



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

1200 New Jersey Avenue SE  
Washington, DC 20590

September 29, 2016

Mr. Cory Hoffman  
Manager  
Toyota Motor Engineering & Manufacturing  
19001 South Western Ave  
Torrance, CA 90501

NEF-150SM  
16V-672

**Subject:** Unintended Partial Passenger Air Bag Inflation

Dear Mr. Hoffman:

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/2016

**Mfr's Report Date:** September 14, 2016

**NHTSA Campaign Number:** 16V-672

**Components:**

AIR BAGS: PASSENGER SIDE FRONTAL

**Potential Number of Units Affected:** 7,589

**Problem Description:**

Toyota Motor Engineering and Manufacturing (Toyota) is recalling certain model year 2016 Toyota Prius vehicles manufactured November 30, 2015, to June 14, 2016. An air bag inflator manufacturing error may result in the inadvertent partial inflation of the front passenger air bag.

**Consequence:**

A front passenger air bag that unintentionally inflates can increase the risk of a crash or injury.

**Remedy:**

Toyota will notify owners, and dealers will replace the front passenger air bag assembly, free of charge. The recall is expected to begin November 13, 2016. Owners may contact Toyota customer service at 1-800-331-4331. Toyota's number for this recall is G0W.

**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](http://www.safercar.gov).

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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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,



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