

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

Subject: Safety Recall E07 – **Remedy Notice**
Certain 2015 Model Year Sienna Vehicles
Second Row Overhead Assist Grips

On November 26, 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 certain 2015 Model Year Sienna vehicles. **As a result, new vehicles in dealer inventory must not be delivered until corrected.**

Condition

The subject vehicles are equipped with left and right side second row overhead assist grips mounted to the roof rails. In the event of a collision that results in deployment of a curtain shield airbag (CSA), an assist grip could detach from the mounting bracket under some conditions. If an assist grip completely detaches, it may contact an occupant, increasing the risk of injury in a crash.

Remedy

Toyota dealers will modify the headliner under the second row overhead assist grips at **No Charge** to the vehicle's owner. For additional information on the remedy procedure, please refer to TIS.

This following information is being provided to keep you informed of the filing and your degree of involvement.

1. Owner Letter Mailing Date

Toyota has completed remedy preparations and will begin to notify owners in Mid-January, 2015.

Toyota makes significant effort to obtain current customer name and address information when mailing owner letters. In the event your dealership receives a notice for a vehicle that was sold prior to the Safety Recall announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

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 instruct the dealer to **verify coverage by confirming through TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

2. 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.

Vehicle Safety Recall completion should always be verified through TIS. We request your assistance to ensure involved vehicles are identified and not delivered prior to performing the remedy.

3. Inspection Reminder Mirror Hang Tags for Covered Vehicles

To easily recognize vehicles involved in this Safety Recall, each dealership should utilize Inspection Reminder Hang Tags. Inside the vehicle's glove box are stickers containing the VIN. Apply one of these stickers to the hang tag and install the hang tag in the vehicle. A sample copy of the Inspection Reminder Hang Tag has been included for your reference.



Note: Dealerships can order Hang Tags from the Material Distribution Center (MDC).

Part Number	Description	Qty.
00411-140003	Inspection Mirror Hang Tag	(25 Per Pack)

4. Pre-Owned Vehicles in Dealer Inventory

Toyota requests that dealers do not deliver any pre-owned vehicles in dealer inventory that are covered by a Safety Recall unless the vehicle has been remedied.

5. Number and Identification of Covered Vehicles

There are approximately 25,500 vehicles covered by this Safety Recall in the US.

Model	Model Year	Production Period	Approx. UIO
Sienna	2015	Early September 2014 through Mid-November 2014	25,500

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 instruct the dealer to **verify coverage by confirming through TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

6. Special Campaign Tools

A small quantity of plastic templates is scheduled to arrive at each dealership shortly after the campaign launches. In the meantime, [a temporary paper template is included in the Technical Instructions](#) and temporary cardstock templates are scheduled to arrive at each dealership the day of the campaign launch.

Both packages will have an orange label like the sample shown below for easy identification.

Special Tool Enclosed for Service Campaign E07
--

Additional information regarding the special campaign tools can be found in the Technical Instructions.

7. Parts Ordering

Replacement parts are not required for this Safety Recall.

8. Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership associates involved in the recall process are required to successfully complete E-Learning course SC13A. To ensure that all vehicles have the repair performed correctly; technicians performing this recall repair are required to currently hold at least one of the following certification levels:

- **Toyota Expert (any classification)**
- **Master**
- **Master Diagnostic Technician**

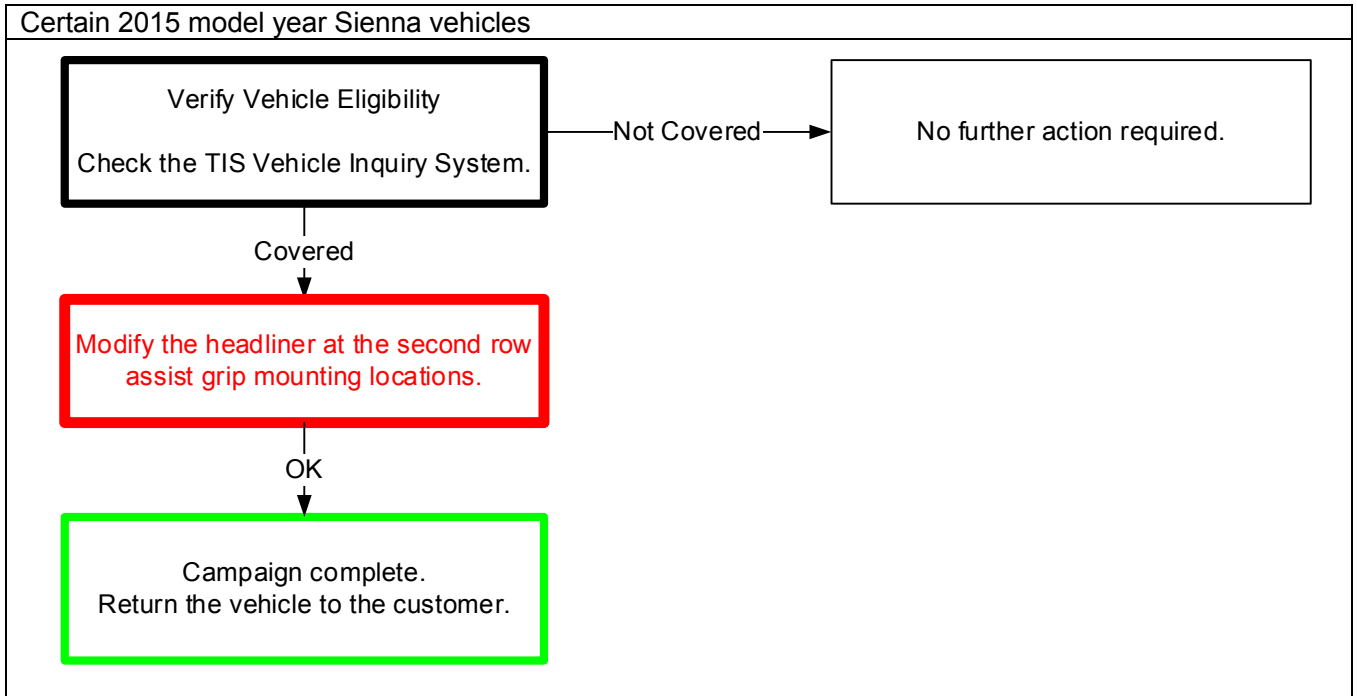
It is the dealership’s responsibility to select technicians with the above certification level or greater to perform this recall repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

9. Remedy Procedures

Please refer to TIS for Technical Instructions on repair.

Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.

10. Warranty Reimbursement Procedure



Model	Op. Code	Description	Flat Rate Hour
Sienna	TBD	Modify Headliner Under 2 nd Row Overhead Assist Grips	0.7 hr/vehicle

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.

11. Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. 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.

12. Media Contacts

If you are a dealership associate and have any questions, please contact your District Service/Parts Manager. ***In the event you are contacted by the News media***, 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.)

13. Customer Contacts

A FAQ is attached to help 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 to 4:00 pm Pacific Time.

Please note the attached FAQ is published on the www.Toyota.com website for customer viewing.

Please review this entire 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.
TOYOTA MOTOR SALES, U.S.A., INC.



Safety Recall E07 - Remedy Notice
Certain 2015 Model Year Sienna Vehicles
Second Row Overhead Assist Grips

Customer Frequently Asked Questions

Published Late November, 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 subject vehicles are equipped with left and right side second row overhead assist grips mounted to the roof rails. In the event of a collision that results in deployment of a curtain shield airbag (CSA), an assist grip could detach from the mounting bracket under some conditions. If an assist grip completely detaches, it may contact an occupant, increasing the risk of injury in a crash.

Q2: What is Toyota going to do?

A2: In Mid-January, 2015, Toyota will send an owner notification letter by first class mail to owners of vehicles covered by this Safety Recall.

Any authorized Toyota dealer will modify the headliner under the second row overhead assist grips at **No Charge** to you.

Q2a: How long will the repair take?

A2a: Modifying the headliner under the second row overhead assist grips will take approximately 45 minutes. However, depending upon the dealer’s work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q3: Are there any warnings or indicators before this condition occurs?

A3: No, there are no specific warnings that this condition exists.

Q4: Which and how many vehicles are covered by this Safety Recall?

A4: There are approximately 25,500 vehicles covered by this Safety Recall in the US.

Model	Model Year	Production Period	Approx. UIO
Sienna	2015	Early September 2014 through Mid-November 2014	25,500

Q4a: Are there any other Toyota, Lexus or Scion vehicles covered by this Safety Recall in the U.S.?

A4a: No, there are no other Toyota, Lexus, or Scion vehicles involved in this Safety Recall.

Q5: How does Toyota obtain my mailing information?

A5: 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.

Q6: Do I need my owner letter to have the remedy performed?

A6: 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.

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 through 4:00 pm Pacific Time.