



Southeast Toyota Distributors, LLC
Technical Center
9983 Pritchard Rd.
Jacksonville, FL 32219
(904) 378-4839

To: All Toyota Dealer Principals, General Managers, Service Managers, and Parts Managers
Subject: Non-Compliance Recall SET-16B – **Remedy Available**

Certain Toyota 2005-2011 4Runner, 2005-2010 Avalon, 1988-1990, 2005-2010 Camry, 1989, 2009-2010 Corolla, 2007-2010 FJ Cruiser, 2005-2011 Highlander, 2010-2012 Prius, 2006-2011 Rav4, 2005-2011 Sequoia, 2005-2011 Sienna, 2006-2008 Solara, 2006-2011 Tacoma, 2005-2010 Tundra, and 2009-2010 Venza Vehicles with SET Accessory Seat Heaters

Southeast Toyota Distributors, LLC (SET) filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) initiating a voluntary Safety Recall on certain 2005-2011 4Runner, 2005-2010 Avalon, 1988-1990, 2005-2010 Camry, 1989, 2009-2010 Corolla, 2007-2010 FJ Cruiser, 2005-2011 Highlander, 2010-2012 Prius, 2006-2011 Rav4, 2005-2011 Sequoia, 2005-2011 Sienna, 2006-2008 Solara, 2006-2011 Tacoma, 2005-2010 Tundra, and 2009-2010 Venza vehicles.

Affected Vehicles:

Certain Toyota 2005-2011 4Runner, 2005-2010 Avalon, 1988-1990, 2005-2010 Camry, 1989, 2009-2010 Corolla, 2007-2010 FJ Cruiser, 2005-2011 Highlander, 2010-2012 Prius, 2006-2011 Rav4, 2005-2011 Sequoia, 2005-2011 Sienna, 2006-2008 Solara, 2006-2011 Tacoma, 2005-2010 Tundra, and 2009-2010 Venza Vehicles with SET Accessory Seat Heaters.

Condition:

SET has determined that it is possible for substantial compression of the seat cushion to cause damage to the electrical wiring of the seat heaters with a copper strand heating element. Damage to the copper strand heating element may result in a short circuit which could burn a hole in the seat cover and injure the occupant of the seat.

Remedy:

All potentially affected vehicles will be recalled. Owners will receive a letter via US mail, requesting they return their vehicle to a Toyota dealer for inspection and repair. Once the vehicle is confirmed to have SET seat heaters installed, the corrective action will consist of disconnecting the existing seat heaters with a copper strand heating element and refunding the purchase price of the seat heater accessory. The work will be performed at no charge to the customer.

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

1. Owner Letter Mailing Date

SET has completed remedy preparations and will begin to notify owners in July 2016.

SET 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.

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 can be verified through TIS. Additional information will be provided as it becomes available.

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. Please reference the VIN list provided to identify new vehicles in dealer inventory involved in this Safety Recall. 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

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

5. Dealer Summary Reports

Please verify eligibility by confirming through TIS and inspecting the vehicle prior to performing repairs.

6. Number and Identification of Covered Vehicles

There are approximately **7,749** vehicles covered by this Safety Recall in the U.S. and Puerto Rico.

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 personnel to **verify coverage by confirming through TIS and inspecting the vehicle**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

7. Parts Ordering

Orders can be placed through the SET Dealer Daily Parts Order. Limit Quantity of 1 per day. If you are a dealer outside of the SET region, please contact the SET accessory department at (888) 851-2722 press option 5 for accessory warranty, then press 4 for out of region support.

| Part Number | Part Name | Qty |
|-------------|-------------------------|-----|
| 00016-90010 | Seat Heater Plug (qt-2) | 1 |

8. Technician Training Requirements

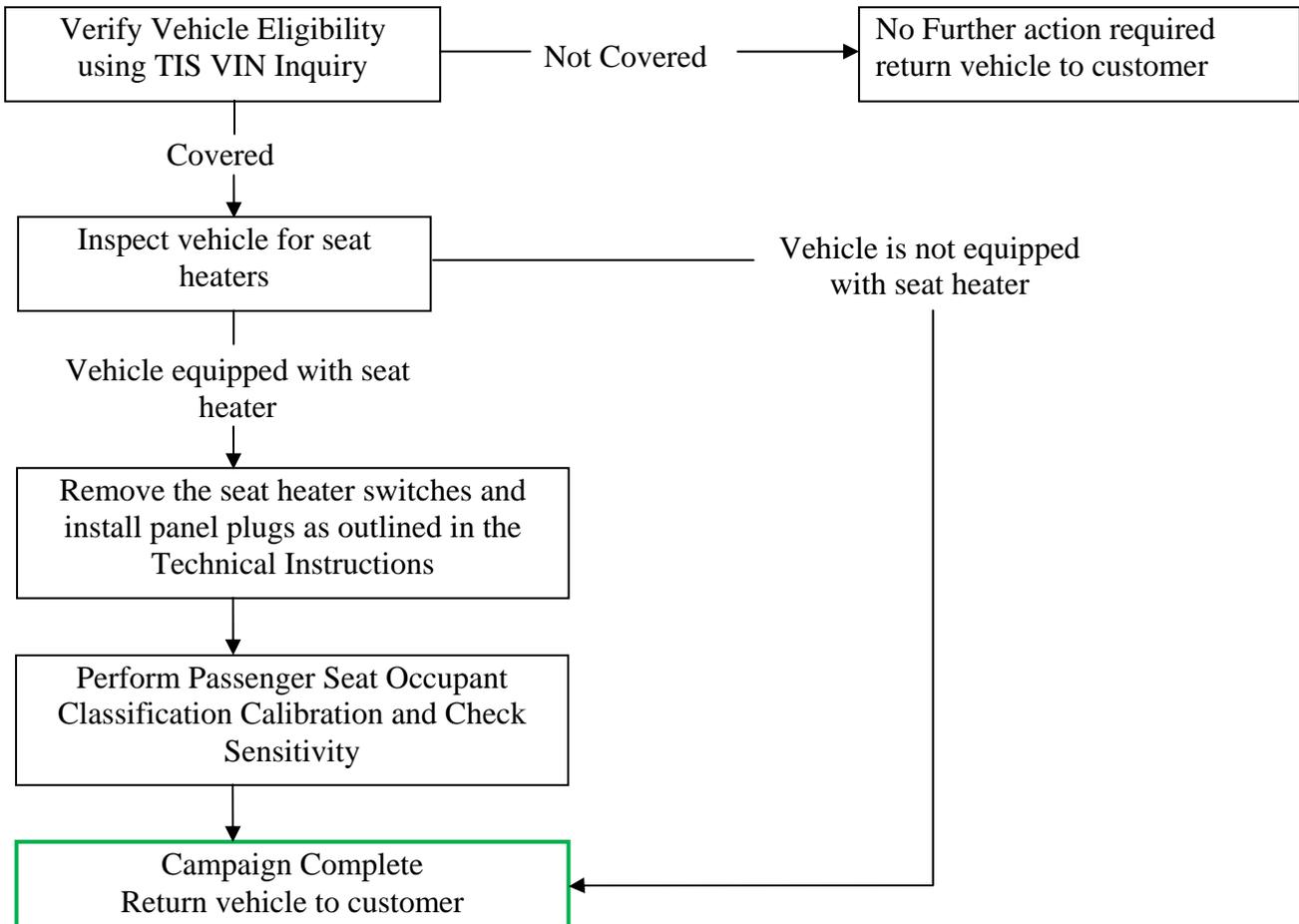
The repair quality of covered vehicles is extremely important to SET. All dealership associates involved in the Recall process are required to successfully complete E-Learning course SC13A and SC15A. To ensure that all vehicles have the repair performed correctly; technicians performing this Safety Recall 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 Safety 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

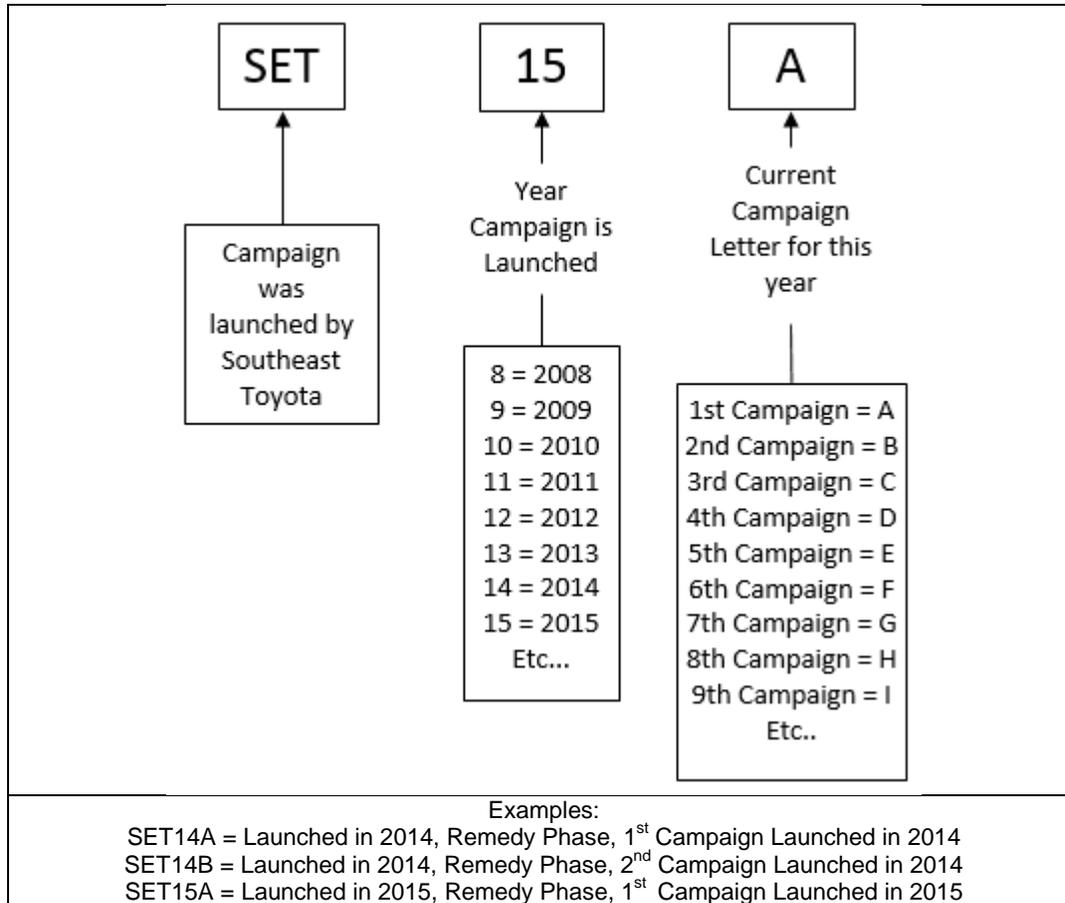
SET vendor warranty claim should be submitted as follows:

| Model(s) | Op. Code | Description | Labor | OFP | Replacement Part | T1 / T2 | Sublet |
|----------|----------|---|-------|-------------|------------------|---------|------------------------------------|
| All | HEATER | Disconnect accessory seat heater and reimburse customer | 1.0 | 00016-00041 | 00016-90010 | 99 / 99 | \$200.00 Customer Reimbursement |
| All | HTRINS | Inspected vehicle- Seat heaters not installed | 0.2 | 00016-00041 | NA | 99 / 99 | NA |

| | |
|------------------|---|
| Condition | Disconnect SET Accy seat heaters with copper strand |
| Cause | Recall SET-16B |
| Remedy | Remedy and Reimbursement for SET-16B |

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

If you are a dealer outside of the SET region please contact the SET accessory department at (888) 851-2722 option 5 for accessory warranty, then press option 4 for out of region repairs.

Campaign Designation Decoder**11. Repair Quality Confirmation**

The repair quality of covered vehicles is extremely important to SET. 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. Technical Questions

If you are a SET dealership associate and have any questions, please contact your Field Technical Specialist. If your dealer is outside the Southeast Toyota Region and have technical questions please contact SET at 1-888-851-2722, option 5 for accessory warranty, then press option 4 for out of region repairs.

13. Media Contacts

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 Christie Caliendo 954-363-6285 in SET Corporate Communications. (Please do not provide this number to customers.)

14. 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 Southeast Toyota (SET) Customer Relations Center at 1-800-301-6859, press1 for Southeast Toyota and SET will return the call within 24 hours between 8:30 am and 5 pm eastern standard time.

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

Southeast Toyota Distributors, LLC.