliver any new vehicle in their inventory, which is covered by a Non-Compliance Campaign, until the necessary remedy has been performed. Toyota requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Non-Compliance Campaign until the non-compliance has been remedied.

- For Land Cruiser, Sequoia, Tacoma and Tundra vehicles on which both TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires were installed which are in dealer inventory, please follow the technical instructions on TIS to remedy the vehicle prior to delivery.
- For new FJ Cruiser vehicles on which both TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires were installed which are in dealer inventory, additional information will be provided shortly, but these vehicles cannot be delivered until a remedy is available and implemented.
- For pre-owned FJ Cruiser vehicles, it is important the dealer clearly communicate to the consumer that the vehicle has been identified by Toyota as subject to the non-compliance campaign and that the consumer will be notified by Toyota when the remedy parts are available.

4. Number and Identification of Vehicles Covered

There are approximately 22,000 (certain 2008 through 2011 Model Year) FJ Cruiser, Land Cruiser, Sequoia, Tacoma and Tundra vehicles covered by this Non-Compliance Campaign. The number of covered vehicles provided is only vehicles that received the TRD accessory wheel and tire as a PPO.

Campaign Status Table*

Model Year	Model	Accessory Code**	Designation	Status	Phase
2008 - 2011	Land Cruiser	L2	B0B	Remedy	1
	Tacoma	L7			
	Tundra	RK & L2			
	Sequoia	L2			
	FJ Cruiser	WB, TR, & SE	B1B	<i>Interim</i> (This will be changed to B0B when the remedy is available)	2

** Only vehicles equipped with the above accessory codes are covered by this Non-Compliance Campaign. It is important to note when referencing TIS the accessory codes will not be displayed if the accessory was installed as a Dealer Installed Option (DIO).*

***May not apply to all Model Years.*

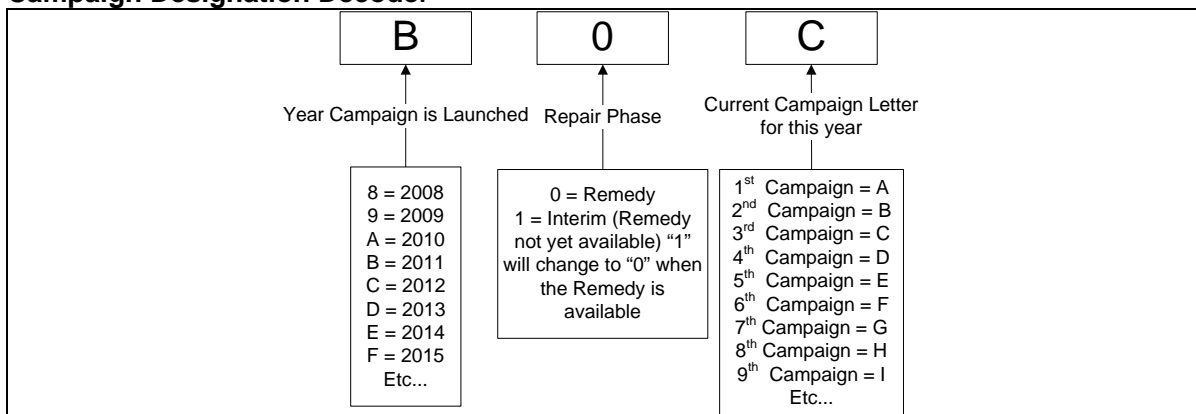
A website has been created to aid dealerships in determining which vehicles were equipped (as a factory standard option) with TRD accessory wheels and Toyota-Recommended Light Truck Tires prior to the vehicle arriving in dealership inventory. The web address is <http://toyota-B0B.imagespm.info/>

Please Note: the website will not show dealer installed or over the counter sales.

For FJ Cruiser only

Toyota is currently developing the remedy parts for FJ Cruiser. In the meantime, to assure customers can verify if their FJ Cruiser is covered by this recall or not, the FJ Cruiser VIN's will be loaded in TIS designated temporarily as "B1B". Once the remedy parts are available, the "B1B" designation will be changed to "B0B" phase 2.

Campaign Designation Decoder



(Number and Identification of Covered Vehicles Continued. . .)

Land Cruiser (Phase 1)

WMI	MY	VDS	START	FINISH
JTM	2010	HY7AJ	5005000	5005524

Sequoia (Phase 1)

WMI	MY	VDS	START	FINISH
5TD	2008	ZY64A	S009376	S009376
	2010	DW5G1	S029275	S038597
		DY5G1	S030103	S034940
		KY5G1	S026647	S026647
	2011	DW5G1	S042984	S047785
		DY5G1	S041946	S041946

Tacoma (Phase 1)

WMI	MY	VDS	START	FINISH
3TM	2008	LU42N	M015818	M016521
		MU52N	M005944	M006011
5TE	2008	JU62N	Z499487	Z565987
		KU72N	Z531251	Z554688
		LU42N	Z497619	Z581566
		MU52N	Z500001	Z570189
		PX42N	Z523731	Z577090
		TU62N	Z517240	Z580772
		UU42N	Z504890	Z584204
		UX42N	Z498389	Z560250
		2009	JU62N	Z651827
	LU42N		Z603428	Z652364
	MU52N		Z605617	Z620732
	NX62N		Z644261	Z644261
	PX42N		Z609091	Z668189
	TX62N		Z653704	Z653704
	UU42N		Z610805	Z667791
	UX42N		Z641107	Z643849
	2010		JU4GN	Z709744
		KU4HN	Z725331	Z725331
LU4EN		Z681070	Z735481	
MU4FN		Z692158	Z719804	
PX4EN		Z671856	Z746605	
TU4GN		Z717736	Z717866	
UU4EN		Z683393	Z743462	
UX4EN		Z681504	Z743981	
5TF	2011	PX4EN	X003053	X004534
		TU4GN	X004968	X004968
		UU4EN	X009071	X013160
		UX4EN	X004169	X004460

Tundra (Phase 1)

WMI	MY	VDS	START	FINISH
5TB	2008	BV541	S511797	S516553
		DV581	S515730	S520175
5TF	2008	BV541	X061734	X082913
		BV581	X062959	X074862
		DV541	X075756	X082974
		JU521	X004113	X004113
		MV521	X081576	X081576
		BV541	X083229	X094465
	2009	BW541	X083228	X094427
		DV541	X083594	X094456
		DW541	X083592	X094378
		DW581	X086669	X086669
		EV541	X070396	X071141
		BW5F1	X110538	X123675
	2010	BY5F1	X135106	X135106
		CM5F1	X001184	X001184
		CW5F1	X009389	X011182
		CY5F1	X010855	X010855
		DW5F1	X094772	X158137
		DY5F1	X094559	X158106
		EY5F1	X084762	X094460
		FY5F1	X085630	X085630
		HM5F1	X002372	X002372
		HW5F1	X111048	X116777
		RU5F1	X020930	X022756
		RY5F1	X076355	X076355
2011	TY5F1	X006705	X006705	
	UW5F1	X094516	X158108	
	UY5F1	X094527	X158122	
	BY5F1	X166825	X183934	
	CY5F1	X011491	X011886	
	DW5F1	X158157	X189935	
	DY5F1	X158160	X189332	
	HY5F1	X186878	X186878	
2011	KY5F1	X004522	X004522	
	UW5F1	X158179	X190201	
	UY5F1	X158155	X189886	

(Number and Identification of Covered Vehicles Continued. . .)

FJ Cruiser (Phase 2)

WMI	MY	VDS	START	FINISH
JTE	2008	BU11F	0101454	0107097
			K001083	K056842
		ZU11F	0019266	0019501
			K001376	K007206
	2009	BU11F	K056881	K069827
		ZU11F	K008002	K008508
	2010	BU4BF	K070007	K098685
		ZU4BF	K008514	K010842
2011	BU4BF	K099163	K105909	
	ZU4BF	K010845	K011295	

NOTE:

- Owners do not require the owner notification for the remedy to be performed. If your dealership is contacted by an owner who has not yet received a notification or did not bring it, please **verify eligibility and completion status by confirming through Dealer Daily/TIS prior to performing the remedy.**
- Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

5. Remedy Procedures

Refer to TIS for the appropriate Technical Instructions, and for additional information on Tacoma, Tundra, Sequoia, and Land Cruiser Vehicles.

Toyota is currently developing the FJ Cruiser remedy in the meantime the applicable VIN's will be displayed in TIS as B1B. Toyota will notify owners of FJ Cruisers once the remedy is available. The Remedy for the FJ Cruiser will be launched as Phase 2 in the future.

Conduct all applicable Safety Recall and Service Campaigns on the vehicle during the time of appointment. Refer to each specific recall and/or campaign for specific instructions.

6. Parts Ordering

The new Tire and Loading Information Label can be ordered through the Materials Distribution Center (MDC). In order to maintain sufficient supply for all dealers a maximum order quantity has been established for the Tire and Loading Information Label, please refer to the following table for details.



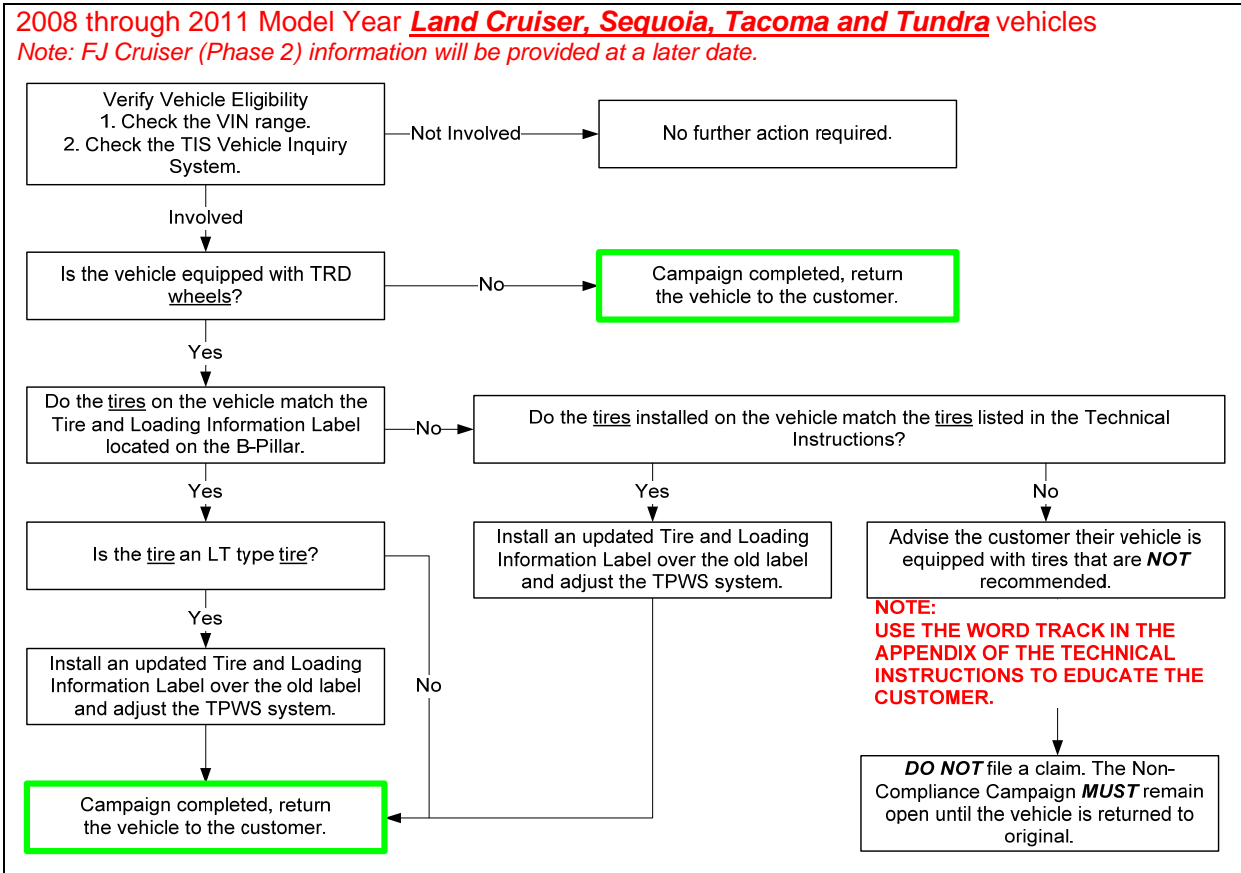
The Tacoma Tire and Loading Information Overlay Label has changed. Please scrap all old labels in dealer inventory and only use the new label below.

Model	Old TRD Label	New TRD Label	Qty	Frequency
Tacoma	00602-35088 00602-35015	00602-35152	5	Weekly
Tundra	00602-0C085	00602-34116	5	Daily
Sequoia	00602-0C085	00602-34116	5	Daily
Land Cruiser	00602-60080	00602-60110	5	Daily

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

7. Warranty Processor Instructions



The Operation Codes to be used for this Non-Compliance Campaign are:

Model	Non-Compliance Campaign	Op. Code	Description	Flat Rate Hour
Land Cruiser, Sequoia, Tacoma, Tundra	B0B Phase 1	1503C2	Inspect Wheels and Tires – Inflate Tires to Proper Pressure, Reinitialize TPMS, Apply New Tire and Loading Information Label	0.3 hr/vehicle
		1503C1	Inspect Wheels and Tires - Not Affected	0.2 hr/vehicle

Note: Operation Code 1503C1 and 1503C2 include 0.1 hr/vehicle of administrative cost for the dealership.

Sublet:

The Cost of the Tire and Information Loading Label can be claimed as sublet type “ZZ” at a rate of \$3.00 per vehicle under Op. Code 1503C2. The sublet cost covers the label and shipping expense.

8. Media Contacts

- If you are a dealership associate and have any questions, please contact your DSPM.
- **In the event you are contacted by the News media**, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate. Please provide these contacts to only media representatives.)

9. Customer Contacts

A Q&A has been attached for your use. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Non-Compliance Campaign.

Thank you for your cooperation.
 TOYOTA MOTOR SALES, U.S.A., INC.