

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**

**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**

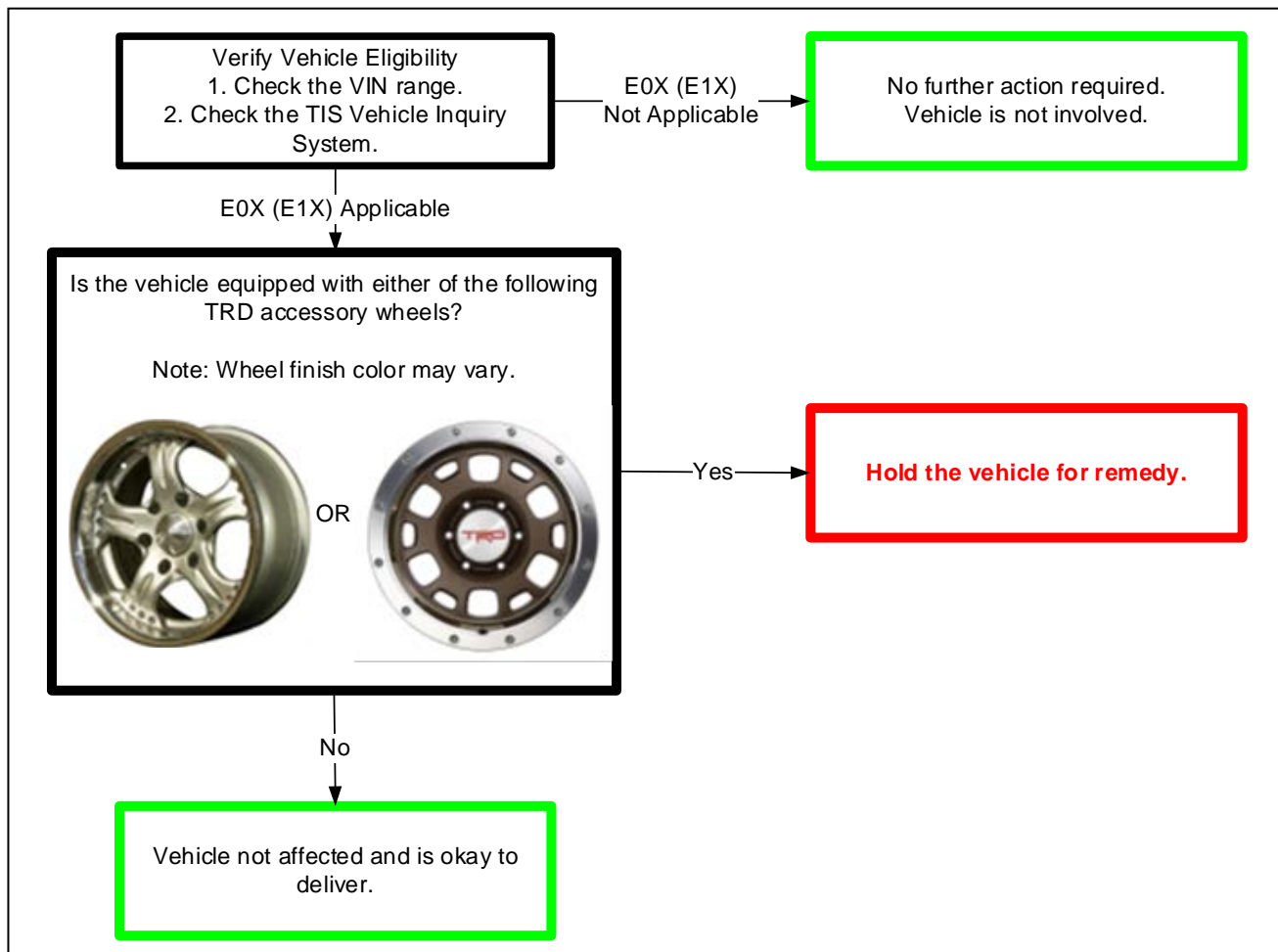
- *Toyota is currently preparing the remedy for this condition.*
- **Dealers with New Vehicles in Dealership Inventory are directed to follow the Preliminary Notice instructions provided below.**
- E0X ("E1X" until the remedy is launched) Preliminary Notice documents will be posted on TIS starting the 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.



### 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.



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

## Customer Frequently Asked Questions

Published Early August, 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 Safety (Noncompliance) Recall.**

**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 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.

**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 an incorrect TRD overlay sticker installed on the original Tire and Loading Information label with the 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 not equipped with TRD Accessory Wheels prior to first retail sale have the correct Tire and Loading Information label with the recommended cold tire pressure inflation value for the tires originally installed by Toyota on the vehicle, including the spare.

**Q2: What is Toyota going to do?**

A2: **Toyota is currently preparing the remedy for this condition.** Once preparations are complete, Toyota will send an owner notification letter by first class mail to owners of vehicles covered by this Safety (Noncompliance) Recall. The remedy will be performed at **No Charge**.

**Q2a: When does Toyota anticipate the remedy will be available?**

A2a: Toyota is currently working on developing the remedy for this Safety (Noncompliance) Recall. Toyota anticipates it will take several days to complete the remedy preparations.

**Q2b: How does Toyota obtain my mailing information?**

A2b: 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.

**Q3: Which and how many vehicles are involved in this Safety (Noncompliance) Recall?**

A3: Toyota estimates that approximately 20,000 vehicles equipped with TRD Accessory Wheels and Toyota-recommended 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 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 LT tires at the time of first retail sale will not receive notices.

**Q3a: Are there any other Lexus, Toyota, or Scion vehicles covered?**

A3a: No, there are no other Lexus, Toyota, or Scion vehicles covered by this Safety (Noncompliance) Recall.

However, a Safety (Noncompliance) Recall (Toyota # B0B) was filed with NHTSA on March 4, 2011 that included certain 2008 through 2011 model year FJ Cruiser and Tacoma vehicles, equipped with TRD Accessory Wheels and Toyota-recommended LT tires to address an improperly calibrated Tire Pressure Monitoring System (TPMS). Some of these vehicles are also included in this recall.

**Q3b: If Safety (Noncompliance) Recall #B0B was completed, am I included in this Safety (Noncompliance) Recall?**

A3b: 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. Once preparations are complete, Toyota will send an owner notification letter by first class mail to owners of vehicles covered by this Safety (Noncompliance) Recall.

**Q4: How can I determine the maximum cold tire inflation pressure for my tires?**

A4 Each tire on your vehicle, whether original equipment or a replacement tire, indicates the **maximum** recommended cold tire inflation pressure on the tire sidewall. You should always 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.

**Q5: What if I have additional questions or concerns?**

A5: 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.