

Original Publication Date: March 15, 2018

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

Subject: Safety (Noncompliance) Recall J0L – **Remedy Notice**
Certain 2018 Model Year Prius C – **Distributed to Puerto Rico ONLY**
Airbag Information Label

On March 15, 2018, Toyota filed a Noncompliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety (Noncompliance) Recall on certain 2018 model year Prius C vehicles.

Condition

In the involved vehicles, the removable label related to the front passenger air bag and recommended child occupant seating positions were not attached to the dashboard. As a result, the involved vehicles do not meet a requirement in the Federal Motor Vehicle Safety Standards (FMVSS).

Remedy

Toyota will send an owner notification containing the airbag information label for customers by first class mail starting in mid-April 2018.

NOTE: Except for new vehicles that are in dealer inventory that require a label to be applied to the dashboard before sale, no action is required by dealers on customer-owned vehicle.

Covered Vehicles

There are 19 vehicles covered by this Safety (Noncompliance) Recall. All 19 vehicles were distributed to Puerto Rico.

Model Name	Model Year	Production Period
Prius C	2018	Late July 2017 – Mid-October 2017

Owner Letter Mailing Date

Toyota will begin to notify owners in mid-April 2018.

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 (Noncompliance) 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.

New Vehicles in Dealership Inventory

There are approximately 2 vehicles in new dealer inventory as of March 13, 2018.



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. Further, 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.

Toyota reimburses dealers for flooring costs associated with new vehicles held in dealership inventory until the recall remedy becomes available. Toyota provides these flooring reimbursements at 60 day intervals. Toyota reserves the right to withhold or charge-back any flooring reimbursement funds that may have been paid to the dealer if it determines that a new vehicle subject to a safety (noncompliance) recall was sold without first being remedied.

Vehicle Safety (Noncompliance) 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.

NOTE: Dealers can identify if any of their new and used inventory has any open campaigns in the Vehicle Inventory Summary available in Dealer Daily (<https://dealerdaily.toyota.com/>). The Vehicle Inventory Summary may take up to 24 hours to populate information for newly launched campaigns.

Media Contacts

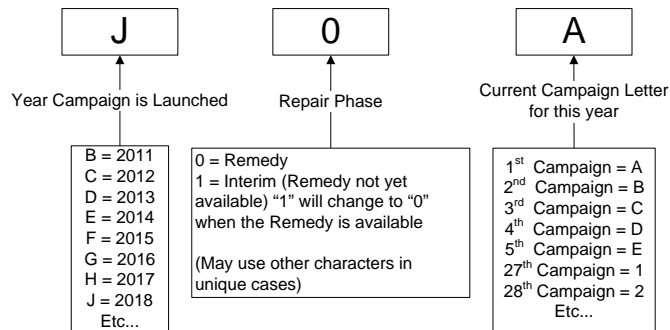
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Victor Vanov (469) 292-1318 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Safety (Noncompliance) 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



Examples:

- C1B = Launched in 2012, Interim Phase, 2nd Campaign Launched in 2012
- E0A = Launched in 2014, Remedy Phase, 1st Campaign Launched in 2014
- J0A = Launched in 2018, Remedy Phase, 1st Campaign Launched in 2018.

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 (Noncompliance) Recall.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.



Safety (Noncompliance) Recall J0L – *Remedy Notice*
Certain 2018 Model Year Prius C – *Distributed to Puerto Rico ONLY*
Airbag Information Label

Q1: *What is the condition?*

A1: In the involved vehicles, the removable label related to the front passenger air bag and recommended child occupant seating positions were not attached to the dashboard. As a result, the involved vehicles do not meet a requirement in the Federal Motor Vehicle Safety Standards (FMVSS).

Q2: *What is Toyota going to do?*

A2: Toyota will send an owner notification containing the airbag information label for customers by first class mail starting in Mid-April 2018.

NOTE: There is no need for you to take your vehicle to a dealer.

Q3: *Do I need to install the label?*

A3: As the label is intended to be removable, it is not necessary to install it on the dashboard. Toyota recommends that you review the important information on the label thoroughly, and, in addition, always follow the more detailed instructions in the Owner's Manual about proper restraint of occupants in the front passenger seat.

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

A4: There are 19 vehicles covered by this Safety (Noncompliance) Recall. All 19 vehicles were distributed to Puerto Rico.

Model Name	Model Year	Production Period
Prius C	2018	Late July 2017 – Mid-October 2017

Q3a: *Are there any other Lexus/Toyota/Scion vehicles covered by this Safety (Noncompliance) Recall in the U.S.?*

A3a: No, there are no other Lexus/Toyota/Scion vehicles covered by this Safety (Noncompliance) 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.