



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

TMS-NTC-14065
May 1, 2014

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

Re: Toyota Safety Recall 14V-168 – Preliminary Dealer Notification

To whom it may concern,

Please find attached the Preliminary Dealer Notification Letter for Toyota Safety Recall 14V-168 on the following Toyota 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

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. J. K.", is written over a thin horizontal line.

Quality Compliance Assistant Manager

Attachments:

- Toyota 14V-168 (EOM) Dealer Notification (Preliminary)

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) – *Preliminary Notice*
Various Models
Spiral Cable

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

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 next phase, prior to the owner notification starting.

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.

Involved Vehicles

There are approximately 1.23 million vehicles involved in this Safety Recall.

Model Name	Model Year	Production Period	Approx. UIO
Corolla	Certain 2009 to Certain 2010	Late July 2007 – Late June 2010	399,000
Corolla Matrix	Certain 2009 to Certain 2010	Mid-December 2007 - 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	Late May 2008 – Early July 2010	19,000
Yaris	Certain 2006 to Certain 2010	Mid-July 2005 – Late March 2010	347,000

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.
- ***Toyota is currently preparing the remedy parts.***

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.

Interim Owner Notification

To assure transparency with owners, Toyota will mail an Interim owner notification to owners of covered vehicles by first class mail. The **Interim** owner notification letter will advise owners: (1) of this safety recall, (2) of the fact they will receive a future notice once the replacement parts are available, (3) of what to do if they experience this condition in the interim period.

- Dealers will receive a Safety Recall Interim Dealer package in late April, 2014.
- Interim Owner notification letters will be sent by first class mail beginning in late April, 2014.

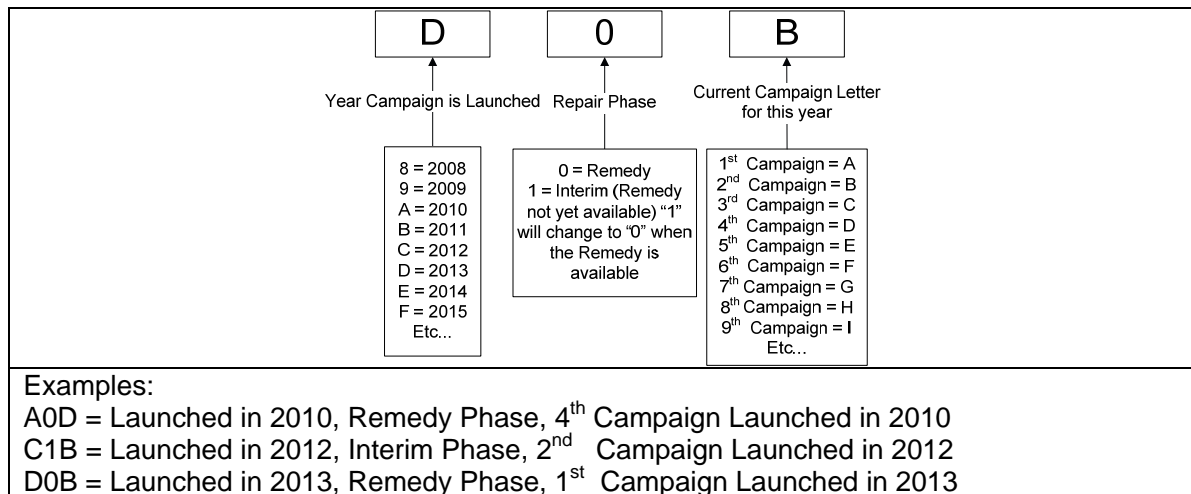
Media Contacts

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

If you are contacted by a customer who has questions or concerns, 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.

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.