



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, S207
Torrance, CA 90509-2991

TMS-NTC-12283
November 27, 2012

Recall Management Division
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Re: Toyota Safety Recall 12V-542 – Preliminary Dealer Notification

To whom it may concern,

Please find attached the Preliminary Dealer Notification Letter for Toyota Safety Recall 12V-542 on the following Toyota vehicles:

- 2001 through 2004 Model Year Tacoma

If you have any questions regarding this matter, please contact me at (310) 468-5316.

Sincerely,

A handwritten signature in black ink, appearing to read "M.L. J. K.", is written over a thin horizontal line.

Quality Compliance Assistant Manager

Attachments:

- Toyota 12V-542 (C0V) Dealer Notification (Prelim)

Wayne Hutchinson / TMS Toyota Customer Services
Product Quality and Service Support, Quality Compliance
November 21, 2012
Approved By: Bob Waltz

To: All Toyota Dealers
From: Product Support Division

Preliminary Notification
Safety Recall C0V (C1V)
2001 through 2004 Model Year Toyota Tacoma Vehicles
Originally Sold in and/or Currently Registered in the Cold Climate States
Excessive Corrosion of the Spare Tire Carrier Lift Plate
*******URGENT*******

On November 21, 2012, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2001 through 2004 Model Year Tacoma Vehicles originally sold in and/or currently registered in the following States and the District of Columbia ("Cold Climate States"):

CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, and WV

This preliminary information is being provided to keep you informed of the filing. ***Toyota is currently preparing the remedy for this condition.*** We will notify dealerships again at the time of the remedy phase, prior to the owner notification starting.

Condition

This condition affects certain 2001 through 2004 model year Tacoma vehicles originally sold in or currently registered in cold climate areas with high road salt use (Cold Climate States). The spare tire is stored underneath the rear bed of the vehicle and is suspended from the spare tire carrier on a metal lift plate. Under certain environmental and usage conditions, the lift plate could corrode. In limited cases, corrosion of the plate over time could cause it to break, which could result in detachment of the spare tire from the vehicle. Detachment of the spare tire could result in a vehicle crash.

Covered Vehicles

- There are approximately 150,000 Tacoma Vehicles (2001 through 2004 Model Year) covered under this campaign. This represents vehicles originally sold in and/or currently registered in the "Cold Climate States".
- The covered Tacoma vehicles were produced from late August 2000 to late August 2004.

Status

- C0V ("C1V" until the remedy is launched) Preliminary Notification documents will be posted on TIS starting the morning of Wednesday, November 21, 2012 (Pacific Time).
- **Currently Toyota is in the process of obtaining mailing information for owners whose vehicles are covered by this campaign. This information will assist in determining which vehicles are currently registered in the Cold Climate States. In the meantime, only 2001 through 2004 Model Year Tacoma Vehicles *that were originally sold in the Cold Climate States* will be loaded on TIS.**
- As soon as we are able to verify which vehicles are currently registered in the Cold Climate States, TIS will be updated to reflect this information.
- **Toyota is currently preparing a remedy for this condition. We anticipate preparations to be complete in mid-December 2012. Toyota will launch the remedy portion of this campaign at that time.**

Customer Handling

A Q&A is attached to help dealerships respond to any customer concerns. If the customer has any further questions, they are requested to contact the Toyota Customer Experience Center. The Toyota Customer Experience Center can be reached 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.

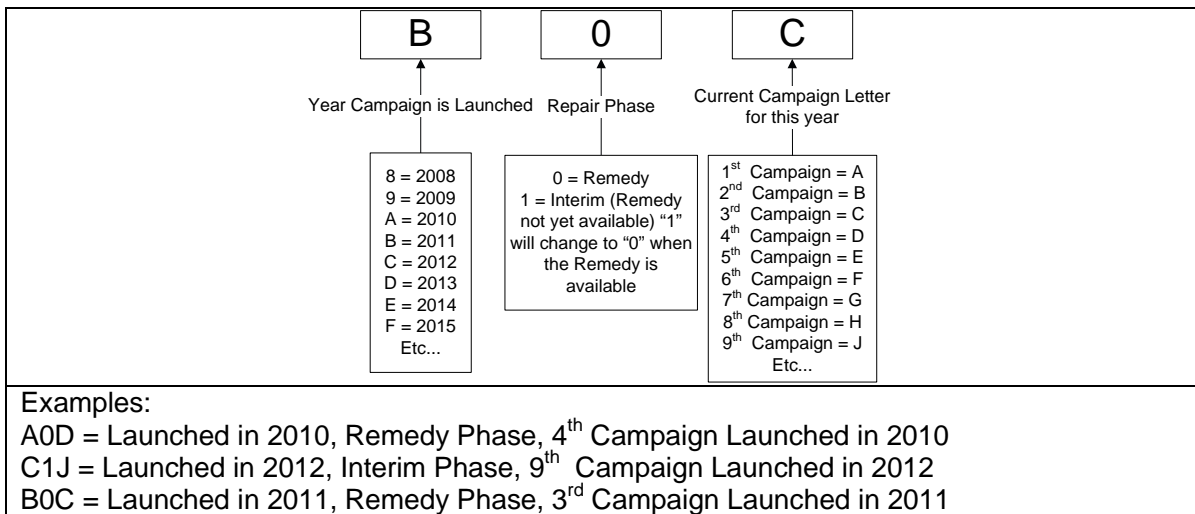
Pre-Owned Vehicles in Dealer Inventory

Toyota generally requests that dealers do not deliver any pre-owned vehicles in dealer inventory that are covered by a Safety Recall until the vehicle has been remedied. However, in this case, until the remedy is available, dealers can deliver pre-owned vehicles if they disclose to the customer that the vehicle is subject to a Safety Recall and Toyota or the dealers will send/forward them a notification when the remedy is available.

Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Brian Lyons (310) 468-2552 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

Campaign Designation Decoder



Dealership associates that have any questions are requested to contact their District Service/Parts Manager.

Please review this preliminary notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.



**Safety Recall C0V – (C1V) Preliminary Notice
2001 through 2004 Model Year Toyota Tacoma Vehicles
Originally Sold In and/or Currently Registered in the Cold Climate States
Excessive Corrosion of the Spare Tire Carrier Lift Plate**

Q1: What is the condition?

A1: This condition affects certain 2001 through 2004 model year Tacoma vehicles originally sold in or currently registered in cold climate areas with high road salt use (Cold Climate States). The spare tire is stored underneath the rear bed of the vehicle and is suspended from the spare tire carrier on a metal lift plate. Under certain environmental and usage conditions, the lift plate could corrode. In limited cases, corrosion of the plate over time could cause it to break, which could result in detachment of the spare tire from the vehicle. Detachment of the spare tire could result in a vehicle crash.

Q2: What is the cause of this condition?

A2: During the manufacture of the lift plate of the spare tire carrier, the plate may not have been sufficiently coated with phosphate. This, combined with prolonged exposure to road salts and other environmental factors, could contribute to the development of more than normal rust in the lift plate of some vehicles. This condition is unrelated to, and separate from, normal surface rust which is commonly found on metallic surfaces after some years of usage and/or exposure to the environment.

Q3: What are the “Cold Climate States” with high road salt usage covered by this Recall Campaign?

A3: The following states and the District of Columbia are referred to as the “Cold Climate States”:

CT, DE, IL, IN, KY, MA, MD, ME, MI, MN, NH, NJ, NY, OH, PA, RI, VA, VT, WI, and WV

Q3a: Why are some states contiguous to the Cold Climate States not included?

A3a: Only portions of the listed states above have the cold climate and high road salt usage which can cause this condition. To simplify the administration of this recall campaign and avoid confusion, Toyota has elected to include the entire state rather than a portion.

Q4: Which and how many vehicles are covered by this Recall Campaign?

A4: There were approximately 150,000* Tacoma (2001 - 2004 model year) vehicles originally sold in and/or currently registered in the Cold Climate States.

*Toyota is in the process of obtaining the owner names and addresses for vehicles covered under this campaign. Once this information is obtained, Toyota will be able to more accurately estimate the number of vehicles originally sold in and/or currently registered in the Cold Climate States.

Q4a: What is the production period of the vehicles covered by this Campaign?

A4a: The vehicles covered by this campaign were produced from late August 2000 to late August 2004.

Q5: What is Toyota going to do?

A5: Toyota is currently preparing a remedy for this Safety Recall. As soon as the remedy preparations are complete, Toyota will notify owners in the Cold Climate States by first class mail to bring their vehicles to an authorized Toyota dealership. The remedy will be provided to owners of vehicles covered by the recall at **no charge**.

Q5a: When will the remedy preparations be completed?

A5a: Toyota anticipates that the remedy preparation will be completed in mid-December 2012.

Q5b: When will owner notifications be sent out for this condition?

A5b: Toyota anticipates owner notifications will begin in mid-December 2012.

Q6: Why is Toyota not launching this Safety Recall in the remaining 30 states?

A6: Continued prolonged exposure to road salts and other severe cold climate environmental factors are critical contributors to the development of excessive corrosion of the Spare Tire Carrier Lift Plate in some vehicles. Therefore, vehicles in non-covered states are unlikely to experience excessive corrosion of the spare tire carrier lift plate.

Owners of subject vehicles in the remaining 30 states will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform the same inspection and provide an appropriate remedy for those vehicles at **no charge** to the owners.

Q6a: What should owners of the subject vehicles in the remaining 30 states do?

A6a: Owners of 2001 - 2004 model year Tacoma vehicles registered in the remaining 30 states and the United States Territories will receive a separate notification including details on how to obtain an inspection if they desire. Toyota will perform an appropriate remedy at **no charge to the owner**.

Q7: What should owners do if they experience the condition or have immediate concerns about their vehicles?

A7: Owners who have any immediate concerns about this issue are requested to contact their local Toyota dealer for diagnosis and appropriate repair.

Q8: Are there any other Toyota or Lexus vehicles covered?

A8: There are no other Toyota or Lexus vehicle covered by this campaign.

Q8a: Is this condition related to the previous 1998 - 2010 MY Sienna Spare Tire Carrier or 2000 - 2003 MY Tundra Rear Cross-member Recall Campaigns?

A8a: The primary contributors of excessive corrosion are continued prolonged exposure to road salts and other severe cold climate environmental factors in the Cold Climate States as stated in Safety Recalls for Sienna and Tundra. However the Sienna recall campaign was to address corrosion issues on the **Spare Tire Carrier Cable**, and the Tundra recall campaign addressed a rust perforation issue in the **Rear Frame Cross-member**.

Q9: How long will the repair take?

A9: We anticipate the repair will take approximately forty minutes. Additional details will be provided once the remedy is available.

Q10: What if an owner has previously paid for repairs related to this Recall Campaign?

A10: Reimbursement consideration instructions will be provided in the Remedy Owner Letter.

Q11: What if an owner has other concerns with the vehicle?

A11: Customer satisfaction is very important to Toyota. If an owner has other concerns with the vehicle, we request the owner works with his/her Toyota dealer and/or 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.

November 21, 2012

Toyota Fast Facts is an update on Toyota and industry news. Please feel free to share this information with family and friends. For more news, visit www.toyotaneewsroom.com.

1. Toyota Announces Voluntary Safety Recall of Certain 2001 to 2004 Model Year Tacoma Vehicles

Toyota Motor Sales will conduct a safety recall involving approximately 150,000 Tacoma vehicles originally sold or currently registered in 20 cold climate states and the District of Columbia to inspect, and in some cases, replace the spare tire carrier assembly.

In these vehicles, the spare tire is stored underneath the rear bed and suspended by a spare tire carrier on a metal lift plate. During manufacture, the spare tire carrier lift plate may not have been sufficiently coated with phosphate. The lack of phosphate coating combined with prolonged exposure to high road salt use and other environmental factors may contribute to the development of more than normal corrosion of the lift plate on some vehicles. Over time and in limited cases, corrosion of the lift plate could cause it to break and result in detachment of the spare tire from the vehicle.

In addition to the District of Columbia, the 20 cold climate states are: Connecticut, Delaware, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, Wisconsin and West Virginia.

Owners of vehicles covered by this safety recall will receive an owner notification letter via first class mail starting in December 2012. Any authorized Toyota dealer will perform this recall at no charge to the vehicle owner. Detailed information is available to customers at www.toyota.com/recall and the Toyota Customer Experience Center at 1-800-331-4331.

2. Popular Science Names RAV4 EV 'Best of What's New'

Popular Science magazine has named the winners of its 2012 Best of What's New awards, and the Toyota RAV4 EV was a winner in the automotive category. According to *Popular Science* editors, the all-electric sports utility vehicle accelerates better than many conventional SUVs, can go 100 mph top track speed and beats its EPA mileage estimates.

The automotive category tied with categories like aerospace and health for the number of award winners. To view all the Best of What's New auto winners, go to: <http://aol.it/10863T9>

3. Camry Tops Cars.com's List of Top Redesigned Cars of the Year

The editors at Cars.com named the Toyota Camry top redesigned car of the year, along with the Honda CR-V.

"The Camry drew huge appeal from car shoppers and scored big among top-selling models," said Kelsey May, industry analyst at Cars.com.

The Redesign Index looks at a number of factors, including sales, to determine which redesigns were the most successful for automakers. Car manufacturers can spend \$1 billion or more to develop new or redesigned cars, so sales are a significant indicator of success.

For full results of Cars.com's 2012 Redesign Index, visit <http://bit.ly/Zliy6V>