

Mark Kubota / TMS Toyota Customer Services  
Product Quality and Service Support, Quality Compliance  
April 8, 2014  
Approved By: Bob Waltz

To: All Toyota Dealers  
From: Product Support Division

**Safety Recall E0M (E1M) *Interim Notification***  
**Various Models**  
**Spiral Cable**  
**\*\*\*\*Interim Mailing Update\*\*\*\***

**Updated 5/12/2014: Interim Mailing Information – Interim Information Highlighted in Yellow**

**On April 9, 2014, Toyota will file 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 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

- **Due to the lead time in making remedy preparations, Toyota will be mailing an interim owner notification letter to customers covered by this Safety Recall in mid-May, 2014.**
- **Toyota is currently preparing the remedy for this condition.**

**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.

**Covered Vehicles**

There are approximately 1.31 million vehicles involved in this Safety Recall.

<b>Model Name</b>	<b>Model Year</b>	<b>Production Period</b>	<b>Approx. UIO</b>
Corolla	Certain 2009 to Certain 2010	Late July 2007 – Early July 2010	399,000
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

## Status

- E0M (“E1M” until the remedy is launched) Preliminary Notification documents will be posted on TIS Tuesday evening at approximately 10:30 p.m., April 8, 2014 (Pacific Time). **For reference purposes only**, VINs covered by this Safety Recall will be searchable on TIS starting Tuesday evening, April 8, 2014.
- **For reference purposes only**, VINs covered by this Safety Recall will be searchable on TIS starting Wednesday, April 9, 2014.

**Toyota is currently preparing the remedy for this condition. Due to the lead time in making remedy preparations, Toyota will be mailing an interim owner notification letter to customers covered by this Safety Recall in mid-May, 2014. The interim notice will advise owners of this Safety Recall and of the future notice they will receive when the remedy is available.**

## 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, unless prohibited by your state’s law, dealers can deliver un-remedied pre-owned vehicles if they disclose to the customer that the vehicle is subject to a Safety Recall and Toyota will send them a notification when the remedy is available.

## Media Contacts

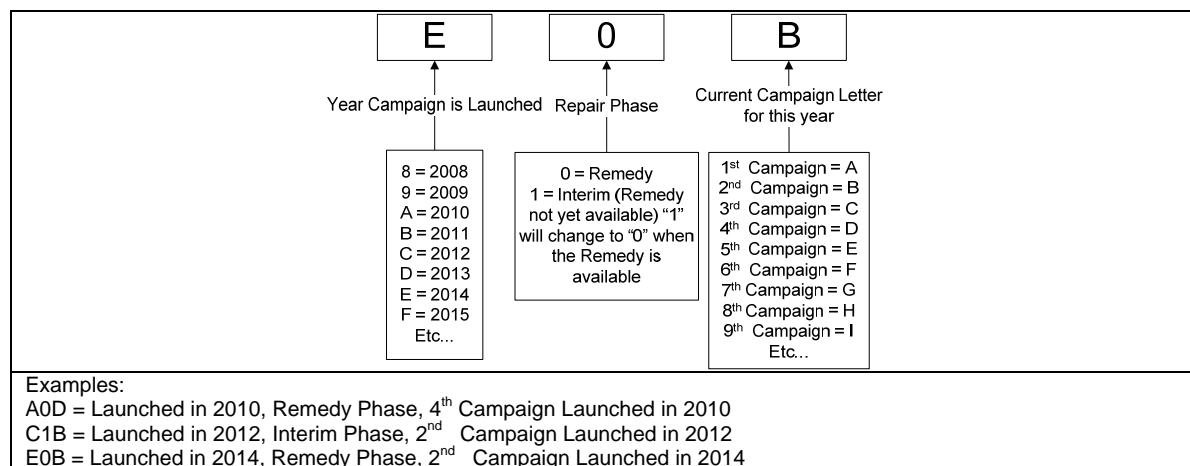
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Cindy Knight (310) 468-2170 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

## Customer Handling

A FAQ 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.

Please note the attached FAQ is published on the [www.Toyota.com](http://www.Toyota.com) website for customer viewing.

## Campaign Designation Decoder



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.