

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

Subject: Safety Recall E0M – **Remedy Available**
Various Models - Spiral Cable

As previously announced, on April 9, 2014, 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 the following vehicles:

Certain 2009 through 2010 Model Year Corolla
Certain 2009 through 2010 Model Year Corolla Matrix
Certain 2008 through 2010 Model Year Highlander
Certain 2009 through 2010 Model Year Tacoma
Certain 2006 through 2008 Model Year RAV4
Certain 2006 through 2010 Model Year Yaris

Toyota has completed remedy preparations and will now begin mailing the remedy owner letter.

Condition

The steering column assembly in the involved vehicles contains a spiral cable assembly with electrical connections to the driver's airbag module that could become damaged when the steering wheel is turned. If this occurs, the air bag warning lamp will illuminate. In addition, the driver's air bag could become deactivated, causing it to not deploy in the event of a crash. This could increase the risk of injury to the driver.

Remedy

Toyota dealers will replace the spiral cable assembly at **NO CHARGE** to the vehicle owner. For additional information on the repair procedure, please refer to TIS.

The following information is provided to inform you of the owner notification timing and your degree of involvement.

1. Owner Letter Mailing Date

Toyota has completed remedy preparations and will begin to notify owners in early October, 2014. A sample of the owner notification letter has been included for your reference.

Toyota makes significant effort to obtain current customer name and address information when mailing owner letters. In the event your dealership receives a notice for a vehicle that was sold prior to the Safety Recall announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

Please note that only owners of the covered vehicles will be notified. If your dealer is contacted by an owner who has not yet received the notification, please **verify coverage by confirming through TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

2. Pre-Owned Vehicles in Dealer Inventory

Toyota requests that dealers do not deliver any pre-owned vehicles in dealer inventory that are covered by a Safety Recall unless the defect has been remedied.

3. Dealer Summary Reports

Summary Reports, containing the number of covered vehicles in your dealership's primary marketing area, have been enclosed in the dealer package. (Please verify eligibility by confirming through TIS prior to performing repairs.)

IMPORTANT PARTS ORDERING UPDATE

All Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts will be eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin 2011-087 for campaign parts that are currently returnable under the Monthly Parts Return Program and additional details.

6. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the recall process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly; technicians performing this recall repair are required to currently hold at least one of the following certification levels:

- **Toyota Certified (Electrical)**
- **Toyota Expert (Electrical)**
- **Master**
- **Master Diagnostic Technicians**

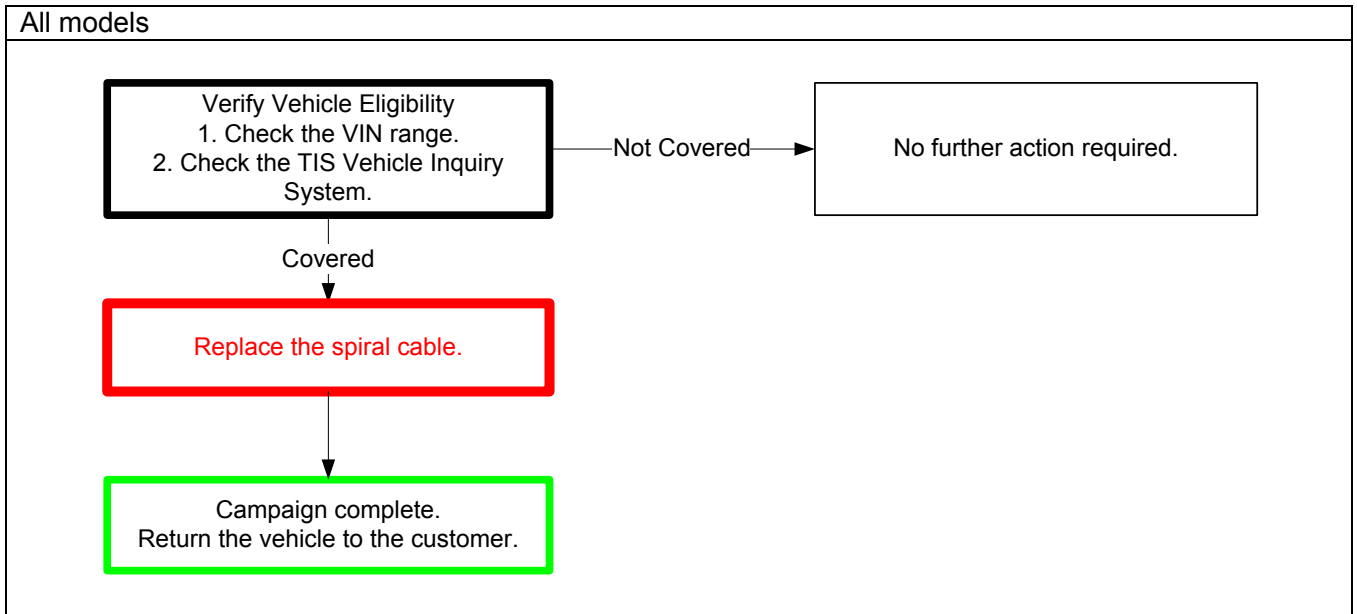
It is the dealership’s responsibility to select technicians with the above certification level or greater to perform this recall repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

7. Remedy Procedures

Please refer to TIS for Technical Instructions on repair.

Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

8. Warranty Reimbursement Procedure



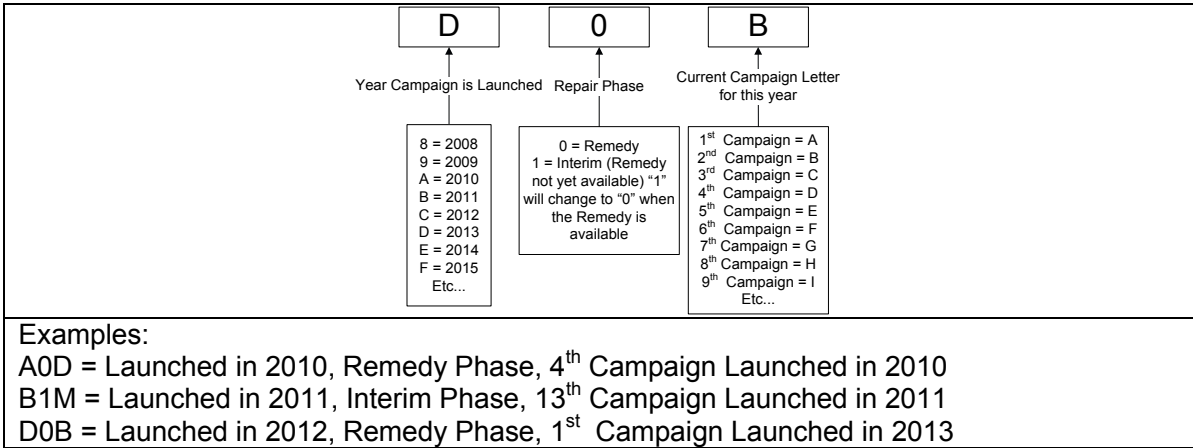
Model	Op Code	Description	Flat Rate Hour
All Models	AGG32A	Replace the spiral cable sub-assembly	0.9 hrs/vehicle

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.
- In the event the Spiral Cable Assembly is out of stock a rental car is available through the Toyota-Rent-A-Car program for a maximum of 4 days at a maximum of \$35 per vehicle. Use sublet type “RT” under op code AGG32A. If the Spiral Cable Assembly is out of stock beyond 4 days a rental car is available for a longer period of time with DSPM authorization.

Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

9. Campaign Designation Decoder



10. Media Contacts

If you are a dealership associate and have any questions, please contact your District Service/Parts Manager. ***In the event you are contacted by the News media***, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Cindy Knight (310) 468-2170 in Toyota Corporate Communications. (Please do not provide this number to customers.)

11. Customer Contacts

A FAQ is attached to help 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 to 4:00 pm Pacific Time.

Please note the attached FAQ is published on the www.Toyota.com website for customer viewing.

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 Safety Recall.

Thank you for your cooperation.
 TOYOTA MOTOR SALES, U.S.A., INC.



Safety Recall E0M - **Remedy Notice**

Certain 2009 through Certain 2010 Model Year Corolla Vehicles
Certain 2009 through Certain 2010 Model Year Corolla Matrix Vehicles
Certain 2008 through Certain 2010 Model Year Highlander Vehicles
Certain 2009 through Certain 2010 Model Year Tacoma Vehicles
Certain 2006 through Certain 2008 Model Year RAV4 Vehicles
Certain 2006 through Certain 2010 Model Year Yaris Vehicles
Spiral Cable - FAQ

Customer Frequently Asked Questions

Published late September 2014

We at Toyota care greatly about your safety. We are providing the following information to keep you informed of the details specific to this recall.

Q1: What is the condition?

A1: The steering column assembly in the involved vehicles contains a spiral cable assembly with electrical connections to the driver's airbag module that could become damaged when the steering wheel is turned. If this occurs, the air bag warning lamp will illuminate. In addition, the driver's air bag could become deactivated, causing it to not deploy in the event of a crash. This could increase the risk of injury to the driver.

Q1a: What is the Spiral Cable?

A1a: The spiral cable connects electrical circuits in the steering column to components located in the steering wheel which include steering wheel controls, horn switch, and airbag assembly. The spiral cable allows the steering wheel to rotate while maintaining the electrical connections for the steering wheel components.

Q1b: What is the cause of the condition?

A1b: The spiral cable assembly includes a Flexible Flat Cable that during normal operation can contact an internal plastic retainer of the assembly, damaging a portion of the cable that transmits electrical signals to the driver's airbag.

Q2: Are there any warnings or indicators of this condition?

A2: Yes. The airbag warning light is designed to come on when the engine switch is turned to the "ON" position during the ignition cycle check function. It goes off after about 6 seconds. ***This means the system is operating as designed.*** If the airbag warning light illuminates or remains illuminated ***after*** this period, please contact your local Toyota dealer for diagnosis and appropriate repair.

Q2a: Which warning lamps can illuminate if this condition occurs?

A2a: If this condition occurs, the following light can illuminate:



Please note that this lamp can illuminate for reasons unrelated to this condition.

Q3: What is Toyota going to do?

A3: In early October, 2014 Toyota will send an owner notification by first class mail to owners of vehicles covered by this Safety Recall.

Any authorized Toyota dealer will replace the spiral cable assembly at **NO CHARGE** to you.

Q3a: How does Toyota obtain my mailing information?

A3a: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information, based upon the DMV records. Please make sure your registration or title information is correct.

Q3b: Do I need my owner letter to have the remedy performed?

A3b: You do not need an owner letter to have this recall completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

Q5: How long will the repair take?

A5: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q6: Which and how many vehicles are involved in this Safety Recall?

A6: There are approximately 1.4 million vehicles involved in this Safety Recall.

Model Name	Model Year	Production Period	Approx. UIO
Corolla	Certain 2009 to Certain 2010	Late July 2007 – Early July 2010	525,000
Corolla Matrix	Certain 2009 to Certain 2010	Early January 2008 - Late June 2010	63,000
Highlander	Certain 2008 to Certain 2010	Early March 2007 – Early July 2010	97,000
RAV4	Certain 2006 to Certain 2008	Late July 2005 – Early August 2008	307,000
Tacoma	Certain 2009 to Certain 2010	Early September 2008 – Early July 2010	41,500
Yaris	Certain 2006 to Certain 2010	Mid-July 2005 – Late March 2010	402,500

Q5a: Are there any other Toyota, Lexus or Scion vehicles involved in this Safety Recall in the U.S.?

A5a: No. There are no other Toyota, Lexus or Scion vehicles involved in this Safety Recall in the U.S.

Q6b: Are all 2006 through 2010 model year Corolla, Corolla Matrix, Highlander, RAV4, Tacoma and Yaris vehicles involved in this Safety Recall?

A6b: No. Only vehicles with equipped with a 7-channel spiral cable are affected. If you are unsure whether or not your vehicle is involved in this campaign, please contact your local Toyota dealership for assistance.

Q7: What if I previously paid for repairs to my vehicle for this condition?

A7: Reimbursement consideration instructions will be provided in the remedy owner letter.

Q8: What if I have additional questions or concerns?

A8: If you have additional questions or concerns, please contact 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 to 4:00 pm Pacific Time.

Certain 2009 through Certain 2010 Model Year Corolla Vehicles
Certain 2009 through Certain 2010 Model Year Corolla Matrix Vehicles
Certain 2008 through Certain 2010 Model Year Highlander Vehicles
Certain 2009 through Certain 2010 Model Year Tacoma Vehicles
Certain 2006 through Certain 2008 Model Year RAV4 Vehicles
Certain 2006 through Certain 2010 Model Year Yaris Vehicles
Spiral Cable Replacement

IMPORTANT SAFETY RECALL (Remedy Notice)

This notice applies to your vehicle: [VIN]

URGENT SAFETY RECALL

This is an important Safety Recall. The remedy will be performed at **NO CHARGE** to you.

Dear Toyota Customer:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in the following:

Certain 2009 through 2010 Model Year Corolla
Certain 2009 through 2010 Model Year Corolla Matrix
Certain 2008 through 2010 Model Year Highlander
Certain 2009 through 2010 Model Year Tacoma
Certain 2006 through 2008 Model Year RAV4
Certain 2006 through 2010 Model Year Yaris

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner of the vehicle identified by the Vehicle Identification Number noted above.

What is the condition?

The steering column assembly in the involved vehicles contains a spiral cable assembly with electrical connections to the driver's airbag module that could become damaged when the steering wheel is turned. If this occurs, the air bag warning lamp will illuminate. In addition, the driver's air bag could become deactivated, causing it to not deploy in the event of a crash. This could increase the risk of injury to the driver in certain types of crashes.

What will Toyota do?


Any authorized Toyota dealer will replace the spiral cable assembly at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

Please contact any authorized Toyota dealer to schedule an appointment to have the remedy performed as soon as possible.

The repair will take approximately **one hour**. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Until the remedy is performed, please pay close attention to the SRS (airbag) Warning Light  located in the instrument panel. The SRS Warning Light is designed to come on when the engine switch is turned to the "ON" position during the ignition cycle check function. Under normal operation it goes off after a few seconds. **The warning light turning off after the check period means the system is operating as designed***. If the airbag warning (1) does not illuminate during the check period, or (2) illuminates or remains illuminated **after** the few second check period, please contact your local authorized Toyota dealer for diagnosis and appropriate repair. If the warning lamp illumination is related to the condition covered by this Safety Recall, the repair will be performed at **no charge** to you. **Please be aware that this condition may exist without illumination of the SRS Warning light or any other warnings.**

* Please refer to the Owner's Manual for additional operation details related to this system.

You do not need an owner letter to have this recall completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

- ***Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the repair.***
- You can find additional information and locate a Toyota dealer in your area by going online and visiting www.toyota.com/recall.
- If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

What if you have previously paid for repairs to your vehicle for these specific conditions?

If you have previously paid for repairs related to this condition, please mail all required paperwork to the following address for reimbursement consideration and allow 6 – 8 weeks for processing:

Toyota Motor Sales, USA, Inc.
Toyota Customer Experience WC10
19001 South Western Avenue
Torrance, CA 90509

Please refer to the attached Reimbursement Checklist for required document and submission details.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

Safety Recall Reimbursement Checklist

- Repair Order or Invoice
 - Must include the following information
 - Mileage on the date that the repair order was created
 - Itemized breakdown of labor charges for each repair performed
 - Detailed diagnosis statement
 1. Why was the vehicle brought into the repair facility?
 2. What was the repair facility's diagnosis?
 3. What did the repair facility do to correct the concern?

- Proof-of-Payment
 - Only the Following Items are valid Proof-of Payment
 - Copy of a cancelled check
 - Copy of a signed credit card receipt
 - Copy of a credit card statement
 - (If paid by cash) Letter from repair facility, on company letterhead, signed by the manager, verifying the amount paid by cash

- Proof-of-Ownership
 - Only the following items are valid proof-of-ownership
 - Copy of the Bill of Sale
 - Copy of the Title

- Name, Address and Phone Number printed on all documents

If the repair was completed prior to the Safety Recall launch or completed at an independent repair facility, Toyota requires that the vehicle visits a Toyota Dealership for inspection of the repair in order to complete the Safety Recall prior to reimbursement consideration.