



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

To: All Toyota Dealer Principals, Service Managers, Parts Managers

Subject: Safety (Non-Compliance) Recall B0N – **Owner Notification Phase**
2011 and Certain early 2012 Model Year Sienna Vehicles
Tire and Loading Information Placard

As previously announced, on November 30, 2011, Toyota filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency that 2011 and certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (**FMVSS**) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

The following information is provided to keep you informed of this owner notification phase. All vehicle specific labels will be mailed directly to customers and there is no immediate action necessary by Toyota dealers in this phase. However, in the event a customer has any questions or requests assistance, please utilize this information to help them.

Background

The Tire and Loading Information Placard (located on the B-Pillar) does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

The following information is provided to inform you and your staff of the owner notification phase.

1. Owner Notification

The Owner Notification Letters will be mailed in late January, 2012. The owner letter will contain the vehicle specific Tire and Loading Information Placard ("Placard") and Owner's Manual Insert ("Insert") with instructions for the owner to install them to the vehicle.

If a customer is unable to install the placard and/or the insert and requests dealership assistance, please use the Technical Instructions found on TIS. **Please note that the owner will need to bring in the Placard and Insert to the dealership.**

A small number of owners will be requested to provide information regarding accessories equipped on their vehicle. Toyota is still developing the remedy for these specific vehicles. Once preparations are complete, Toyota will mail a separate owner notification letter to those owners that return the reply card to us indicating that their vehicle is equipped with these accessories. Please assist these customers if they request help in identifying these accessories. Please refer to the sample owner notification for details.

2. Dealer Summary Reports

As the new Tire and Loading Information Placard and Owner's Manual Insert will be mailed directly to the customer, summary reports will not be provided for this Safety (Non-Compliance) Recall.

3. Reminder for New Vehicles in Dealership Inventory (In-Stock Vehicles)

As communicated in November, 2011, Federal law requires that dealers not deliver any new vehicle in inventory, which is covered by a Safety (Non-Compliance) Recall, until the necessary remedy has been performed.

- For vehicles in Dealer Inventory, please refer to the Preliminary Notice (Dealership In-Stock Vehicles) published on December 1, 2011. A Hardcopy of this communication was sent to your dealership.

4. Number of Vehicles Covered

There are approximately 210,000 Sienna (2011 and certain early 2012 model year) vehicles covered by this Safety (Non-Compliance) Recall.

5. Parts Ordering



Dealers DO NOT need to order the Tire and Loading Information Placard (Label) or Owner's Manual Insert for this Safety (Non-Compliance) Recall. These labels are specific to each vehicle. *If a customer has lost or misplaced the vehicle specific placard or insert provided in the owner letter, please follow the instructions below.* Please send an email to Quality_Compliance@Toyota.com please include the following information in the email:

- VIN
- Katashiki (Refer to the Technical Instructions for Identification)
- Tire Size
- Dealer Code
- Contact Person
- Phone Number

6. Warranty Processor Instructions

The following operation code is only to be used if a customer directly requests assistance or for dealer in-stock vehicles. The use of the operation code will be closely monitored.

Model Year	Model	Non-Compliance Recall	Op. Code	Description	Flat Rate Hour
2011 and Certain Early 2012	Sienna	B0N	1528LA	Perform Inspection and Install corrected "Tire and Loading Information Placard" and Owner's Manual Label.	0.3 hr/vehicle

*Note: If the website, provided in the technical instructions, instructs you to have the customer return after May 1, 2012 **DO NOT** file an operation code at this time*

7. 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.)

8. Customer Contacts

A Q&A has been attached for your use in the event you receive a customer contact. 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 Recall.

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



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

2011 through Certain Early 2012 Model Year Sienna
[Phase 1 – CE and LE Grade Vehicles]
[Phase 2 – Certain SE and XLE Grade Vehicles]
SAFETY RECALL NOTICE

[VIN:]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that 2011 through certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

What is the condition?

The Tire and Loading Information Placard (Placard) does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

What will Toyota do?

Please find enclosed with this owner notification letter a corrected Tire and Loading Information Placard and an Insert for the owner's manual.

What should you do?

This is an important Safety Recall

First confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label adjacent to the Tire and Loading Information Placard. See the enclosed instructions for details. (If the VIN on the letter does not match the one on your vehicle, please contact your local Toyota dealer. Your local Toyota dealer will verify the condition and make arrangements for a new label to be provided.)

Then apply the corrected Placard.

Also refer to the enclosed instructions to place the insert into your Sienna's Owner's Manual.

If you are not comfortable installing the corrected Placard or owner's manual insert, please contact any authorized Toyota dealer to schedule an appointment to have this performed at **NO CHARGE**. You will need to bring both Placard and insert to the dealership at the time of your appointment. It will take approximately 5 minutes to perform the installation. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. **When loading your vehicle, always follow the instructions on the Placard and in the owner's manual.**

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the non-compliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

For multiple vehicle operators please note that the enclosed Placard and Owner's Manual Insert is vehicle specific. Please apply the corrected Placard and Owner's Manual insert to the associated vehicle after verifying the Vehicle Identification number (VIN) as instructed.

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

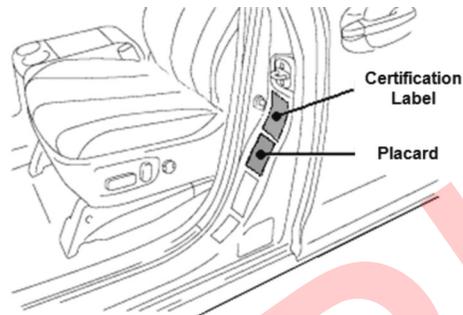
Thank you for driving a Toyota.

Sincerely,

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

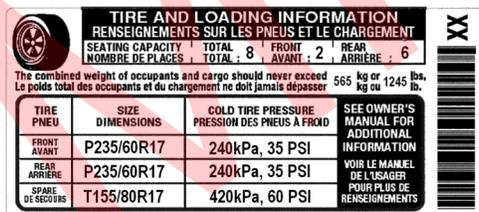
Tire and Loading Information Placard and Owner's Manual Insert Installation Instructions

Certification Label Location



1. Confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label (Label) located on the Driver's door post (B-Pillar).

Tire and Loading Information Placard



2. Please locate the Tire and Loading Information Placard (Placard) on the driver's door opening. It is adjacent to the Certification Label.
3. Wipe the original Placard with a clean dry cloth.
4. Apply the new Tire and Loading Information Placard on top of original placard.

Owner's Manual Insert

1. Please refer to the backside of the owner's manual insert for installation instructions.

UPDATE:

This chart replaces the “Vehicle Capacity Weight (Occupant + Luggage)” section of the Dimensions and weights page in the owners manual.

⚠ Caution

Never exceed following updated Vehicle Capacity Weight on this insert page

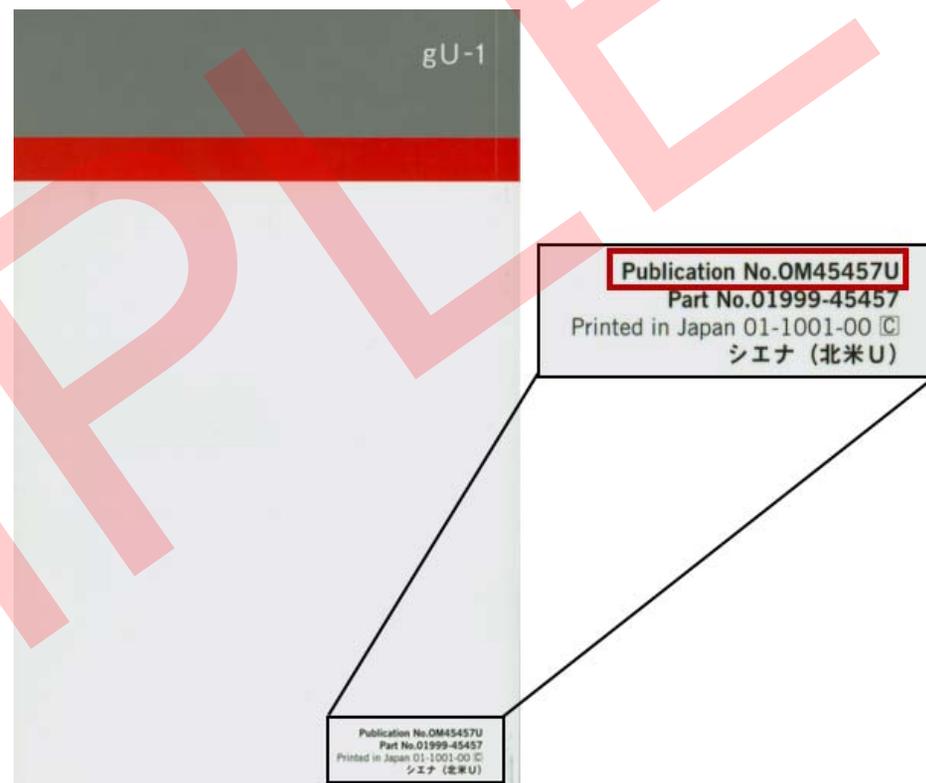
Vehicle Capacity Weight (Occupants + Luggage)	ASL30L-PFTEKA* ²	1255 lb. (570 kg)
	ASL30L-PRTEKA* ²	1345 lb. (610 kg)
	GSL30L-PFTDKA* ²	1380 lb. (625 kg)
	GSL30L-PFTEKA* ²	1235 lb. (560 kg)
	GSL30L-PFTQKA* ²	1190 lb. (540 kg)
	GSL30L-PRTEKA* ²	1355 lb. (615 kg)
	GSL30L-PRTSKA* ²	1345 lb. (610 kg)
	GSL35L-PFTEKA* ²	1215 lb. (550 kg)

*²: The model code is indicated on the Certification Label

Note: See reverse for Installation Instructions

Installation Instructions

- 1.) Identify the Owners Manual Publication Number found on the lower right corner of the back cover.



- 2.) Place the owners manual insert behind the appropriate page shown below.

Publication Number	Owner Manual Page
OM45457U	Page 728
OM45466U	Page 734
OM45467U	Page 736



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

2011 through Certain Early 2012 Model Year Sienna
Certain SE and XLE Grade Vehicles
SAFETY RECALL NOTICE

[VIN:]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that 2011 through certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

What is the condition?

The Tire and Loading Information Placard (Placard) does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

What should you do?

This is an important Safety Recall

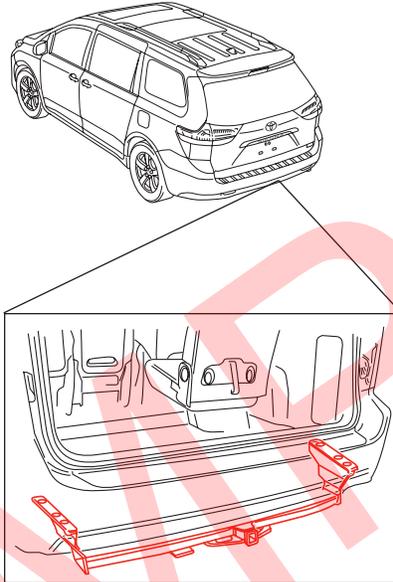
1. First, determine* if your vehicle has the following accessory option:
 - Towing Hitch

**Refer to the "How can I determine if my vehicle is equipped with this accessory option?" for details.*
2. If your vehicle is **NOT** equipped with the above listed accessory* option, please open the enclosed envelope and follow the instructions for installing the corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual which are in the envelope. (Step 3 does not apply to you).
3. If your **vehicle is equipped with the accessory option listed above,**
 - a. Please **complete the enclosed reply card and return it by March 31, 2012.**
 - b. The enclosed Tire and Loading Information Placard, owner's manual insert and instructions in the envelope **do not apply to your vehicle.** Please throw them away and **do not install them.**
 - c. The remedy for your vehicle will be available after May 1, 2012. **We will send you another notice when it is ready.**

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

How can I determine if my vehicle is equipped with this accessory option?

You can inspect your vehicle to determine if it is equipped with the following accessory option. If you prefer, any authorized Toyota dealer will perform the inspection, at **no charge**.



Towing Hitch

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the non-compliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

For multiple vehicle operators please note that the enclosed Placard and Owner's Manual Insert is vehicle specific. Please apply the corrected Placard and Owner's Manual Insert to the associated vehicle after verifying the Vehicle Identification number (VIN) as instructed.

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

Thank you for driving a Toyota.

Sincerely,

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

Spanish translation on back side
Traducción en español en el reverso

Tire and Loading Information Placard and Owner's Manual Insert Installation Instructions
Applies to vehicles that are NOT equipped with the accessories shown in the cover letter

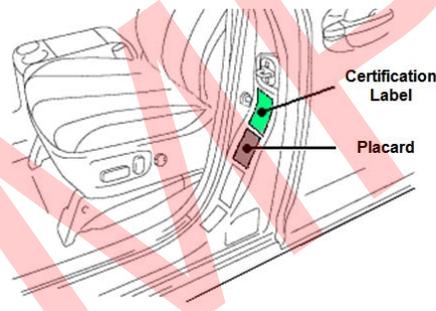
Please find enclosed in this separate envelope a corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual.

1. First confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label adjacent to the Tire and Loading Information Placard. See the enclosed instructions for details. (If the VIN on the letter does not match the one on your vehicle, please contact your local Toyota dealer. Your local Toyota dealer will verify the condition and make arrangements for a new label to be provided.)
2. Then apply the corrected Placard.
3. Also refer to the enclosed instructions to place the insert into your Sienna's Owner's Manual.

If you are not comfortable installing the corrected Placard or owner's manual insert, please contact any authorized Toyota dealer to schedule an appointment to have this performed at **no charge**. You will need to bring both Placard and insert to the dealership at the time of your appointment. It will take approximately 5 minutes to perform the installation. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

When loading your vehicle, always follow the instructions on the Placard and in the owner's manual.

Certification Label Location



1. Confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label (Label) located on the Driver's door post (B-Pillar).

Tire and Loading Information Placard

TIRE AND LOADING INFORMATION RENSEIGNEMENTS SUR LES PNEUS ET LE CHARGEMENT			
SEATING CAPACITY NOMBRE DE PLACES	TOTAL : 8	FRONT AVANT : 2	REAR ARRIERE : 6
The combined weight of occupants and cargo should never exceed 565 kg or 1245 lbs. Le poids total des occupants et du chargement ne doit jamais dépasser 565 kg ou 1245 lb.			
TIRE PNEU	SIZE DIMENSIONS	COLD TIRE PRESSURE PRESSION DES PNEUS A FROID	SEE OWNER'S MANUAL FOR ADDITIONAL INFORMATION VOIR LE MANUEL DE L'USAGER POUR PLUS DE RENSEIGNEMENTS
FRONT AVANT	P235/60R17	240kPa, 35 PSI	XX
REAR ARRIERE	P235/60R17	240kPa, 35 PSI	
SPARE DE SECOURS	T155/80R17	420kPa, 60 PSI	

2. Please locate the Tire and Loading Information Placard (Placard) on the driver's door opening. It is adjacent to the Certification Label.
3. Wipe the original Placard with a clean dry cloth.
4. Apply the new Tire and Loading Information Placard on top of original placard.

Owner's Manual Insert

1. Please refer to the backside of the owner's manual insert for installation instructions.

UPDATE:

This chart replaces the “Vehicle Capacity Weight (Occupant + Luggage)” section of the Dimensions and weights page in the Owner’s Manual.

△ Caution

Never exceed following updated Vehicle Capacity Weight on this insert page

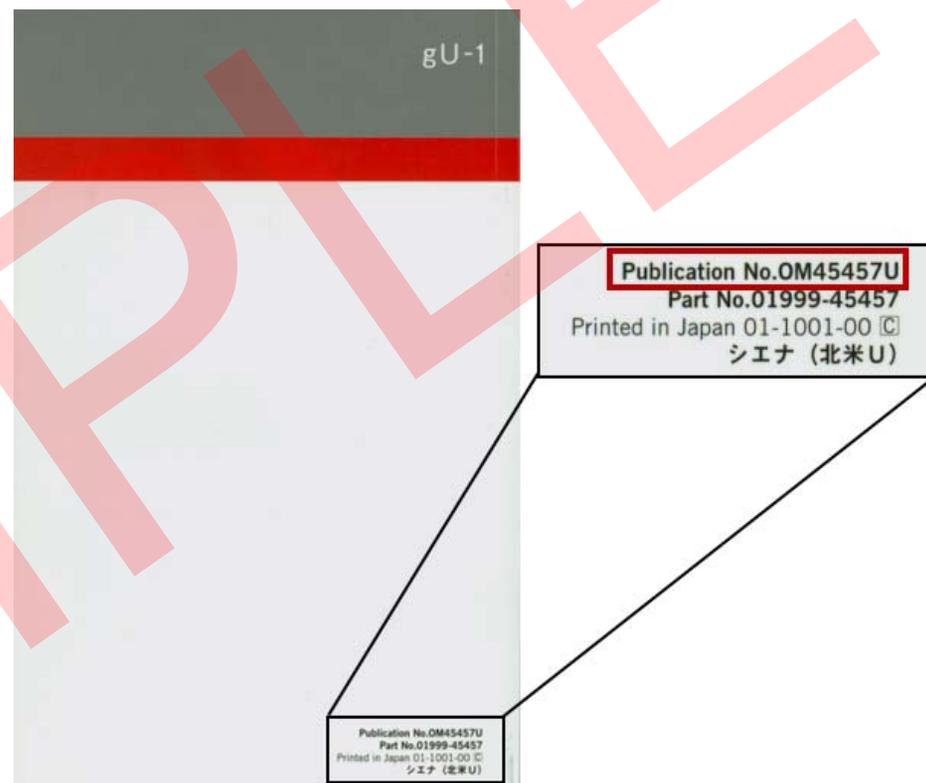
Vehicle Capacity Weight (Occupants + Luggage)	ASL30L-PFTEKA* ²	1255 lb. (570 kg)
	ASL30L-PRTEKA* ²	1345 lb. (610 kg)
	GSL30L-PFTDKA* ²	1380 lb. (625 kg)
	GSL30L-PFTEKA* ²	1235 lb. (560 kg)
	GSL30L-PFTQKA* ²	1145 lb. (520 kg)
	GSL30L-PRTEKA* ²	1355 lb. (615 kg)
	GSL30L-PRTSKA* ²	1280 lb. (580 kg)
	GSL30L-PRTQKA* ²	1245 lb. (565 kg)
	GSL35L-PFTDKA* ²	1270 lb. (575 kg)
	GSL35L-PFTEKA* ²	1215 lb. (550 kg)
	GSL35L-PFTQKA* ²	1115 lb. (505 kg)

*²: The model code is indicated on the Certification Label

Note: See reverse for Installation Instructions

Installation Instructions

- 1.) Identify the Owner’s Manual Publication Number found on the lower right corner of the back cover.



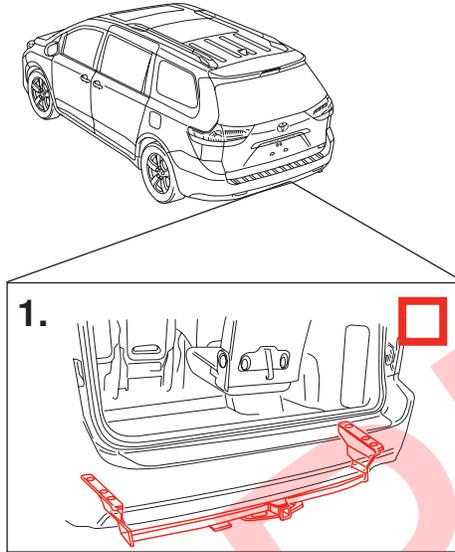
- 2.) Place the Owner’s Manual insert behind the appropriate page shown below.

Publication Number	Owner’s Manual Page
OM45457U	Page 728
OM45466U	Page 734
OM45467U	Page 736

Is your vehicle equipped with the following accessory?

- Stand behind the vehicle and look under the rear bumper to determine if your vehicle is equipped with a Towing Hitch. If equipped, please check the red box in Diagram 1.

Note: If you do not have any of the listed accessories you do not need to return this reply card. If a reply card is returned with no boxes checked it will be assumed your vehicle does not have any of the listed accessories.



Towing Hitch



NAME/ADDRESS INFORMATION

If your vehicle ownership information has changed you may update it by visiting us at www.toyota.com/ownersupdate or by completing the following form:

Mark One: 1 Same Owner, Name and /or Address Changed 2 Same Owner, Additional Driver 3 New Owner Sold to Individual Listed Below 4 No Longer Have Vehicle— 5 Exported 6 Destroyed/Stolen

First Name										MI	<input type="checkbox"/> MR.	<input type="checkbox"/> MRS.	Effective Date of This Information			
Last Name										<input type="checkbox"/> MS.	<input type="checkbox"/> DR.	Month	Day	Year		
Company Name																
Address/P.C. Box																
Apt./Suite Number																
City										State		Zip Code				
Primary Telephone Number				Ext.		Alternate Telephone Number				Ext.						
e-mail Address																



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

2011 through Certain Early 2012 Model Year Sienna
Certain SE and XLE Grade Vehicles
SAFETY RECALL NOTICE

[VIN:]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that 2011 through certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

What is the condition?

The Tire and Loading Information Placard (Placard) does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

What should you do?

This is an important Safety Recall

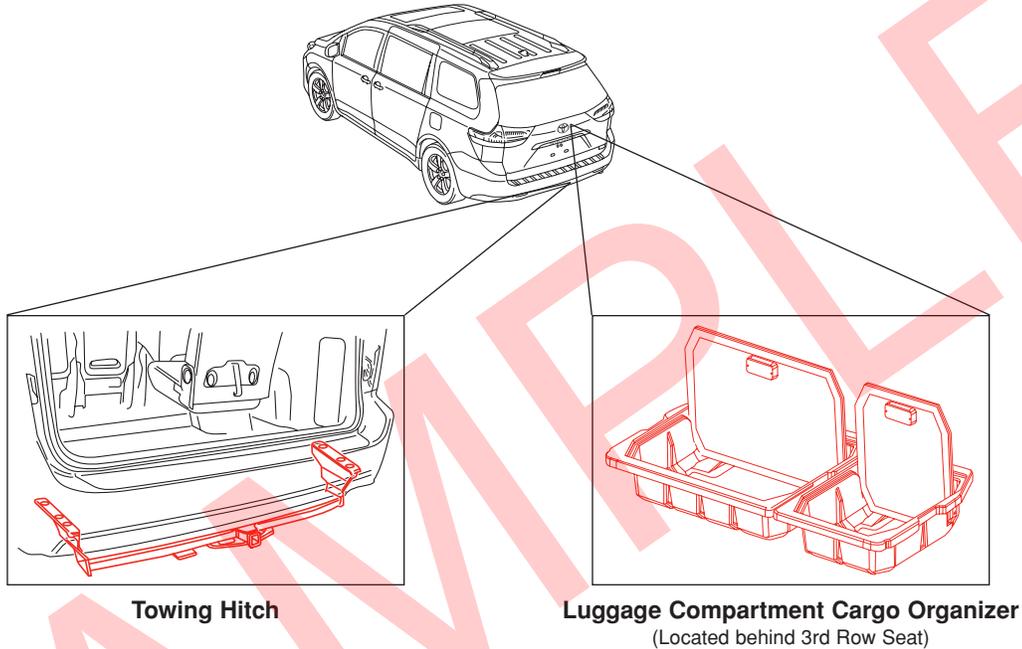
1. First, determine* if your vehicle has any of the following accessory options:
 - Cargo Organizer or
 - Towing Hitch

**Refer to the "How can I determine if my vehicle is equipped with these accessory options?" for details.*
2. If your vehicle is **NOT** equipped with the above listed accessory* option(s), please open the enclosed envelope and follow the instructions for installing the corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual which are in the envelope. (Step 3 does not apply to you).
3. If your **vehicle is equipped with any of the accessory options listed above**,
 - a. Please **complete the enclosed reply card and return it by March 31, 2012.**
 - b. The enclosed Tire and Loading Information Placard, owner's manual insert and instructions in the envelope **do not apply to your vehicle.** Please throw them away and **do not install them.**
 - c. The remedy for your vehicle will be available after May 1, 2012. **We will send you another notice when it is ready.**

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

How can I determine if my vehicle is equipped with these accessory options?

You can inspect your vehicle to determine if it is equipped with the following accessory options. If you prefer, any authorized Toyota dealer will perform the inspection, at **no charge**.



What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the non-compliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

For multiple vehicle operators please note that the enclosed Placard and Owner's Manual Insert is vehicle specific. Please apply the corrected Placard and Owner's Manual Insert to the associated vehicle after verifying the Vehicle Identification number (VIN) as instructed.

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

Thank you for driving a Toyota.

Sincerely,

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

Spanish translation on back side
Traducción en español en el reverso

Tire and Loading Information Placard and Owner's Manual Insert Installation Instructions
Applies to vehicles that are NOT equipped with the accessories shown in the cover letter

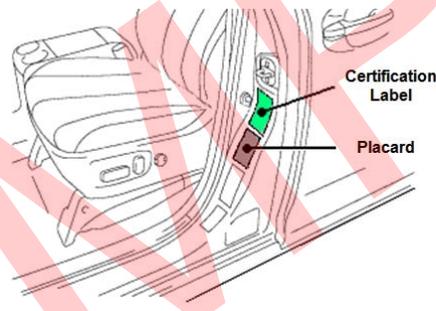
Please find enclosed in this separate envelope a corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual.

1. First confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label adjacent to the Tire and Loading Information Placard. See the enclosed instructions for details. (If the VIN on the letter does not match the one on your vehicle, please contact your local Toyota dealer. Your local Toyota dealer will verify the condition and make arrangements for a new label to be provided.)
2. Then apply the corrected Placard.
3. Also refer to the enclosed instructions to place the insert into your Sienna's Owner's Manual.

If you are not comfortable installing the corrected Placard or owner's manual insert, please contact any authorized Toyota dealer to schedule an appointment to have this performed at **no charge**. You will need to bring both Placard and insert to the dealership at the time of your appointment. It will take approximately 5 minutes to perform the installation. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

When loading your vehicle, always follow the instructions on the Placard and in the owner's manual.

Certification Label Location



1. Confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label (Label) located on the Driver's door post (B-Pillar).

Tire and Loading Information Placard

TIRE AND LOADING INFORMATION RENSEIGNEMENTS SUR LES PNEUS ET LE CHARGEMENT			
SEATING CAPACITY NOMBRE DE PLACES	TOTAL : 8	FRONT AVANT : 2	REAR ARRIERE : 6
The combined weight of occupants and cargo should never exceed 565 kg or 1245 lbs. Le poids total des occupants et du chargement ne doit jamais dépasser 565 kg ou 1245 lb.			
TIRE PNEU	SIZE DIMENSIONS	COLD TIRE PRESSURE PRESSION DES PNEUS A FROID	SEE OWNER'S MANUAL FOR ADDITIONAL INFORMATION VOIR LE MANUEL DE L'USAGER POUR PLUS DE RENSEIGNEMENTS
FRONT AVANT	P235/60R17	240kPa, 35 PSI	XX
REAR ARRIERE	P235/60R17	240kPa, 35 PSI	
SPARE DE SECOURS	T155/80R17	420kPa, 60 PSI	

2. Please locate the Tire and Loading Information Placard (Placard) on the driver's door opening. It is adjacent to the Certification Label.
3. Wipe the original Placard with a clean dry cloth.
4. Apply the new Tire and Loading Information Placard on top of original placard.

Owner's Manual Insert

1. Please refer to the backside of the owner's manual insert for installation instructions.

UPDATE:

This chart replaces the “Vehicle Capacity Weight (Occupant + Luggage)” section of the Dimensions and weights page in the Owner’s Manual.

△ Caution

Never exceed following updated Vehicle Capacity Weight on this insert page

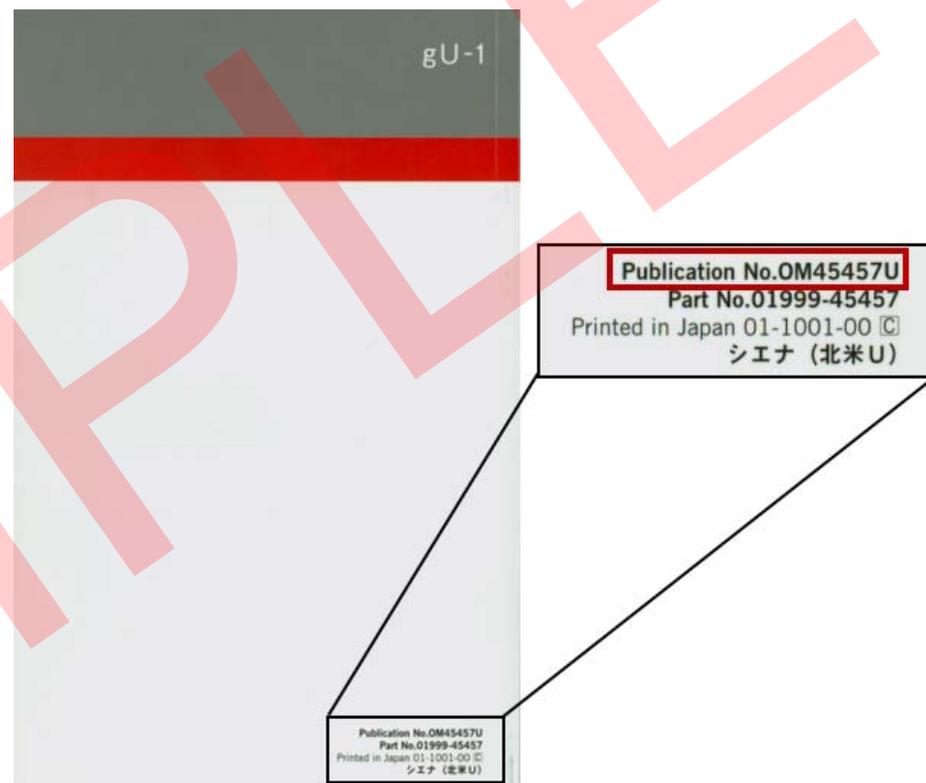
Vehicle Capacity Weight (Occupants + Luggage)	ASL30L-PFTEKA* ²	1255 lb. (570 kg)
	ASL30L-PRTEKA* ²	1345 lb. (610 kg)
	GSL30L-PFTDKA* ²	1380 lb. (625 kg)
	GSL30L-PFTEKA* ²	1235 lb. (560 kg)
	GSL30L-PFTQKA* ²	1145 lb. (520 kg)
	GSL30L-PRTEKA* ²	1355 lb. (615 kg)
	GSL30L-PRTSKA* ²	1280 lb. (580 kg)
	GSL30L-PRTQKA* ²	1245 lb. (565 kg)
	GSL35L-PFTDKA* ²	1270 lb. (575 kg)
	GSL35L-PFTEKA* ²	1215 lb. (550 kg)
	GSL35L-PFTQKA* ²	1115 lb. (505 kg)

*²: The model code is indicated on the Certification Label

Note: See reverse for Installation Instructions

Installation Instructions

- 1.) Identify the Owner’s Manual Publication Number found on the lower right corner of the back cover.



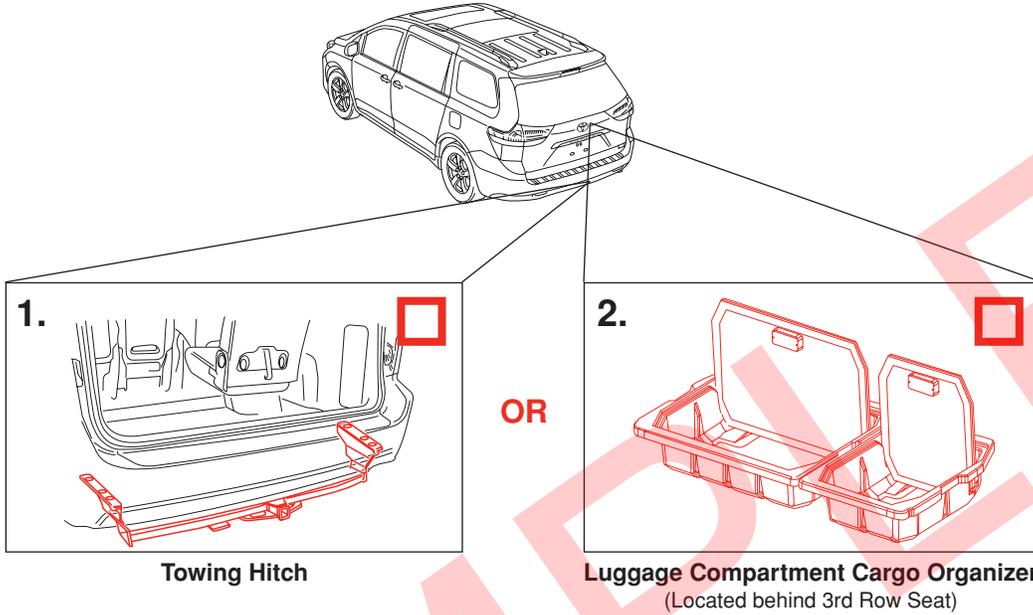
- 2.) Place the Owner’s Manual insert behind the appropriate page shown below.

Publication Number	Owner’s Manual Page
OM45457U	Page 728
OM45466U	Page 734
OM45467U	Page 736

Is your vehicle equipped with any of the following accessories?

- Stand behind the vehicle and look under the rear bumper to determine if your vehicle is equipped with a Towing Hitch. If equipped, please check the red box in Diagram 1.
- Open the rear hatch to determine if your vehicle is equipped with a Luggage Compartment Cargo Organizer. If equipped, please check the red box in Diagram 2.

Note: If you do not have any of the listed accessories you do not need to return this reply card. If a reply card is returned with no boxes checked it will be assumed your vehicle does not have any of the listed accessories.



NAME/ADDRESS INFORMATION

If your vehicle ownership information has changed you may update it by visiting us at www.toyota.com/ownersupdate or by completing the following form:

Mark One: 1 Same Owner, Name and /or Address Changed 2 Same Owner, Additional Driver 3 New Owner Sold to Individual Listed Below 4 No Longer Have Vehicle— 5 Exported 6 Destroyed/Stolen

First Name										MI	<input type="checkbox"/> MR.	<input type="checkbox"/> MRS.	Effective Date of This Information				
Last Name											<input type="checkbox"/> MS.	<input type="checkbox"/> DR.	Month	Day	Year		
Company Name																	
Address/P.O. Box																	
Apt./Suite Number																	
City										State		Zip Code					
Primary Telephone Number					Ext.		Alternate Telephone Number					Ext.					
e-mail Address																	



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

2011 through Certain Early 2012 Model Year Sienna
Certain SE and XLE Grade Vehicles
SAFETY RECALL NOTICE

[VIN:]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that 2011 through certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

What is the condition?

The Tire and Loading Information Placard (Placard) does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

What should you do?

This is an important Safety Recall

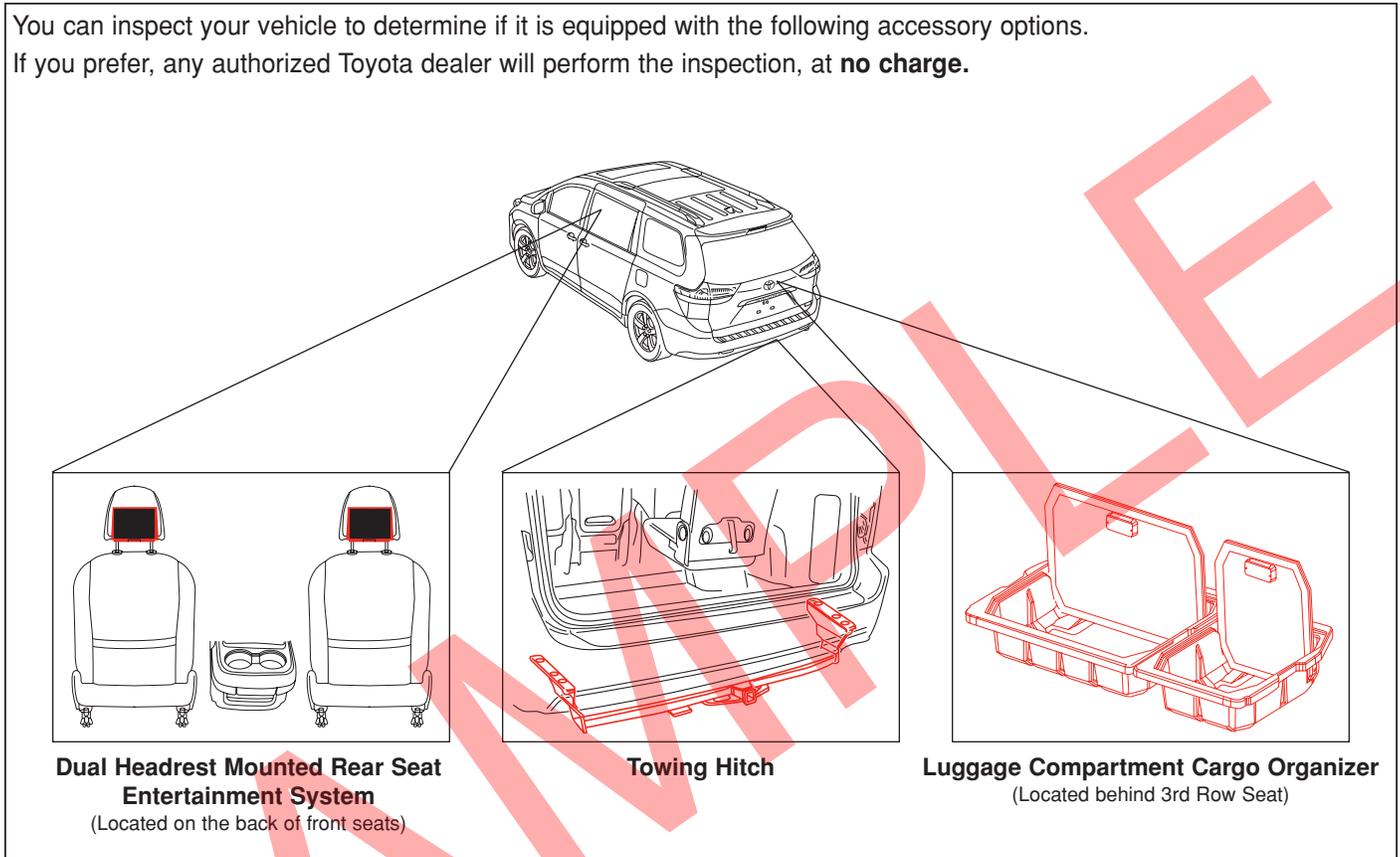
1. First, determine* if your vehicle has any of the following accessory options:
 - Cargo Organizer or
 - Dual** Headrest Mounted Rear Seat Entertainment System (this only applies to the type mounted on the headrest) or
 - Towing Hitch

**Refer to the "How can I determine if my vehicle is equipped with these accessory options?" for details.*
***If your vehicle has a Single Roof-mounted Rear Seat Entertainment System, this does not apply.*
2. If your vehicle is **NOT** equipped with the above listed accessory* option(s), please open the enclosed envelope and follow the instructions for installing the corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual which are in the envelope. (Step 3 does not apply to you).
3. If your **vehicle is equipped with any of the accessory options listed above,**
 - a. Please **complete the enclosed reply card and return it by March 31, 2012.**
 - b. The enclosed Tire and Loading Information Placard, owner's manual insert and instructions in the envelope **do not apply to your vehicle.** Please throw them away and **do not install them.**
 - c. The remedy for your vehicle will be available after May 1, 2012. **We will send you another notice when it is ready.**

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

How can I determine if my vehicle is equipped with these accessory options?

You can inspect your vehicle to determine if it is equipped with the following accessory options. If you prefer, any authorized Toyota dealer will perform the inspection, at **no charge**.



What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the non-compliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to www.safercar.gov.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

For multiple vehicle operators please note that the enclosed Placard and Owner's Manual Insert is vehicle specific. Please apply the corrected Placard and Owner's Manual Insert to the associated vehicle after verifying the Vehicle Identification number (VIN) as instructed.

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

Thank you for driving a Toyota.

Sincerely,

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

Spanish translation on back side
Traducción en español en el reverso

Tire and Loading Information Placard and Owner's Manual Insert Installation Instructions
Applies to vehicles that are NOT equipped with the accessories shown in the cover letter

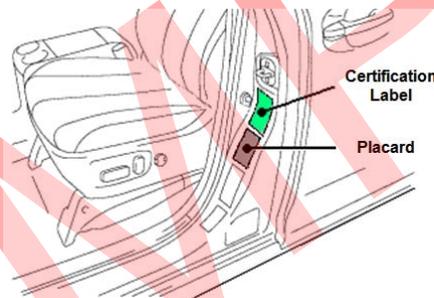
Please find enclosed in this separate envelope a corrected Tire and Loading Information Placard (Placard) and an Insert for the owner's manual.

1. First confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label adjacent to the Tire and Loading Information Placard. See the enclosed instructions for details. (If the VIN on the letter does not match the one on your vehicle, please contact your local Toyota dealer. Your local Toyota dealer will verify the condition and make arrangements for a new label to be provided.)
2. Then apply the corrected Placard.
3. Also refer to the enclosed instructions to place the insert into your Sienna's Owner's Manual.

If you are not comfortable installing the corrected Placard or owner's manual insert, please contact any authorized Toyota dealer to schedule an appointment to have this performed at **no charge**. You will need to bring both Placard and insert to the dealership at the time of your appointment. It will take approximately 5 minutes to perform the installation. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

When loading your vehicle, always follow the instructions on the Placard and in the owner's manual.

Certification Label Location



1. Confirm that the 17-character Vehicle Identification Number (VIN) printed on your owner notification letter matches the vehicle VIN. The VIN can be located on the Certification Label (Label) located on the Driver's door post (B-Pillar).

Tire and Loading Information Placard

TIRE AND LOADING INFORMATION RENSEIGNEMENTS SUR LES PNEUS ET LE CHARGEMENT			
SEATING CAPACITY NOMBRE DE PLACES	TOTAL : 8	FRONT AVANT : 2	REAR ARRIERE : 6
The combined weight of occupants and cargo should never exceed 565 kg or 1245 lbs. Le poids total des occupants et du chargement ne doit jamais dépasser 565 kg ou 1245 lb.			
TIRE PNEU	SIZE DIMENSIONS	COLD TIRE PRESSURE PRESSION DES PNEUS A FROID	SEE OWNER'S MANUAL FOR ADDITIONAL INFORMATION VOIR LE MANUEL DE L'USAGER POUR PLUS DE RENSEIGNEMENTS
FRONT AVANT	P235/60R17	240kPa, 35 PSI	XX
REAR ARRIERE	P235/60R17	240kPa, 35 PSI	
SPARE DE SECOURS	T155/80R17	420kPa, 60 PSI	

2. Please locate the Tire and Loading Information Placard (Placard) on the driver's door opening. It is adjacent to the Certification Label.
3. Wipe the original Placard with a clean dry cloth.
4. Apply the new Tire and Loading Information Placard on top of original placard.

Owner's Manual Insert

1. Please refer to the backside of the owner's manual insert for installation instructions.

UPDATE:

This chart replaces the “Vehicle Capacity Weight (Occupant + Luggage)” section of the Dimensions and weights page in the Owner’s Manual.

⚠ Caution

Never exceed following updated Vehicle Capacity Weight on this insert page

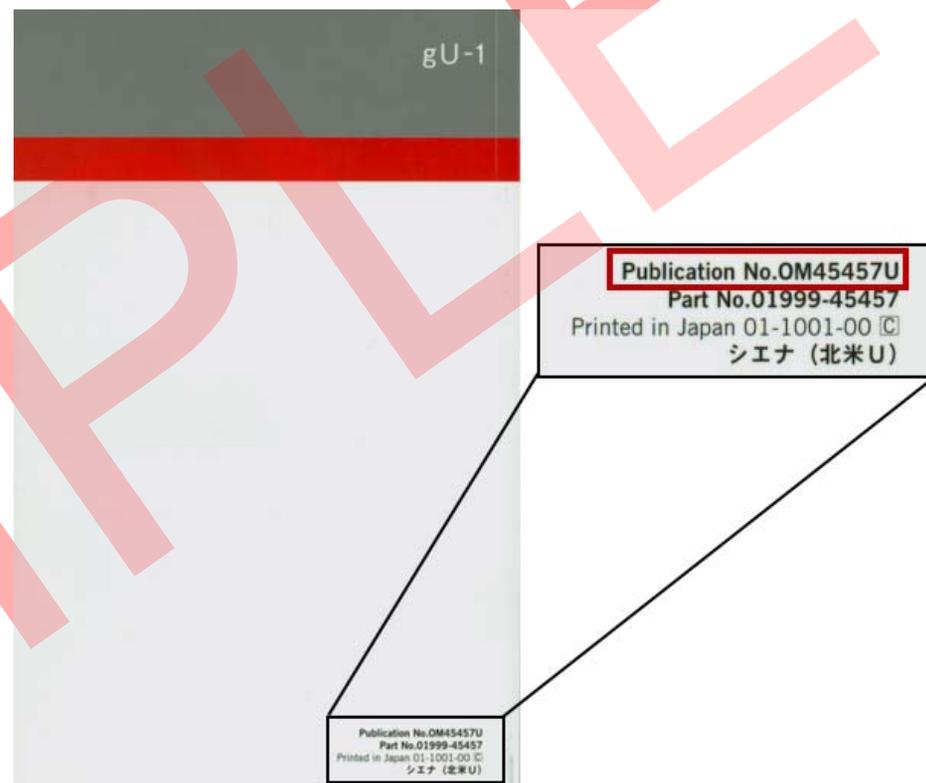
Vehicle Capacity Weight (Occupants + Luggage)	ASL30L-PFTEKA* ²	1255 lb. (570 kg)
	ASL30L-PRTEKA* ²	1345 lb. (610 kg)
	GSL30L-PFTDKA* ²	1380 lb. (625 kg)
	GSL30L-PFTEKA* ²	1235 lb. (560 kg)
	GSL30L-PFTQKA* ²	1145 lb. (520 kg)
	GSL30L-PRTEKA* ²	1355 lb. (615 kg)
	GSL30L-PRTSKA* ²	1280 lb. (580 kg)
	GSL30L-PRTQKA* ²	1245 lb. (565 kg)
	GSL35L-PFTDKA* ²	1270 lb. (575 kg)
	GSL35L-PFTEKA* ²	1215 lb. (550 kg)
	GSL35L-PFTQKA* ²	1115 lb. (505 kg)

*²: The model code is indicated on the Certification Label

Note: See reverse for Installation Instructions

Installation Instructions

- 1.) Identify the Owner’s Manual Publication Number found on the lower right corner of the back cover.



- 2.) Place the Owner’s Manual insert behind the appropriate page shown below.

Publication Number	Owner’s Manual Page
OM45457U	Page 728
OM45466U	Page 734
OM45467U	Page 736

Is your vehicle equipped with any of the following accessories?

1. Look on the backside of the driver and passenger seat to determine if your vehicle is equipped with a Dual Headrest Mounted Rear Seat Entertainment System. If equipped, please check the red box in Diagram 1.
2. Stand behind the vehicle and look under the rear bumper to determine if your vehicle is equipped with a Towing Hitch. If equipped, please check the red box in Diagram 2.
3. Open the rear hatch to determine if your vehicle is equipped with a Luggage Compartment Cargo Organizer. If equipped, please check the red box in Diagram 3.

Note: If you do not have any of the listed accessories you do not need to return this reply card. If a reply card is returned with no boxes checked it will be assumed your vehicle does not have any of the listed accessories.

1.

Dual Headrest Mounted Rear Seat Entertainment System
(Located on the back of front seats)

OR

2.

Towing Hitch

OR

3.

Luggage Compartment Cargo Organizer
(Located behind 3rd Row Seat)

TOYOTA
NAME/ADDRESS INFORMATION

If your vehicle ownership information has changed you may update it by visiting us at www.toyota.com/ownersupdate or by completing the following form:

Mark One: 1 Same Owner, Name and /or Address Changed 2 Same Owner, Additional Driver 3 New Owner Sold to Individual Listed Below 4 No Longer Have Vehicle— 5 Exported 6 Destroyed/Stolen

	First Name		MI	<input type="checkbox"/> MR.	<input type="checkbox"/> MRS.	Effective Date of This Information				
	Last Name			<input type="checkbox"/> MS.	<input type="checkbox"/> DR.					Month
Company Name										
Address/P.O. Box										
Apt./Suite Number										
City						State	Zip Code			
Primary Telephone Number				Ext.		Alternate Telephone Number				Ext.
e-mail Address										

Lonnie Peterson / TMS Toyota Customer Services
Product Quality and Service Support, Quality Compliance
January 30, 2012
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

**Safety (Non-Compliance) Recall B0N – *Owner Notification Phase*
2011 and Certain early 2012 Model Year Sienna Vehicles
Tire and Loading Information Placard (Placard)**

As previously announced, on November 30, 2011, Toyota filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency that 2011 and certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (**FMVSS**) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

The following information is provided to keep you informed of this owner notification phase. All vehicle specific corrected Placards and Owner's Manual Inserts will be mailed directly to customers and there is no immediate action necessary by Toyota dealers in this phase.

- A Dealer Letter containing additional information will be posted on TIS on Monday 1/30/2012
- If a customer requests assistance or has questions, please help them using the contents of the Dealer Letter

Customer and Media Contacts

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- ***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 associates.)



**Safety (Non-Compliance) Recall B0N (Owner Notification Phase)
2011 and Certain Early 2012 Model Year Sienna Vehicles
Tire and Loading Information Placard (Label) Q&A**

Background

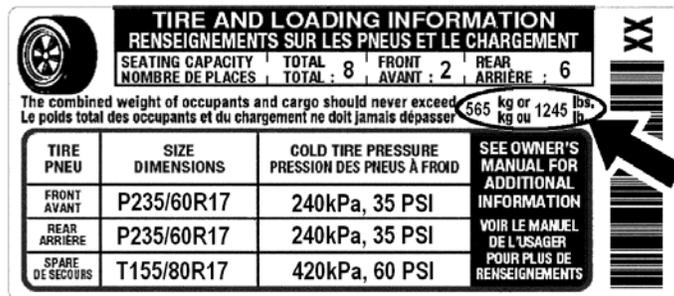
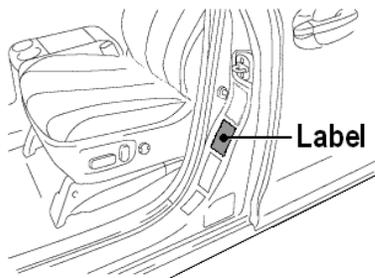
As previously announced, on November 30, 2011, Toyota filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency that 2011 and certain early 2012 Model Year Sienna vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No.110, "Tire selection and rims and motor home/recreation vehicle trailer load carrying capacity information for motor vehicles with a GVWR of 4,536 kilograms (10,000 pounds) or less."

Q1: What is the condition?

A1: The Tire and Loading Information Placard does not state the correct vehicle capacity weight as the rated load for the combination of cargo and occupants. Incorrect information on the vehicle placard may lead to tire overloading and possibly cause tire failure, increasing the risk of a crash.

Q1a: What is the requirement for FMVSS 110 S4.3?

A1a: FMVSS 110 S4.3 requires that "Each vehicle, except for a trailer or incomplete vehicle, shall show the information specified in S4.3 (a) through (g), and may show, at the manufacturer's option, the information specified in S4.3 (h) and (i), on a placard permanently affixed to the driver's side B-pillar. ... (a) Vehicle capacity weight expressed as "The combined weight of occupants and cargo should never exceed XXX kilograms or XXX pounds"; ..." When conducted under the NHTSA test procedure used to demonstrate compliance with the standard, it was determined that the capacity weight did not meet the requirement.



Q2: Which and how many vehicles are covered?

A2: There are approximately 210,000 Toyota Sienna vehicles covered by this Safety (Non-Compliance) Recall in the U.S.

Model Name	Model Year	Production Period	Number of Vehicles
Sienna	2011	January 2010 Through November 2011	182,000
	Certain early -2012		28,000

Q2a: Are there any other Lexus, Toyota, or Scion vehicles covered?

A2a: No, there are no other Lexus, Toyota, or Scion vehicles covered.

Q3: What is Toyota going to do?

A3: Owners will be sent, a notification letter by first class mail in Late January, 2012. The owner notification letter will contain the vehicle specific Tire and Loading Information Placard ("placard") and Owner's Manual Insert ("insert") with instructions for the owner to install them in the vehicle.

A small number of owners will be requested to provide information regarding accessories equipped on their vehicle. Toyota is still developing the remedy for these specific vehicles. Once preparations are complete, Toyota will mail a separate owner notification letter to those owners that return the reply card to us indicating that their vehicle is equipped with these accessories.

Q3a: What if a customer requires assistance with installing the placard or insert?

A3a: Any authorized Toyota dealer can assist the customer, at their request.

Q3b: What if a customer is not comfortable confirming the accessories installed?

A3b: Any authorized Toyota dealer can assist the customer in confirming whether these specific accessories are installed or not.

[For Vehicle Owner Inquiries]

Q4: What if an owner has additional questions or concerns?

A4: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.