



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

1200 New Jersey Avenue SE  
Washington, DC 20590

July 18, 2019

Mr. Chris Ingram  
Southeast Toyota Distributors, LLC  
9983 Pritchard Road  
Jacksonville, FL 32219

NEF-150JK  
19V-503

**Subject:** Incorrect Load Carrying Capacity Label/FMVSS 110

Dear Mr. Ingram:

This letter serves to acknowledge Southeast Toyota Distributors, LLC'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/CAMRY/2017-2019  
TOYOTA/COROLLA/2017-2019  
TOYOTA/RAV4/2017-2019  
TOYOTA/SIENNA/2017-2019  
TOYOTA/YARIS/2017-2019

**Mfr's Report Date:** June 29, 2019

**NHTSA Campaign Number:** 19V-503

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 1,325

**Problem Description:**

Southeast Toyota Distributors, LLC (SET) is recalling certain 2017-2019 Toyota Camry, Corolla, Rav4, Sienna, and Yaris iA vehicles equipped with factory-installed floor mats. The load carrying capacity modification label may be incorrect. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 110, "Tire Selection and Rims."

**Consequence:**

An incorrect label may lead to unintentionally overloading the vehicle, increasing the risk of a crash.

**Remedy:**

SET will notify owners and provide a corrected label for placement over the inaccurate label, free of charge. The recall is expected to begin August 27, 2019. Owners may contact Toyota customer service at 1-888-270-9371. SET's number for this recall is SET19A.

**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 Jennifer Kruger who may be reached by phone at (202) 366-2461, or by email at [jennifer.kruger@dot.gov](mailto:jennifer.kruger@dot.gov). We look forward to working with you.

Sincerely,



Joshua Neff  
Acting Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement