

Austin Fadel / TMS Toyota Customer Services  
Product Quality and Service Support, Quality Compliance  
August 4, 2014  
Approved By: Bob Waltz

To: All Toyota Dealers  
From: Product Support Division

**Safety (Noncompliance) Recall E0X (E1X) - Preliminary Notice**  
**Certain 2008 through 2014 Model Year Tacoma and FJ Cruiser Vehicles**  
**Tire and Loading Information Label – TRD Accessory Wheels and Toyota-recommended Light Truck Tires**

**Updated 8/29/2014: Safety Recall E0X Remedy Will Launch in Two Phases.**

- Toyota has completed remedy preparations for Tacoma vehicles (Phase 1).
- Please reference Safety Recall E0X – Phase 1 Remedy documents on TIS.

On August 4, 2014, Toyota filed a Noncompliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency that certain 2008 through 2014 model year Tacoma and FJ Cruiser vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires do not conform to the requirements of FMVSS 110: Tire Selection and Rims and Motor Home/Recreation Vehicle Trailer Load Carrying Capacity Information. As a result, applicable new vehicles in dealer inventory must not be delivered until the Safety (Noncompliance) Recall is corrected.

Toyota is currently preparing the remedy for this condition.

**Condition**

The above listed vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires could have an overlay label installed on the original Tire and Loading Information label with the incorrect cold tire pressure inflation value for the spare tire. If these wheels and tires were installed on a vehicle prior to first retail sale with this incorrect label, the vehicle fails to meet the requirements of Federal Motor Vehicle Safety Standard (FMVSS) 110: Tire Selection and Rims and Motor Home/Recreation Vehicle Trailer Load Carrying Capacity Information. A tire inflated to the improper tire pressure could increase the risk of a crash.

**Involved Vehicles**

Toyota estimates that approximately 20,000 vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires prior to first retail sale could have an overlay label installed on the original Tire and Loading Information label with an incorrect cold tire pressure inflation value for the spare tire.

In order to assure that the owners of vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires involved in this Safety (Noncompliance) Recall are notified, it will be necessary to send letters to owners of approximately 449,000 total vehicles as follows:

Model Name	Model Year	Production Period	Appx. UIO
Tacoma	Certain 2008 through 2014	TBD	408,000
FJ Cruiser		TBD	41,000

Owners of vehicles known *not* to have vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires at the time of first retail sale will not receive notices.

Dealerships should always verify vehicle applicability in TIS prior to vehicle delivery.

**Status**

- *Toyota is currently preparing the remedy for this condition.*
- **Dealers with New Vehicles in Dealership Inventory are directed to follow the Preliminary Notice instructions provided below.**

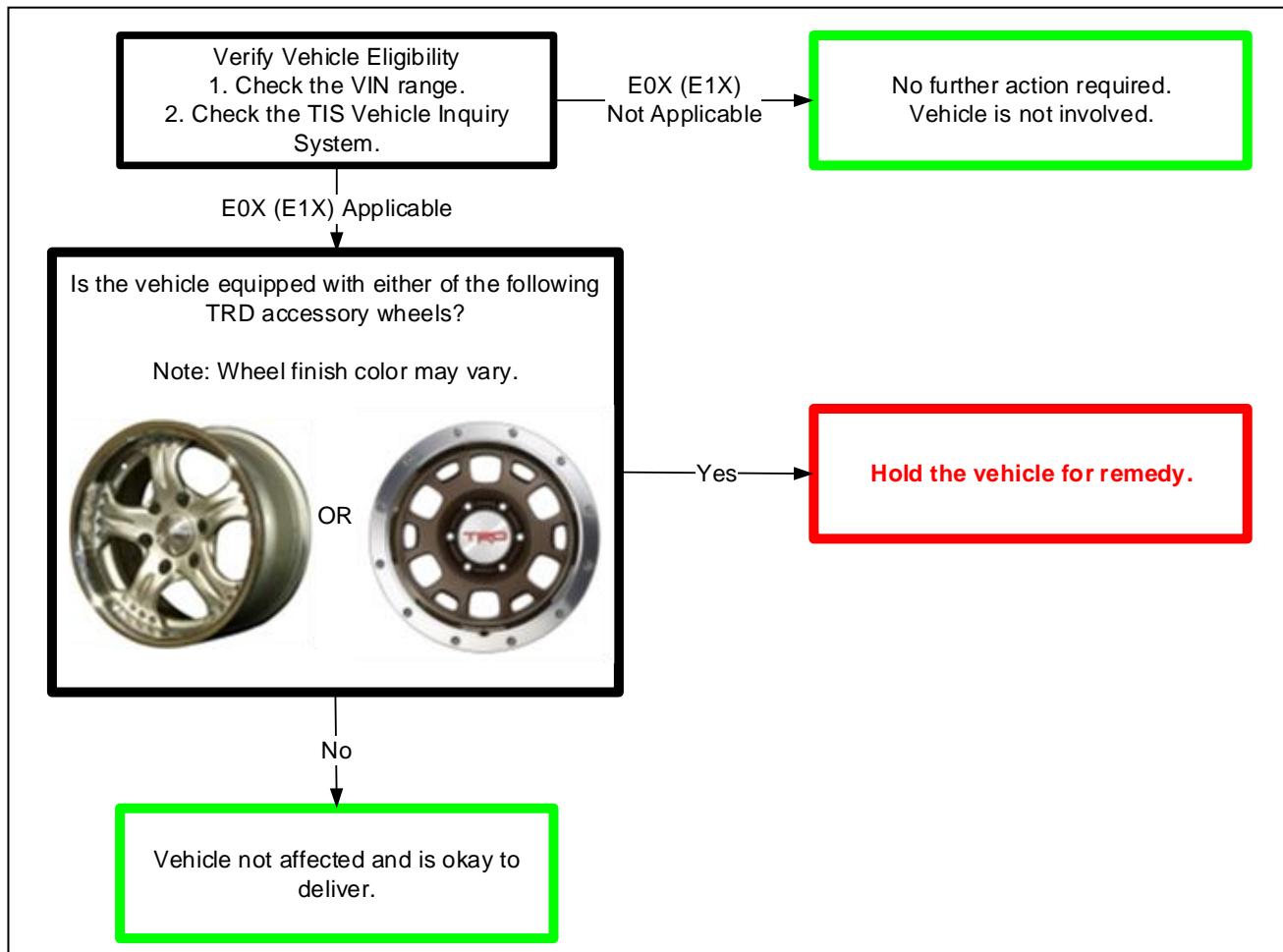
- E0X (“E1X” until the remedy is launched) Preliminary Notice documents will be posted on TIS starting the morning of Monday, August 4, 2014.
- VINs included in this Safety (Noncompliance) Recall will be searchable on TIS starting the morning of Monday, August 4, 2014.
- Toyota anticipates it will take several days to complete the remedy preparations.



**New Vehicles in Dealership Inventory**

Under Title 49, Section 30112(a) of the United States Code, a dealer cannot sell, offer for sale, or introduce or deliver for introduction in interstate commerce a new motor vehicle when it is aware that the vehicle does not comply with an applicable Federal Motor Vehicle Safety Standard. In addition, 49 Code of Federal Regulations §577.13 requires us to provide the following advisory: it is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied.

**New Vehicles in Dealership Inventory that are applicable under for E0X (E1X) in TIS and equipped with TRD Accessory Wheels must not be delivered until the Safety (Noncompliance) Recall is corrected.** Use the information below to determine if any New Vehicles in Dealership Inventory are affected by this Safety (Noncompliance) Recall.





Safety (Noncompliance) Recall E0X - **Remedy Notice (Phase 1)**  
 Certain 2008 through 2014 Model Year Tacoma and FJ Cruiser Vehicles  
 Tire and Loading Information Label – TRD Accessory Wheels and Toyota-recommended Light Truck Tires

**Customer Frequently Asked Questions**  
 Published Late August, 2014

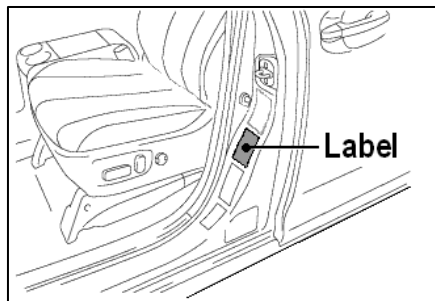
**The remedy will be launched in phases due to parts availability. Toyota has completed remedy preparations for Phase 1 and will begin notifying these owners.**

Phase	Model Name	Safety Recall Status	Remedy Date
1	Tacoma	<b>Remedy</b>	Late August, 2014
2	FJ Cruiser	(Remedy under development)	<i>Anticipated</i> Early September, 2014

**Q1: What is the condition?**

A1: The above listed vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires could have an overlay label installed on the original Tire and Loading Information label with an incorrect cold tire pressure inflation value for the spare tire. If these wheels and tires were installed on a vehicle prior to first retail sale with this incorrect label, the vehicle fails to meet the requirements of Federal Motor Vehicle Safety Standard (FMVSS) 110: Tire Selection and Rims and Motor Home/Recreation Vehicle Trailer Load Carrying Capacity Information. A tire inflated to the improper tire pressure could increase the risk of a crash.

**Tire and Loading Information Label  
 Located on Driver Side B-pillar**



**Q1a: Why are only vehicles equipped with TRD Accessory Wheels and Toyota-recommended Light Truck (LT) tires prior to first retail sale covered by this Safety (Noncompliance) Recall?**

A1a: Vehicles equipped with TRD Accessory Wheels and Toyota-recommended LT tires could have a TRD overlay sticker installed on the original Tire and Loading Information label with an incorrect cold tire pressure inflation value for the spare tire. All vehicles must have the manufacturer's recommended cold tire inflation pressure on the label required by FMVSS 110 before a vehicle is first sold to a retail purchaser. (This requirement only applies to vehicles when they are first sold; it does not apply to wheels and tires installed after first sale.)

Vehicles with wheels and tires originally installed during vehicle assembly by Toyota have the correct Tire and Loading Information label with the recommended cold tire pressure inflation value for those tires, including the spare.

**Q2: Which and how many vehicles are involved in this Safety (Noncompliance) Recall?**

A2: Toyota estimates that approximately 20,000 (certain 2008 through 2014 model year) Tacoma and FJ Cruiser vehicles were equipped with TRD Accessory Wheels and Toyota-recommended LT tires prior to first retail sale. These vehicles could have an overlay label with an incorrect cold tire pressure inflation value for the spare tire installed on the original Tire and Loading Information label.

In order to assure that the owners of vehicles equipped with TRD Accessory Wheels and Toyota-recommended LT tires involved in this Safety (Noncompliance) Recall are notified, it will be necessary to notify owners of approximately 449,000 total vehicles.

Model Name	Model Year	Appx. UIO
Tacoma	Certain 2008 through 2014	408,000
FJ Cruiser		41,000

Owners of vehicles known **not** to be equipped with TRD Accessory Wheels and Toyota-recommended LT tires at the time of first retail sale will not receive notices.

**Q3: What is Toyota going to do?**

A3: **The remedy will be launched in two phases.** Owners of vehicles included in Phase 1 will begin receiving a Safety (Noncompliance) Recall Notification by first class mail in late September, 2014. Please see the information below on the two different types of owner notification Toyota will be sending:

- 1) Owners of vehicles known to have these accessory wheels and LT tires installed by Toyota prior to first retail sale will receive an updated Tire and Loading Information overlay label with their notification. Owners will be instructed to install the updated overlay label. In addition, they will be asked to check the tire pressure in all tires and reset the TPMS as needed. This will complete Safety (Noncompliance) Recall E0X for these vehicles.
- 2) Vehicles that could have had these accessory wheels and LT tires installed by a Toyota dealer prior to first retail sale cannot be identified with certainty. As a result, this notification will include a pre-paid postcard requesting the vehicle owner to identify whether or not the vehicle had these accessory wheels and LT tires prior to first retail sale. Toyota will then send a follow-up letter with the updated Tire and Loading Information overlay label to owners that indicate they had these accessory wheels and LT tires. Owners will be instructed to install the updated overlay label. In addition, they will be asked to check the tire pressure in all tires and reset the TPMS as needed. This will complete Safety (Noncompliance) Recall E0X for these vehicles.

Both notification types will include instructions to help the vehicle owner identify the accessory wheels and LT tires involved in this Safety (Noncompliance) Recall.

If a vehicle owner requires assistance performing the inspection or overlay label installation, any authorized Toyota dealer will assist at **NO CHARGE**.

**Q3a: How long will the repair take?**

A3a: Owners of included vehicles can complete the remedy without visiting a Toyota dealer.

If an owner would like a Toyota dealer to assist, vehicles not equipped with these accessory wheels and LT tires only require a brief visual inspection. Vehicles equipped with these accessory wheels and LT tires will require approximately 45 minutes to complete the remedy procedure and installation of the updated Tire and Loading Information overlay label. However, depending upon the dealer's work schedule, it may be necessary for the owner to make the vehicle available for a longer period of time.

**Q4: Are there any other Lexus, Toyota, or Scion vehicles covered?**

A4: No, there are no other Lexus, Toyota, or Scion vehicles covered by this Safety (Noncompliance) Recall.

However, certain 2008 through 2011 model year FJ Cruiser and Tacoma vehicles, equipped with TRD Accessory Wheels and Toyota-recommended LT tires were part of a 2011 Safety (Noncompliance) Recall (Toyota Recall# B0B) to address an improperly calibrated Tire Pressure Monitoring System (TPMS). Some of these vehicles are also included in this recall.

**Q4a: If Safety (Noncompliance) Recall #B0B was completed, am I included in this Safety (Noncompliance) Recall?**

A4a: Vehicles that received a remedy repair as part of Safety (Noncompliance) Recall #B0B could also have an overlay label installed on the original Tire and Loading Information label with an incorrect cold tire pressure inflation value for the spare tire. Toyota will send an owner notification letter by first class mail to owners of vehicles also covered by this Safety (Noncompliance) Recall.

**Q5: How can I determine the proper cold tire pressure inflation values for my vehicle?**

A5: The proper cold tire pressure inflation values can be found in the owner's manual and on the Tire and Loading Information label on the driver side B-pillar for the wheels and tires originally installed during vehicle assembly or prior to first sale by Toyota.

Furthermore, each tire on your vehicle, whether original equipment or a replacement tire, indicates the ***maximum*** recommended cold tire inflation pressure on the tire sidewall. It is also recommended that you check this to be sure that you do not overinflate the tire. Please contact your Toyota dealer or dealer for the manufacturer of the tire if you have any questions.

**Q5a: If my vehicle now has wheels and/or tires not supplied by Toyota, what tire inflation pressure should I use?**

A5a: There are many different types of wheels and tires that an owner might choose to replace those originally supplied and approved by Toyota. The Tire and Loading Information label may not apply to all replacement tires. You should check with your wheel or tire dealer if you have any questions.

**Q6: How does Toyota obtain my mailing information?**

A6: 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.

**Q6a: Do I need my owner letter to have the remedy performed by a Toyota dealer?**

A6a: You do not need an owner letter to have this safety 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.

**Q6b: Do I need my updated Tire and Loading Information overlay label to have the remedy performed by a Toyota dealer?**

A6b: If you received an updated label with your notice but elect not to apply it yourself, you do not need this label to have this safety recall completed. However, in case the Toyota dealer does not have the required overlay label for your vehicle in-stock, to minimize your inconvenience, we request that you bring the label sent with your notice at the time of your service appointment.

**Q7: What if I have additional questions or concerns?**

A7: 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.

**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 to 4:00 pm Pacific Time.

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.