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**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-P124  
Certain 2012 Model Year Tacoma Vehicles Equipped with Inaccurate Tire and Loading  
Information Placard.

On April 9, 2012, 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 2012 model year Tacoma 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 Tire and Loading Information Placard that was not accurate.

This campaign is being initiated to provide corrected Tire and Loading Information Placards in order to be in compliance with Federal Motor Vehicle Safety Standard 110 that requires a placard displaying the manufacturer's recommended cold tire inflation pressure for front, rear and spare tires as well as tire size designation for front, rear and spare tires.

### **Remedy**

GST intends to notify customers by mail of the noncompliance and to provide them with detailed instructions and an accurate placard to be installed over the inaccurate placard in their vehicle. GST will also offer the installation of such placard 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 April 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 672 (certain 2012 Model Year) Tacoma vehicles covered by this Non-Compliance Campaign.



**Campaign Status Table\***

Model Year	Series	Accessory Abbr
2012	Tacoma	TF Package TJ Package

**\*\*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 Tacoma 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 Tire and Loading Information Placards will be sent to customers with notification letters.*

- In the event a customer has lost or misplaced their corrected placard please call GST Critical Parts with the VIN number and a corrected placard will be provided.*

6. **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
Tacoma	SSC-P124	LIO131	Replace Tire and Loading Information Placard	0.1 Hr.

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.**

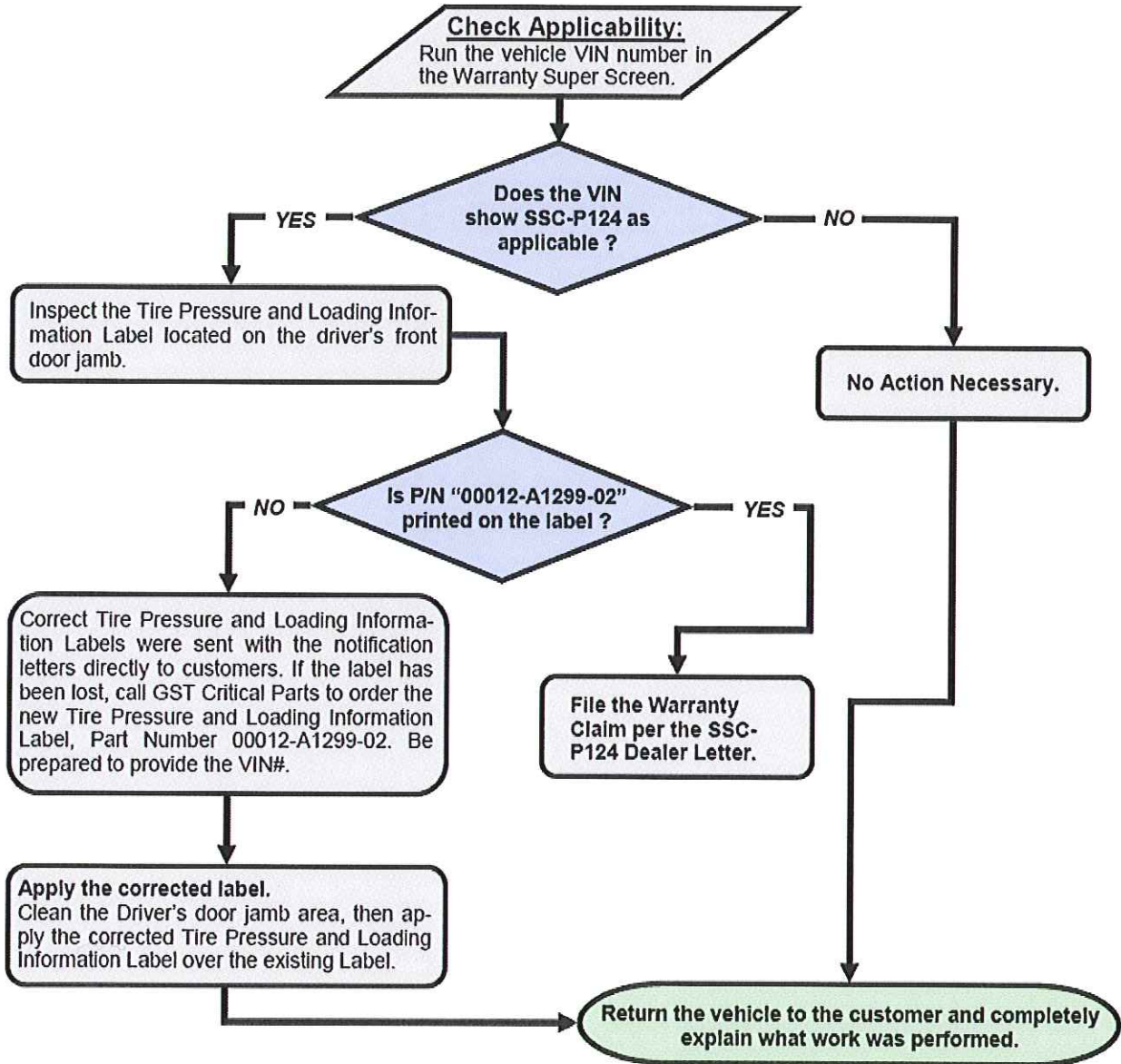
Thank you for your cooperation.

GULF STATES TOYOTA, INC.



# INSPECTION PROCEDURES:

## Tire Pressure and Loading Information Label SSC-P124 2012 Toyota Tacoma (GST Installed TF & TJ Accessory Codes)



### Warranty Info: SSC-P124.

OP Code: LIO131  
Failed P/N: 00012-A1299-01  
Labor Time: 0.1 Hrs.

### Parts Required:

Label P/N 00012-A1299-02: Qty 1



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**Non-Compliance Campaign SSC-P124 – Q&A**

**Vehicles and Equipment Combination Covered by this Non-Compliance Campaign**

<b>Model Year:</b>	<b>Certain 2012 Model Year</b>
<b>Model:</b>	<ul style="list-style-type: none"><li>• Tacoma</li></ul>
<b>Equipment</b>	<b>Equipped with Incorrect Tire and Loading Information Placard</b>

**Background**

On April 9, 2012, 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.

**Q1: What is the condition?**

A1: This Non-Compliance Campaign covers certain 2012 model year Tacoma 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 Tire and Loading Information placard that was not accurate.

This campaign is being initiated to provide corrected Tire and Loading Information Placards in order to be in compliance with Federal Motor Vehicle Safety Standard 110.

**Q1a: What does Federal Motor Vehicle Safety Standard No. 110 specify?**

A1a: FMVSS No. 110 requires that each vehicle shall have a Tire and Loading Information placard permanently affixed to the driver's side B-pillar displaying the manufacturer's recommended cold tire inflation pressure for front, rear and spare tires as well as tire size designation for front, rear and spare tires.

**Q2: Why are only certain 2012 model year Tacoma vehicles covered by this Non-Compliance Campaign?**

A2: It was determined that the recommended cold tire inflation pressure and tire size referenced on the Tire and Loading Information placard regarding the factory spare tire reflected the information for the front and back tires that were upgraded as part as an accessory package. Therefore, the recommended cold tire inflation pressure and tire size for the factory spare tire listed on the Tire and Loading Information placard is inaccurate.

**Q3: Which and how many vehicles are involved?**

A3: There are approximately 672 vehicles covered by this NCIR.

**Q4: Are there any other Toyota vehicles covered?**

A4: No, there are no other Toyota vehicles covered.

**Q5: What is GST going to do?**

A5: GST intends to notify the customers by mail of the noncompliance and to provide them with detailed instructions and an accurate placard to be installed over the inaccurate placard in their vehicle. GST will also offer the installation of such placard at any Toyota dealer at no charge to the customer.

**Q6: How long will the repair take?**

A6: For affected Tacoma vehicles, the repair will take approximately six minutes.

**Q7: Is my vehicle covered by this non-compliance?**

A7: Shortly, owners of the affected vehicles will receive a letter which will help them determine whether their vehicle is covered by this non-compliance campaign. In the meantime, owners may contact any Toyota dealer to verify if their vehicle is covered by this non-compliance.

**Q8: What if an owner has additional questions or concerns?**

A8: Owners with questions or additional concerns are asked to please contact 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.