



Published September 13, 2016

Toyota Motor Sales, USA, Inc.
19001 South Western Avenue
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(310) 468-4000

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

Subject: Safety Recall G0W (Interim G1W) – **Interim Notice**
Certain 2016 Model Year Prius Vehicles
Front Passenger Air Bag

On September 14, 2016, 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 2016 model year Prius vehicles.

Condition

The involved vehicles are equipped with a front passenger air bag which contains stored, compressed gas in the inflator. A component in the airbag assembly may have been improperly welded and/or misassembled. If this occurs, the stored gas may escape without a deployment signal and result in the partial inflation of the air bag. This has been observed when the vehicle is parked and unoccupied for a period of time. An airbag that inflates in this manner can, under some circumstances, increase the risk of injury and the possibility of a crash.

Covered Vehicles

There are approximately 7,600 2016 Prius vehicles covered by this Safety Recall. Approximately 10 vehicles involved in this Safety Recall were distributed to Puerto Rico.

Model Name	Model Year	Production Period
Prius	2016	Late November 2015 – Mid June 2016

Owner Letter Mailing Date

Toyota expects to begin to notify owners in late October 2016.

Toyota makes significant effort to obtain current customer name and address information from each state through industry resources 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 you are contacted by an owner who has not yet received a notification, please **verify eligibility by confirming through TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

New Vehicles in Dealership Inventory

There are approximately 760 vehicles in dealer stock as of September 13, 2016.



Under Title 49, Section 30112 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 or contains a defect related to motor vehicle safety. 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.

Inspection Reminder Mirror Hang Tags for Covered Vehicles in New Dealer Stock

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	Quantity
00411-140003	Inspection Mirror Hang Tag	25 Per Pack

Pre-Owned Vehicles in Dealer Inventory

Toyota typically requests that dealers **NOT** deliver any pre-owned vehicles in dealer inventory that are covered by a Safety Recall unless the defect has been remedied. In this case, until the remedy is available, delivery of a pre-owned vehicle is acceptable if disclosed to the customer that the vehicle is involved in this Safety Recall and that the remedy is currently being prepared by Toyota.

Toyota expects dealers to use the attached Pre-Owned-Safety Recall Customer Contact and Vehicle Disclosure Form to obtain vehicle buyer information. Dealers are expected to provide a copy of the completed form, along with the most current FAQ, to the vehicle buyer. Toyota and the dealer may use this information to contact the customer when the remedy becomes available.

Keep the completed form on file at the dealership and send a copy to quality_compliance@toyota.com. In the subject line of the email state "Disclosure Form G0W/G1W" and include the VIN.

Also, as a reminder, Toyota Certified Used Vehicle (TCUV) policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall. Thus, no affected units should be designated, sold, or delivered as a TCUV until the Safety Recall has been completed on that vehicle.

Toyota Rent-A-Car (TRAC) & Service Loaners

Toyota requests that dealers remove all TRAC and Service Loaner vehicles from service that are covered by a Safety Recall unless the defect has been remedied.

Rental Vehicle

If a customer contacts your dealership and does not feel comfortable driving his/her vehicle, please accommodate the customer by providing a rental vehicle. A loaner vehicle or alternative transportation through the Toyota Rent-A-CAR (TRAC) can be claimed for \$35 per day. Per day expense exceeding \$35 or loaners exceeding 4 days, requires DSPM authorization. For additional information, reference the Toyota Transportation Assistance Program (TTAP) guidelines.

Toyota is currently preparing the rental reimbursement op codes. As soon as these op codes are finalized, they will be made available.

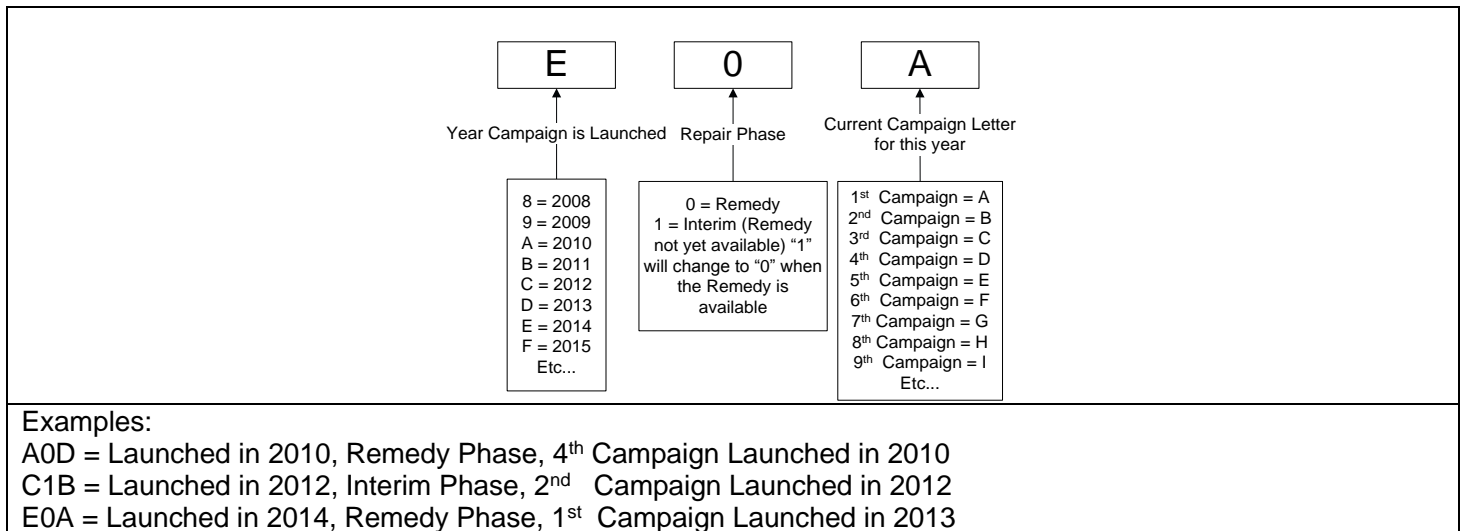
Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Victor Vanov (859) 801-2592 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media associates.

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Safety Recall. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

Campaign Designation Decoder

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 G0W (Interim G1W) – *Interim Notice*
Certain 2016 Model Year Prius Vehicles
Front Passenger Air Bag

Frequently Asked Questions
Published September 13, 2016

Q1: *What is the condition?*

A1: The involved vehicles are equipped with a front passenger air bag which contains stored, compressed gas in the inflator. A component in the airbag assembly may have been improperly welded and/or misassembled. If this occurs, the stored gas may escape without a deployment signal and result in the partial inflation of the air bag. This has been observed when the vehicle is parked and unoccupied for a period of time. An airbag that inflates in this manner can, under some circumstances, increase the risk of injury and the possibility of a crash.

Q1a: *What is the Inflator?*

A1a: The inflator is a device contained within the airbag assembly. In this passenger airbag assembly, the inflator contains a quantity of compressed gas and propellant that work in unison to inflate the airbag when a signal is received.

Q1b: *If the condition occurs, will the air bag **FULLY deploy?***

A1b: No. If this condition occurs, the air bag will **PARTIALLY** inflate; there is no full deployment without a deployment signal.

Q1c: *Are the subject inflators manufactured by Takata?*

A1c: No. The subject inflators involved in this Safety Recall are manufactured by a different supplier and are of different type and structure than the Takata inflators that are involved in other Safety Recalls.

Q2: *What is Toyota going to do?*

A2: Toyota is currently preparing the remedy for this condition. Toyota expects to begin notifying owners in late October 2016.

The remedy, when available, will consist of replacing the front passenger airbag at **NO CHARGE** to the vehicle owner.

Q3: *Are there any warnings that this condition exists?*

A3: No. There are no warnings that this condition exists; however, this condition has only been observed when a vehicle is parked and unoccupied for a period of time.

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

A4: There are approximately 7,600 vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period
Prius	2016	Late November 2015 – Mid June 2016

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

A4a: No, there are no other Lexus/Toyota/Scion vehicles covered by 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: *What if I have additional questions or concerns?*

A6: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.



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PRE-OWNED – SAFETY RECALL CUSTOMER CONTACT & VEHICLE DISCLOSURE FORM

Pre-Owned Vehicles **ONLY** (Not Applicable for TCUV units)

This vehicle is involved in a Safety Recall. At this time, remedy parts are not available and the remedy has **NOT** been performed. I understand that the vehicle will need to be returned to an authorized Toyota dealer to have the remedy performed at **NO CHARGE** when the remedy is available.

Customer Signature _____

Toyota recommends that you register with the Toyota Owners Community at <http://www.toyota.com/owners/> and regularly check recall applicability using www.toyota.com/recall or www.safercar.gov. You will need to input your 17-digit Vehicle Identification Number (VIN).

VIN

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Campaign Code

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Model _____ Model Year _____

Customer Information

Customer Name _____ Customer Email _____

Customer Address _____ Home Phone # _____

Mobile Phone # _____

Date _____

Please provide this information so that Toyota or your dealer can notify you when the remedy becomes available. This information will only be used for Safety Recall and other campaign communications. If you'd like to update your preferred contact information in the future, visit www.toyota.com/ownersupdate or contact us at 1-888-270-9371.

Dealer Information

Dealer Name/Address _____ Dealer Code _____

Dealer Phone Number _____

Dealer Staff Name _____

Dealer Staff Signature _____