



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

December 5, 2014

Mr. Scott Cordes
Vice President, Chief Legal Counsel
Gulf States Toyota, Inc.
1375 Enclave Parkway
Houston, TX 77077

NVS-215SM
14V-663

Subject: Incorrect Load Carrying Capacity Label/FMVSS 110

Dear Mr. Cordes:

This letter serves to acknowledge Gulf States Toyota, Inc.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

TOYOTA/TACOMA/2015

Mfr's Report Date: October 21, 2014

NHTSA Campaign Number: 14V-663

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 142

Problem Description:

Gulf States Toyota, Inc. (Gulf States) is recalling certain model year 2015 Toyota Tacoma vehicles manufactured September 2, 2014, to October 15, 2014. The affected vehicles may contain an incorrect Load Carrying Capacity Modification Label. As a result, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard No. 110, "Tire Selection and Rims for Passenger Cars."

Consequence:

An incorrect label may result in the vehicle being overloaded, increasing the risk of a crash.

Remedy:

Gulf States has notified owners, and dealers will install an accurate label, free of charge. The recall began December 1, 2014. Owners may contact Gulf States customer service at 1-800-444-1074.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

We have received Gulf States' proposed owner notification letter and have approved it for distribution.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Sarah Mcshane who may be reached by phone at 202-366-7401, or by email at sarah.mcshane@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement