

March 15, 2018

NONCOMPLIANCE INFORMATION REPORT

1. Vehicle Manufacturer Name:

Toyota Motor Corporation [“TMC”]
1, Toyota-cho, Toyota-city, Aichi-pref., 471-8571, Japan

Affiliated U.S. Sales Company

Toyota Motor North America [“TMNA”]
6565 Headquarters Drive, Plano, TX 75024

2. Identification of Involved Vehicles and Affected Components:

Based on production records, we have determined the involved vehicle population to be the vehicles listed in the table below.

Make/ Car Line	Model Year	Manufacturer	Production Period
Toyota/ Prius C	2018	TMC	July 24, 2017 through October 16, 2017

- Note: (1) Although the involved vehicles are within the above production period range, not all vehicles in this range were sold in the U.S.
- (2) Other Toyota and Lexus vehicles that require a removable label with information related to the front passenger airbag and recommended child occupant seating positions did not receive a mis-allocation of the label. Therefore, other Toyota and Lexus vehicles are not involved in this recall.

3. Total Number of Vehicles Involved:

Total: 19

4. Percentage of Vehicles Estimated to Actually Experience Noncompliance:

100%

5. Description of Noncompliance:

The removable label with information related to the front passenger airbag and recommended child occupant seating positions for the dashboard of the subject vehicles was not attached during the assembly process. A vehicle that does not have this label attached would not meet the requirements of FMVSS No. 208, paragraph S4.5.1(e)(3). If the owner does not receive this label, there is an increased possibility that proper restraint usage instructions will not be followed, increasing the risk of injury in a crash.

6. Test Results and Other Information:

Toyota received information from Toyota's distributor in Puerto Rico that the first shipment of 2018 Prius C vehicles were missing the removable label on the dashboard. All vehicles in the shipment were inspected. It was determined that an error in the production allocation process, which identifies by destination whether a vehicle will receive this label, resulted in these Puerto Rico-bound vehicles not receiving the label. Toyota corrected the allocation issue, and no other vehicles were identified as having a missing label as a result of this mis-allocation.

Of the 40 affected vehicles that were shipped to Puerto Rico only 19 are outside of Toyota's control and need owner notification. As a result, on March 9, 2018, Toyota decided that the subject vehicles may not meet the requirement of FMVSS No. 208, paragraph S4.5.1(e)(3).

7. Description of Corrective Repair Action:

The removable labels will be mailed via first class mail to all known owners of the subject vehicles.

Reimbursement Plan for pre-notification remedies

As the owner notification letters will be mailed out well within the active period of the Toyota New Vehicle Limited Warranty, all involved vehicle owners for this recall would have been provided a repair at no cost under Toyota's Warranty.

8. Recall Schedule:

Notifications to owners of the affected vehicles will occur by mid-April, 2018. A copy of the draft owner notification letter(s) will be submitted as soon as available.

9. Distributor/Dealer Notification Schedule:

Notifications to distributors/dealers will be sent on March 15, 2018. Copies of dealer communications will be submitted as they are issued.

10. Manufacturer's Campaign Number:

J0L