



Gulf States Toyota, Inc.
1375 Enclave Parkway
Houston, Texas 77077
Phone: (713) 580-3300
Fax: (713) 580-5608

To: All GST Dealer Principals, Service Managers, and Parts Managers

Subject: Non-Compliance Campaign-SSC-P116
Certain 2011 Model Year Tundra Vehicles Equipped with Inaccurate Load Capacity Carrying
Modification Label

On December 14, 2011, Gulf States Toyota, Inc. (GST) 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 2011 model year Tundra vehicles that were accessorized by Gulf States Toyota, Inc. ("GST") at its Vehicle Processing Center prior to delivery to Toyota dealers within GST's region of Texas, Oklahoma, Arkansas, Louisiana, and Mississippi equipped with a load capacity carrying modification label that was not accurate.

This campaign is being initiated to provide corrected load carrying modification labels in order to be in compliance with Federal Motor Vehicle Safety Standard 110 that requires load carrying weight values (or the amount of weight by which the load carrying capacity is reduced) reflect the total weight added between final vehicle certification and first retail sale be accurate within one percent of the actual added weight.

This campaign is different than and separate from a similar campaign recently initiated by Toyota Motor Sales, USA (TMS) involving certain 2011 and 2012 Sienna vehicles, and dealers are expected to follow the requested actions under both campaigns.

Remedy

GST intends to notify customers by mail of the noncompliance and to provide them with detailed instructions and an accurate label to be installed over the inaccurate label in their vehicle near FMVSS 110 tire information placard. GST will also offer the installation of such label at any Toyota dealer at no charge to the customer.

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 affected vehicles will begin in February 2012.

2. 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. GST 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.

3. **Number and identification of Vehicles Covered**

There are approximately 502 (certain 2011 Model Year) Tundra vehicles covered by this Non-Compliance Campaign.

Model Year 2011 Tundra

Campaign Status Table*

Model Year	Series	Accessory Abbr
2011	Tundra	T4

****Only vehicles equipped with the above accessory code are affected by this Non-Compliance Campaign.**

NOTE:

- If requested by owner Dealers should perform the remedy as outlined in the Technical Instructions found on the Warranty Page of Dealer Daily.

4. Remedies Procedures

Refer to the Warranty Page of Dealer Daily for the appropriate Technical Instructions, and for additional information on Tundra vehicles.

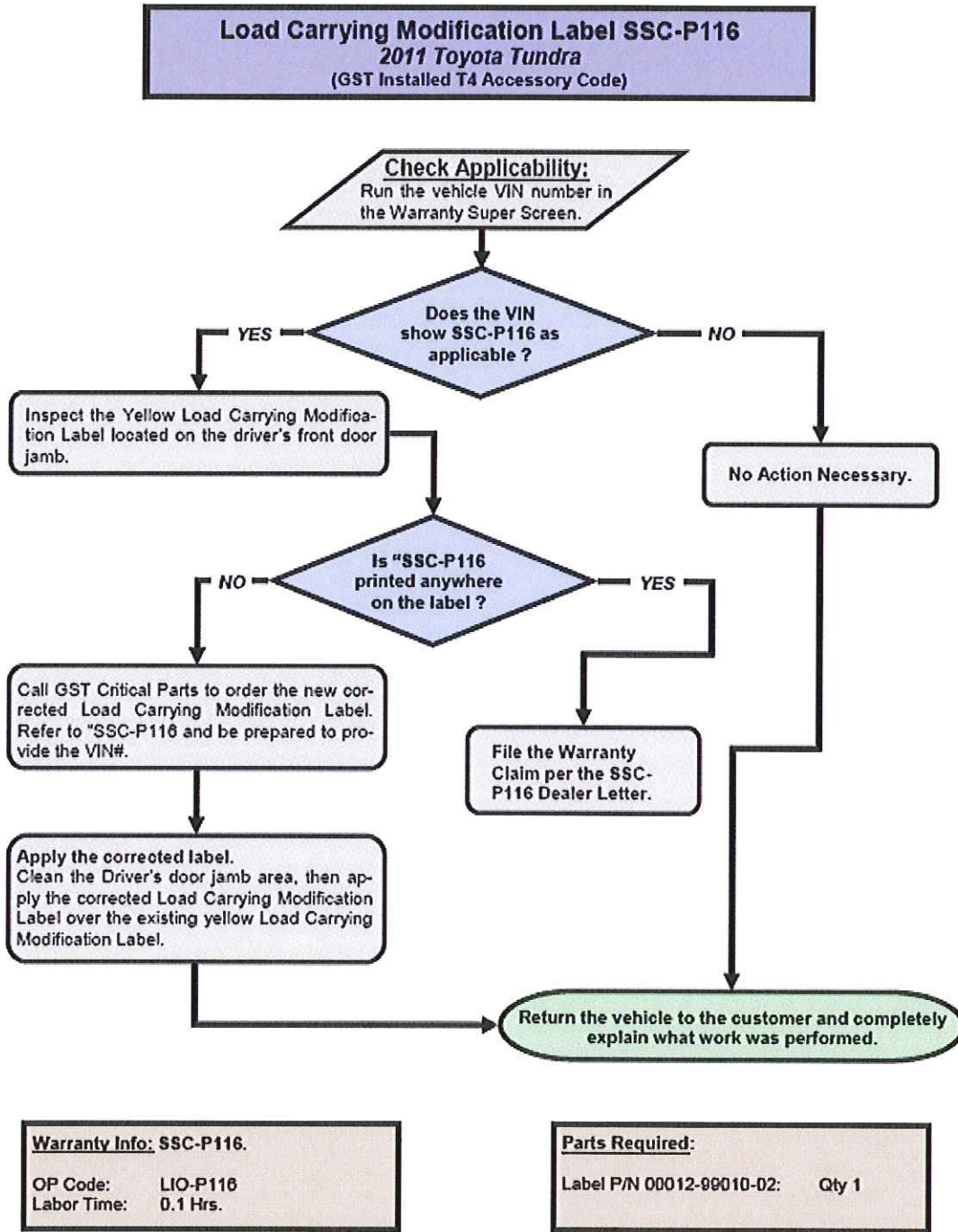
Conduct all applicable Safety Recall and Service Campaigns on the vehicle during the time of appointment. Refer to each specific recall and/or campaign for specific instructions.

5. Parts Ordering

IMPORTANT PARTS ORDERING REMINDER

There are no parts available for order. Corrected load capacity modification labels will be sent to customers with notification letters.

6. Inspection Procedures



7. **Warranty Processor Instructions**

Please refer to the chart below for filing of warranty claims.

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

Model	Non-Compliance Campaign	Op. Code	Description	Flat Rate Hour
Tundra	SSC-P116	LIO-P116	Replace Modified Load Capacity Label	0.1

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 Marilyn Pippin, Hopkins & Associates, Inc., at (214) 828-0066. (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 GST Customer Assistance Center toll free at 1-800-444-1074 Monday through Thursday, 8:30 am to 5:00 pm and Friday 8:30 am to 4:00 pm Central Standard Time.

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.

GULF STATES TOYOTA, Inc.