



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

January 22, 2015

Mr. Matthew Collins
Manager
Toyota Motor Engineering & Manufacturing
Mail Code: S-104
19001 South Western Avenue
Torrance, CA 90501

NVS-215SM
15V-013

Subject: Passenger Air Bag may not Deploy/FMVSS 208

Dear Mr. Collins:

This letter serves to acknowledge Toyota Motor Engineering & Manufacturing's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

TOYOTA/PRIUS V/2014-2015

Mfr's Report Date: January 15, 2015

NHTSA Campaign Number: 15V-013

Components:

AIR BAGS

Potential Number of Units Affected: 4,971

Problem Description:

Toyota Motor Engineering & Manufacturing (Toyota) is recalling certain model year 2014-2015 Toyota Prius V vehicles manufactured November 7, 2013, to January 7, 2015. The occupant classification system (OCS) that activates or deactivates the passenger seat air bag system may be improperly calibrated. As a result, the passenger air bag may not deploy in a vehicle crash. As such, these vehicles fail to comply with Federal Motor Vehicle Safety Standard (FMVSS) No. 208, "Occupant Crash Protection."

Consequence:

If the air bag does not deploy as intended, there is an increased risk of injury in the event of a crash.

Remedy:

Toyota will notify owners, and dealers will re-calibrate of the OCS system, free of charge. The recall is expected to begin February 15, 2015. Owners may contact Toyota customer service at 1-800-331-4331.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Sarah Mcshane who may be reached by phone at 202-366-7401, or by email at sarah.mcshane@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with the first name being the most prominent.

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement