



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

1200 New Jersey Avenue SE
Washington, DC 20590

December 17, 2014

Ms. Renee Pannone
Technical Warranty Supervisor
Southeast Toyota Distributors, LLC
100 Jim Moran Boulevard
Deerfield Beach, FL 33442

NVS-215SM
14V-743

Subject: Seat Heater Electrical Wiring

Dear Ms. Pannone:

This letter serves to acknowledge Southeast Toyota Distributors, LLC'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/4RUNNER/2007-2011
TOYOTA/AVALON/2006-2010
TOYOTA/CAMRY/2006-2011
TOYOTA/COROLLA/2010-2011
TOYOTA/FJ CRUISER/2007-2010
TOYOTA/HIGHLANDER/2006-2011
TOYOTA/PRIUS/2010-2011
TOYOTA/RAV4/2007-2011
TOYOTA/SEQUOIA/2005-2011
TOYOTA/SIENNA/2005-2011
TOYOTA/TACOMA/2006-2011
TOYOTA/TUNDRA/2006-2011
TOYOTA/VENZA/2009-2011

Mfr's Report Date: November 18, 2014

NHTSA Campaign Number: 14V-743

Components:

SEATS:FRONT ASSEMBLY:SEAT HEATER/COOLER

Potential Number of Units Affected: 3,233

Problem Description:

Southeast Toyota Distributors, LLC (SET) is recalling certain model year 2010-2011 Prius and Corolla, 2009-2011 Venza, 2006-2010 Avalon, 2007-2010 FJ Cruiser, 2005-2011 Sienna and Sequoia, 2006-2011 Tacoma 4x2 and 4x4, Camry, Highlander, Tundra 4x2 and 4x4, and 2007-2011 Rav4 and 4Runner. The affected vehicles may experience compression of the seat cushion which may damage the seat heater wiring.

Consequence:

Damage to the seat heater wiring could cause the wires to short, increasing the risk of the seat burning and causing personal injury to the occupant.

Remedy:

SET will notify owners, and dealers will disconnect the heaters with copper strand heating elements and refund the purchase price of the seat heater accessory, free of charge. The recall is expected to begin December 24, 2014. Owners may contact SET customer service at 1-866-405-4226.

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.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), 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).

The information in your report suggests that SET may have been aware of this issue more than five business days before filing a report with NHTSA. Please be reminded that under Federal law, this agency is to be notified of all safety defect and/or noncompliance decisions within five business days. 49 CFR 573.6 Significant civil penalties can be assessed for this violation.

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,



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