



Gulf States Toyota, Inc.
1375 Enclave Parkway
Houston, TX 77077

To: All Dealer Principals, General Managers, Service Managers and Parts Managers

Subject: **Non-Compliance Recall 14R3**
Certain 2015 Toyota Tacoma Vehicles Equipped with Inaccurate Load Carrying Capacity Modification Label.

On October 21, 2014, Gulf States Toyota, Inc. (GST) filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Non-Compliance Campaign. As a result, new vehicles in dealer inventory must not be delivered until corrected.

Background:

This Non-Compliance Campaign covers certain 2015 Toyota Tacoma vehicles that were accessorized by GST at its Vehicle Processing Center prior to delivery to Toyota dealers within GST's region of Texas, Oklahoma, Arkansas, Louisiana, and Mississippi equipped with a load carrying capacity modification label that was not accurate.

This campaign is being initiated to provide corrected load carrying capacity modification labels in order to comply with Federal Motor Vehicle Safety Standard 110 that requires load carrying weight values reflect the total weight added between final vehicle certification and first retail sale be accurate within one percent of the actual added weight.

Remedy:

GST intends to notify customers by mail of the non-compliance and to provide them with detailed instructions and an accurate label to be installed over the inaccurate label in their vehicle near FMVSS 110 tire information placard. GST will also offer the installation of such label at any Toyota dealer at no charge to the customer.

The following vital information is provided to inform you and your staff of the owner notification phase of this campaign and your degree of involvement.

1. Owner Notification Mailing Date:

The owner notification for affected vehicles will begin in November, 2014.

Please note that only owners of the covered vehicles will be notified. If a dealer is contacted by an owner who has not yet received the notification, please **verify coverage by confirming through TIS or GST Dealer Daily**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

2. Number and Identification of Involved Vehicles

This Non-Compliance Recall involves approximately 142 vehicles. A list containing all affected VINs is provided below and will be loaded into Toyota TIS and campaign status by VIN will be visible beginning Tuesday 10/21/2014.

GST is informing all dealerships to ALWAYS check VIN applicability in TIS to determine eligibility and remedy status of any applicable recalls and campaigns.

Below is a complete list of all VINs applicable to Non-Compliance Recall 14R3.

VIN	Correct Weight (Lbs.)	VIN	Correct Weight (Lbs.)	VIN	Correct Weight (Lbs.)
3TMLU4EN0FM166957	76	5TFJU4GN6FX069549	77	5TFKU4HN1FX005888	76
5TFJU4GN0FX068932	78	5TFJU4GN7FX069138	85	5TFKU4HN2FX005866	76
5TFJU4GN0FX069143	76	5TFJU4GN7FX069186	84	5TFKU4HN3FX005889	76
5TFJU4GN0FX069191	76	5TFJU4GN7FX069382	76	5TFKU4HN3FX005892	76
5TFJU4GN0FX069210	84	5TFJU4GN7FX069477	76	5TFKU4HN4FX005870	82
5TFJU4GN0FX069367	77	5TFJU4GN7FX069642	83	5TFKU4HN5FX005893	76
5TFJU4GN0FX069434	76	5TFJU4GN8FX067527	77	5TFKU4HN7FX005863	83
5TFJU4GN0FX069479	91	5TFJU4GN8FX068516	83	5TFLU4EN0FX115761	76
5TFJU4GN0FX069546	82	5TFJU4GN8FX068998	77	5TFLU4EN0FX115775	83
5TFJU4GN0FX069594	76	5TFJU4GN8FX069164	84	5TFLU4EN0FX115985	82
5TFJU4GN0FX069630	77	5TFJU4GN8FX069245	82	5TFLU4EN1FX115543	82
5TFJU4GN1FX069149	76	5TFJU4GN8FX069262	76	5TFLU4EN1FX115736	76
5TFJU4GN1FX069183	76	5TFJU4GN8FX069293	76	5TFLU4EN1FX116174	83
5TFJU4GN1FX069247	76	5TFJU4GN8FX069357	82	5TFLU4EN1FX116305	83
5TFJU4GN1FX069300	76	5TFJU4GN8FX069391	76	5TFLU4EN1FX116353	83
5TFJU4GN1FX069572	82	5TFJU4GN8FX069424	76	5TFLU4EN2FX115664	85
5TFJU4GN2FX067491	76	5TFJU4GN8FX069455	83	5TFLU4EN2FX115812	90
5TFJU4GN2FX067720	90	5TFJU4GN8FX069553	83	5TFLU4EN2FX116023	83
5TFJU4GN2FX069466	76	5TFJU4GN9FX069240	82	5TFLU4EN3FX115320	76
5TFJU4GN2FX069516	76	5TFJU4GN9FX069271	83	5TFLU4EN3FX115799	83
5TFJU4GN2FX069533	76	5TFJU4GNXFX068047	77	5TFLU4EN4FX115567	76
5TFJU4GN2FX069547	83	5TFJU4GNXFX069280	84	5TFLU4EN4FX115570	82
5TFJU4GN2FX069631	76	5TFJU4GNXFX069330	82	5TFLU4EN4FX116587	76
5TFJU4GN3FX068732	78	5TFJU4GNXFX069358	77	5TFLU4EN5FX113729	82
5TFJU4GN3FX069184	82	5TFJU4GNXFX069439	77	5TFLU4EN5FX115559	76
5TFJU4GN3FX069198	76	5TFJU4GNXFX069537	83	5TFLU4EN5FX116372	76
5TFJU4GN3FX069203	77	5TFJU4GNXFX069585	83	5TFLU4EN6FX116008	76
5TFJU4GN3FX069282	76	5TFJU4GNXFX069599	77	5TFLU4EN6FX116140	76
5TFJU4GN3FX069444	76	5TFJX4GN0FX038854	76	5TFLU4EN7FX115174	84
5TFJU4GN3FX069637	82	5TFJX4GN0FX039342	76	5TFLU4EN7FX115658	82
5TFJU4GN4FX068142	76	5TFJX4GN1FX039060	76	5TFLU4EN7FX115661	82
5TFJU4GN4FX069176	82	5TFJX4GN3FX039285	124	5TFLU4EN7FX115983	82
5TFJU4GN4FX069212	76	5TFJX4GN4FX039232	76	5TFLU4EN7FX116311	77
5TFJU4GN4FX069226	84	5TFJX4GN5FX038719	125	5TFLU4EN7FX116602	84
5TFJU4GN4FX069243	78	5TFJX4GN5FX039188	76	5TFLU4EN8FX115605	83
5TFJU4GN4FX069310	83	5TFJX4GN5FX039191	124	5TFLU4EN8FX115751	76
5TFJU4GN4FX069369	77	5TFJX4GN5FX039398	76	5TFLU4EN9FX111420	76
5TFJU4GN4FX069453	82	5TFJX4GN6FX038440	76	5TFLU4EN9FX114723	83
5TFJU4GN4FX069520	84	5TFJX4GN6FX039166	76	5TFLU4EN9FX115550	77
5TFJU4GN5FX069171	76	5TFJX4GN6FX039250	124	5TFLU4EN9FX115581	82
5TFJU4GN5FX069204	76	5TFJX4GN7FX038897	76	5TFLU4EN9FX115645	76
5TFJU4GN5FX069333	84	5TFJX4GN7FX039208	125	5TFLU4EN9FX115810	76
5TFJU4GN5FX069428	83	5TFJX4GN8FX039248	77	5TFLU4EN9FX116004	76
5TFJU4GN5FX069624	82	5TFJX4GN9FX039310	124	5TFLU4EN9FX116018	83
5TFJU4GN6FX068496	84	5TFJX4GNXFX039168	76	5TFLU4EN9FX116522	82
5TFJU4GN6FX068563	83	5TFJX4GNXFX039235	77	5TFLU4ENXFX116397	76
5TFJU4GN6FX069180	84	5TFKU4HN0FX005896	83		
5TFJU4GN6FX069485	76	5TFKU4HN0FX005901	83		

3. New Vehicles in Dealership Inventory



As required by Federal law, dealers cannot sell, offer for sale, or introduce or deliver any new vehicle in their inventory, which is covered by a Non-Compliance Campaign, until the necessary remedy has been performed.

IMPORTANT NOTE! Dealerships must check applicability in TIS before any new 2015 Model Year Tacoma vehicles are delivered. Due to the small number of vehicles that our records indicate are in dealer inventory, a VIN list has also been included in this communication. All Safety Recalls remedies must be performed prior to delivery.

4. Pre-Owned Vehicles in Dealer Stock

GST requests that dealers do not deliver any pre-owned vehicles in dealer inventory that are covered by a Non-Compliance or Safety Recall unless the non-compliance has been remedied.

5. Parts Requirements and Ordering

For dealer in-stock units, VIN specific corrected load capacity modification labels will be forward deployed to each dealer for an expected delivery of Wednesday October 22nd, or Thursday October 23rd.

Corrected load capacity modification labels will also be sent to customers with notification letters.

Should you be contacted by a customer who may have misplaced the label received with their notification label, please refer to the 14R3 Flowchart attached to this communication for instructions to obtain a replacement label.

6. Remedy Procedures

Please refer to TIS for Technical Instructions on applying the corrected load carrying capacity modification label. Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

7. Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to GST. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

8. Claim Submission and Reimbursement Procedures

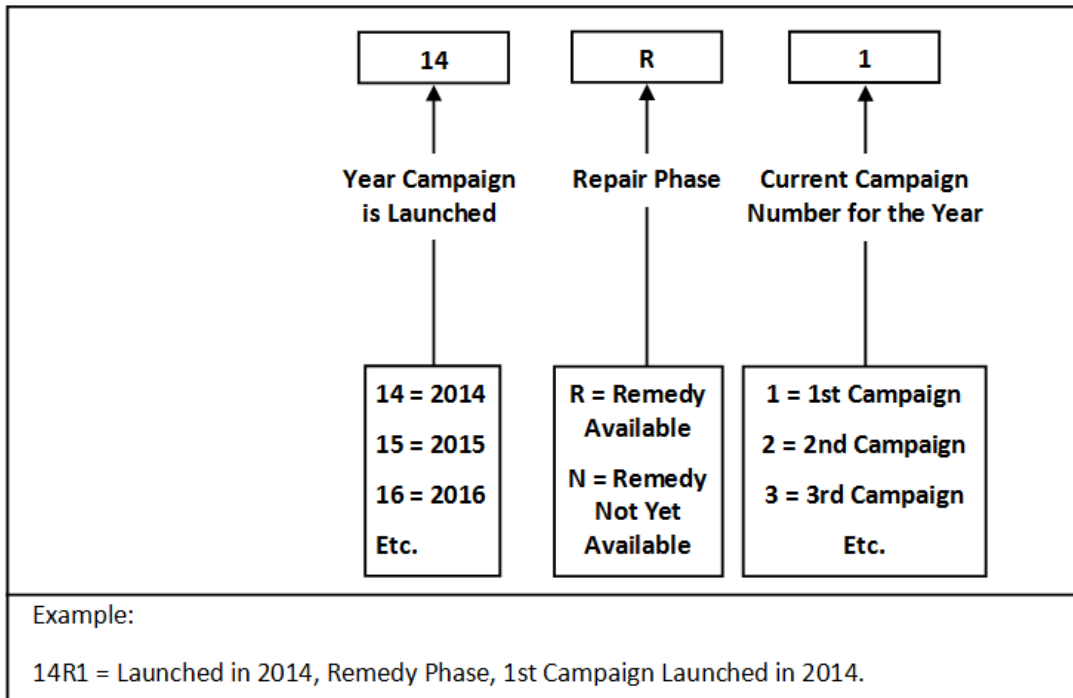
A GST Port LIO warranty claim should be submitted, and must include the information contained in the following chart.

GST is asking all dealers to submit the warranty claim immediately after the remedy has been performed so that progression of campaign completion can be monitored closely.

Dealers not located in Texas, Louisiana, Oklahoma, Arkansas or Mississippi, will receive by e mail detailed reimbursement instructions after calling 1-800-444-1074 to report the repair.

	LIO Installed Product
Failed Part Number	N/A
Operation Code	14R3W1
Replacement Part	N/A
Trouble Code	99
Condition	Correct Load Carrying Capacity Modification Label
Cause	Customer Satisfaction
Remedy	Apply Corrected Label
Labor Time	0.1 hrs.

9. Campaign Designation Decoder



10. General Questions

Dealership Associates are requested to contact GST Customer Relations at 713-580-3595 if they have additional questions.

11. Customer Handling

Please consider this program as an opportunity to reinforce Toyota's commitment to customer safety and product quality. Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or Non-Compliance Recall remedy. Our customer's confidence is our most valuable asset, so please welcome their questions and take the time necessary to communicate clearly and effectively with them. A Q&A is provided to assist you in communicating a clear and consistent message.

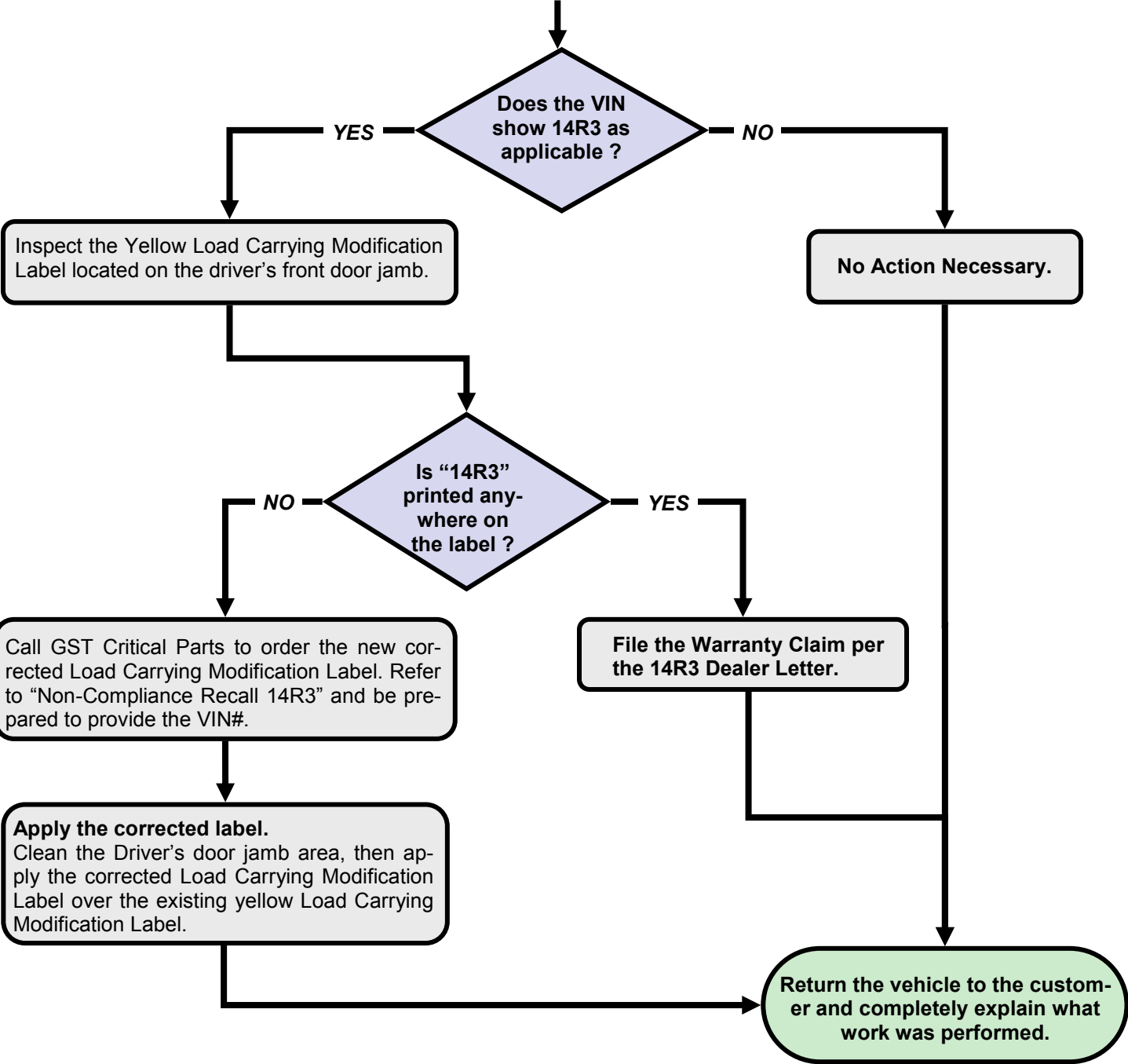
Please review the entire contents of this package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your cooperation,

GULF STATES TOYOTA, INC.

**Load Carrying Modification Label Non-Compliance Recall 14R3
2015 Toyota Tacoma
(GST Installed TF and TJ Accessory Codes)**

Check Applicability:
Run the vehicle VIN number in TIS and check for applicability on the Campaign tab of Vehicle Inquiry. The GST Warranty Super Screen will also show applicability for regional dealers.



Warranty Info: Non-Compliance Recall 14R3.
OP Code: 14R3W1
Labor Time: 0.1 Hrs.

Parts Required:
Label P/N 00012-99012-02: Qty 1



Gulf States Toyota, Inc.
1375 Enclave Parkway
Houston, Texas 77077
Phone: (713) 580-3300
Fax: (713) 580-5608

Non-Compliance Recall 14R3 – Q&A

Vehicles and Equipment Combination Covered by this Non-Compliance Recall

Model Year:	Certain 2015 Model Year
Model:	Tacoma
Equipment	Equipped with Incorrect Load Capacity Carrying Modification Label

Background

On October 21, 2014, Gulf States Toyota, Inc. (GST) filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Non-Compliance Campaign.

Q1: What is the condition?

A1: This Non-Compliance Campaign covers certain 2015 model year Tacoma vehicles that were accessorized by GST at its Vehicle Processing Center prior to delivery to Toyota dealers within GST's region of Texas, Oklahoma, Arkansas, Louisiana, and Mississippi equipped with a load capacity carrying modification label that was not accurate.

This campaign is being initiated to provide corrected load carrying modification labels in order to be in compliance with Federal Motor Vehicle Safety Standard 110.

Q1a: What does Federal Motor Vehicle Safety Standard No. 110 specify?

A1a: FMVSS No. 110 requires that load carrying weight values reflect the total weight added between final vehicle certification and first retail sale be accurate within one percent of the actual added weight.

Q2: Why are only certain 2015 model year Tacoma vehicles covered by this Non-Compliance Campaign?

A2: It was determined that a package that contained a wheel and tire upgrade was not properly calculated. GST did not properly account for the added weight of the upgraded tire. Therefore, the reduced carrying capacity represented to the consumer on the load carrying capacity modification label applied to the affected vehicles at GST's Vehicle Processing Center prior to first sale resulted in an understatement of added weight and therefore was inaccurate.

Q3: Which and how many vehicles are involved?

A3: There are approximately 142 vehicles covered by this NCIR.



Q4: Are there any other Toyota vehicles covered?

A4: No, there are no other Toyota vehicles covered.

Q5: What is GST going to do?

A5: GST intends to notify the customers by mail of the noncompliance and to provide them with detailed instructions and an accurate label to be installed over the inaccurate label in their vehicle near the FMVSS 110 tire information placard. GST will also offer the installation of such label at any Toyota dealer at no charge to the customer.

Q6: How long will the repair take?

A6: For affected Tacoma vehicles, the repair will take approximately six minutes.

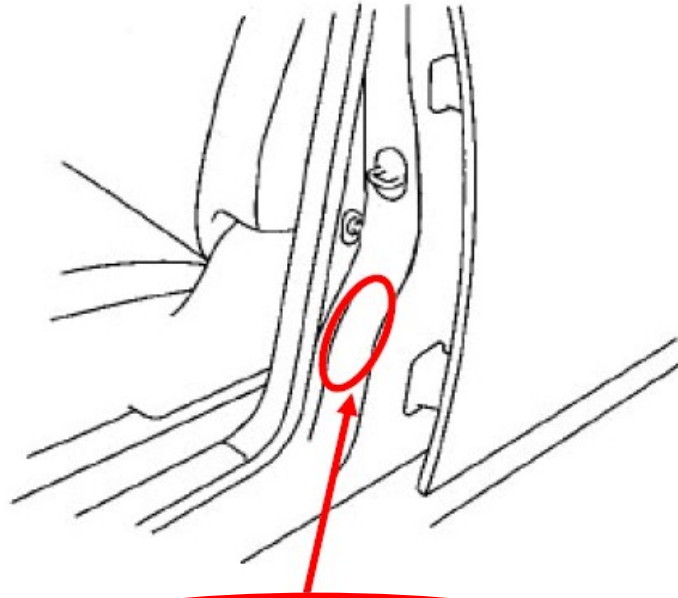
Q7: Is my vehicle covered by this non-compliance?

A7: Shortly, owners of the affected vehicles will receive a notification letter if it is covered by this non-compliance campaign. In the meantime, owners may contact any Toyota dealer to verify if their vehicle is covered by this non-compliance.

Q8: What if an owner has additional questions or concerns?

A8: Owners with questions or additional concerns are asked to please contact the GST Customer Assistance Center toll free at 1-800-444-1074 Monday through Thursday, 8:30 am to 5:00 pm and Friday 8:30 am to 4:00 pm Central Standard Time.

Gulf States Toyota, Inc.
GST Non-Compliance Recall 14R3
2015 Tacoma Load Carrying Capacity Modification Label



CAUTION: LOAD CARRYING CAPACITY REDUCED
Modifications to this vehicle have reduced the original load
carrying capacity by 0000 kg or 0000 lbs.

Installation.

1. Locate the “**Load Carrying Capacity Modification Label**” currently installed on the vehicle.
2. Clean the existing Load Carrying Capacity Modification Label and the surrounding areas using a clean, dry cloth to remove any dust or dirt.
3. Affix the new Load Carrying Capacity Modification Label on top of the existing label installed on the vehicle.