

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

To: All Toyota Dealers
From: Product Support Division

Safety Recall EOM *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.

Dealer Notification

- Dealers will be notified electronically via email Tuesday evening 10/7/2014
- Documents will be available on TIS starting Tuesday evening 10/7/2014
- Claim filing will be available starting Wednesday 10/8/2014

Owner Letter Mailing Date

Toyota has completed remedy preparations and will begin notifying owners in late October, 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

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 website for customer viewing.

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.



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.