

Original Publication Date: October 14, 2020

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

**SAFETY RECALL 20TA14 (Interim Notice 20TB14)****Certain 2020 Model Year Highlander and Highlander HV  
Potential Improper Deployment of Seat Mounted Side Air Bag**

Model / Years	Production Period	Approximate Total Vehicles	Approximate Stop Sale Dealer Inventory
2020 Highlander	Early December 2019 – Late August 2020	2600	430
2020 Highlander HV	Early February 2020 – Late August 2020	520	

**STOP! DO NOT SELL NEW VEHICLES IN DEALER INVENTORY.***Refer to Dealer Inventory Procedures section for more details.*

On October 14, 2020 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 2020 model year Highlander and Highlander HV.

**Condition**

There is a possibility that one or both of the front seats in the subject vehicles were equipped with an incorrect trim cover. If these trim covers are incorrect, the cover could prevent the seat-mounted side air bag from deploying properly when the air bags are commanded to deploy, increasing the risk of injury in the event of a crash.

**Remedy**

Toyota is currently preparing the remedy for this issue. When the remedy is available, Toyota dealers will inspect and, if necessary, replace the seat trim cover(s) with a correct one **FREE OF CHARGE**. At this time, Toyota estimates the remedy can be available in October 2020.

**Covered Vehicles**

There are approximately 3100 vehicles covered by this Safety Recall. Approximately 40 vehicles involved in this Safety Recall were distributed to Puerto Rico.

**Owner Letter Mailing Date**

Toyota will notify owners by mid-December, 2020.

*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.

## Dealer Inventory Procedures

### New Vehicles in Dealership Inventory

There are approximately 430 vehicles in new dealer inventory as of October 13, 2020



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 recall was sold without first being 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.

#### NOTE:

- ***New vehicles in dealer inventory subject to a Safety Recall must be remedied before delivery into commerce under a sale or lease. Dealer-to-dealer trades as well as vehicle sales between dealers should not be made until a vehicle is remedied.***
- Dealers can identify if any of their new and used inventory has any open campaigns in the Vehicle Inventory Summary available in Dealer Daily (**Non SET and GST dealers:** <https://dealerdaily.toyota.com/>). The Vehicle Inventory Summary may take up to 4 hours to populate information for newly launched campaigns.

### 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 remedy parts are 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 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](mailto:quality_compliance@toyota.com). In the subject line of the email, state "Disclosure Form 20TA14/20TB14" and include the VIN.

**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 (**Non SET and GST dealers:** <https://dealerdaily.toyota.com/>). The Vehicle Inventory Summary may take up to 4 hours to populate information for newly launched campaigns.

### **Toyota Certified Used Vehicle (TCUV)**

The TCUV policy prohibits the certification of any vehicle with an outstanding Safety Recall, Special Service Campaign, or Limited Service Campaign. Thus, no affected units are to be designated, sold, or delivered as a TCUV until all applicable Safety Recalls, Special Service Campaigns, and Limited Service Campaigns have 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.

## Warranty Reimbursement Procedures

### **Loaner Vehicle or Alternative Transportation Reimbursement Procedure**

A loaner vehicle or alternative transportation through Toyota Rent-A-CAR (TRAC) can be claimed for \$35 per day.

Op Code	Description
LTRT14	Vehicle Rental 1-30 Days

#### **NOTE:**

- **Rental invoice *MUST* be attached to all rental claims. These claims may be subject to debit if rental invoice is not attached.**
- **Rentals that exceed the maximum allowable daily rate will require DSPM authorization per the Toyota Transportation Assistance Policy (TTAP).**

## Customer Handling, Parts Ordering, and Remedy Procedures

### **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 Brand Engagement 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.

### **Salvage Title Vehicles**

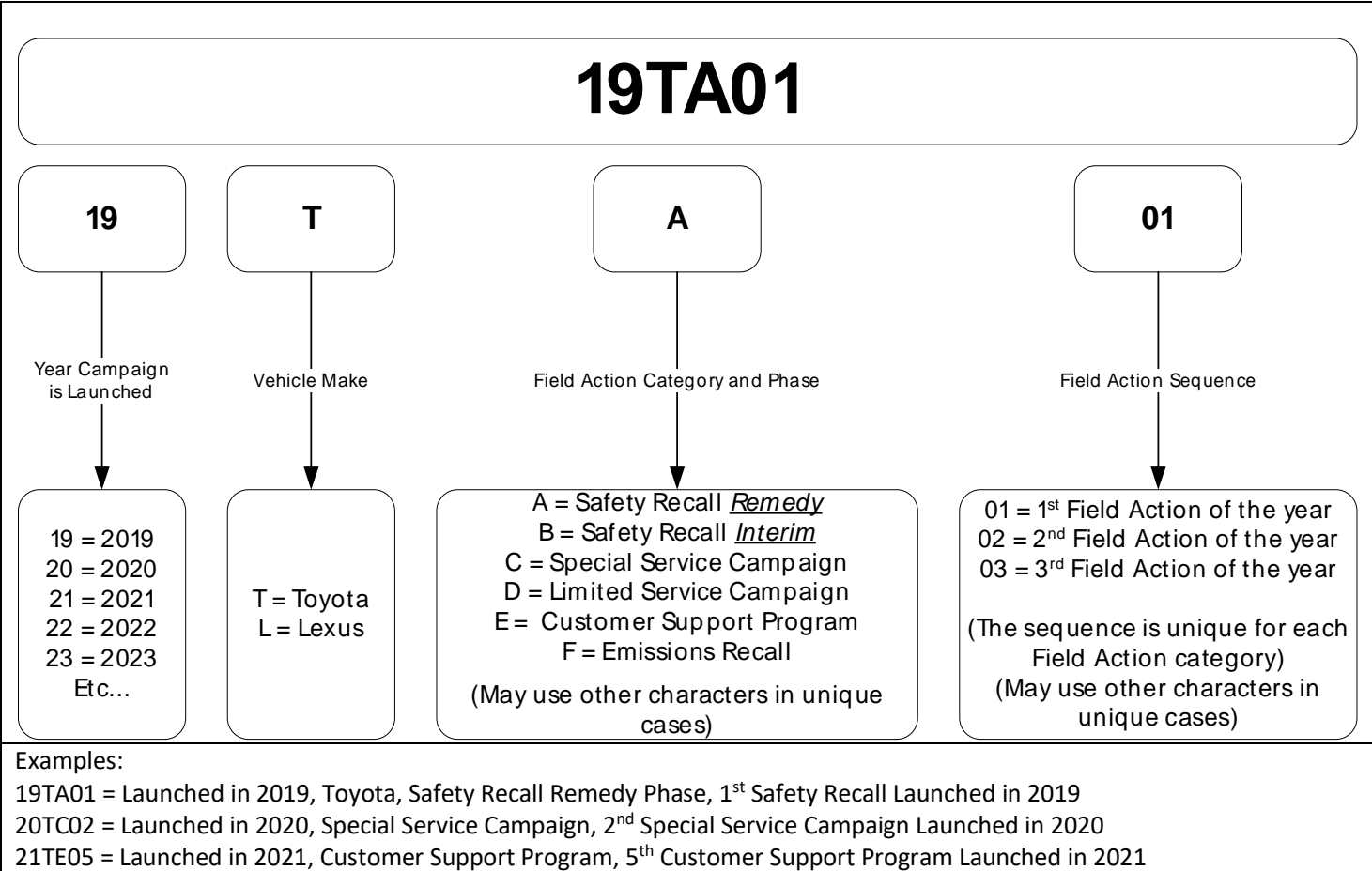
Every attempt should be made to complete an open Safety Recall when circumstances permit, unless noted otherwise in the Safety Recall dealer letter.

For complete details on this policy, refer to Toyota Warranty Policy [4.17](#), “What Is Not Covered by The Toyota New Vehicle Limited Warranty”.

### **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 Ed Hellwig (469) 292-1165 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

**Campaign Designation / Phase 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 20TA14 (Interim Notice 20TB14)

### Certain 2020 Model Year Highlander and Highlander HV Potential Improper Deployment of Seat Mounted Side Air Bag

#### Frequently Asked Questions

Original Publication Date: October 14, 2020

**Q1: What is the condition?**

A1: There is a possibility that one or both of the front seats in the subject vehicles were equipped with an incorrect trim cover. If these trim covers are incorrect, the cover could prevent the seat-mounted side air bag from deploying properly when the air bags are commanded to deploy, increasing the risk of injury in the event of a crash.

**Q2: What is Toyota going to do?**

A2: When the remedy becomes available, Toyota will send an owner notification by first class mail advising owners to make an appointment with their authorized Toyota dealer to have the front seat trim covers inspected and, if necessary, replaced with a correct one **FREE OF CHARGE**.

**Q3: When will the remedy become available?**

A3: Toyota is currently preparing the parts for the remedy. At this time, Toyota estimates that the remedy can be available in October 2020.

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

A4: There are approximately 3100 vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period
Highlander	2020	Early December 2019 – Late August 2020
Highlander HV		Early February 2020 – Late August 2020

**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.

**Q4b: Why is my 2020 Highlander/Highlander HV vehicle not included?**

A4b: This issue only affects vehicles equipped with front seats of a certain design that were manufactured by a specific supplier on specific production lines and were affected by certain processing errors during a specific time period.

**Q5: How long will the repair take?**

A5: The inspection and, if required, repair may take between approximately 45 minutes and two hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

**Q6: What if I previously paid for repairs related to this Safety Recall?**

A6: Reimbursement consideration instructions will be provided in the owner letter.

**Q7: *How does Toyota obtain my mailing information?***

A7: 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.

**Q8: *What if I have additional questions or concerns?***

A8: If you have additional questions or concerns, please contact the Toyota Brand Engagement 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.



Toyota Motor Sales, USA, Inc.  
 6565 Headquarters Drive  
 Plano, TX 75024  
 (469) 292-4000

**CUSTOMER CONTACT & VEHICLE DISCLOSURE FORM**

This form is not applicable for new vehicles in dealership inventory and 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](http://www.toyota.com/recall) or [www.safercar.gov](http://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**

<b>Customer Name</b> _____	<b>Customer Email</b> _____
<b>Customer Address</b> _____	<b>Home Phone #</b> _____
_____	<b>Mobile Phone #</b> _____
_____	<b>Date</b> _____

*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 campaign communications. If you'd like to update your preferred contact information in the future, visit [www.toyota.com/ownersupdate](http://www.toyota.com/ownersupdate) or contact us at 1-888-270-9371.*

**Dealer Information**

<b>Dealer Name/Address</b> _____	<b>Dealer Code</b> _____
_____	<b>Dealer Phone Number</b> _____
_____	<b>Dealer Staff Name</b> _____
_____	<b>Dealer Staff Signature</b> _____