



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

1200 New Jersey Avenue SE
Washington, DC 20590

August 7, 2024

Mr. Scott Cordes
Vice President, Chief Legal Counsel
Gulf States Toyota, Inc.
1375 Enclave Parkway
Houston, TX 77077

NEF-107DM
24V-548

Subject: Incorrect Weight Capacity Label/FMVSS 110

Dear Mr. Cordes:

This letter serves to acknowledge Gulf States Toyota, Inc.'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/4RUNNER/2024
TOYOTA/BZ4X/2023-2024
TOYOTA/CAMRY HYBRID/2025
TOYOTA/COROLLA/2024
TOYOTA/COROLLA CROSS HYBRID/2023-2024
TOYOTA/CROWN/2023-2025
TOYOTA/GR COROLLA/2023-2024
TOYOTA/GR SUPRA/2023
TOYOTA/GR86/2023-2024
TOYOTA/GRAND HIGHLANDER/2024
TOYOTA/GRAND HIGHLANDER HYBRID/2024
TOYOTA/HIGHLANDER/2023-2024
TOYOTA/HIGHLANDER HYBRID/2023-2024
TOYOTA/LAND CRUISER HYBRID/2024
TOYOTA/PRIUS/2023-2024
TOYOTA/PRIUS PRIME/2023-2024
TOYOTA/SEQUOIA HYBRID/2023-2024
TOYOTA/TACOMA/2024
TOYOTA/TACOMA HYBRID/2024
TOYOTA/TUNDRA/2023-2024
TOYOTA/TUNDRA HYBRID/2023-2024
TOYOTA/VENZA HYBRID/2023-2024

Mfr's Report Date: August 5, 2024

NHTSA Campaign Number: 24V-548

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 33,848

Problem Description:

Gulf States Toyota, Inc. (GST) is recalling certain Toyota 2023 GR Supra, 2024 4 Runner, Corolla, Grand Highlander, Grand Highlander Hybrid, Land Cruiser Hybrid, Tacoma, Tacoma Hybrid, 2023-2024 BZ4X, Corolla Cross Hybrid, GR Corolla, GR86, Highlander, Highlander Hybrid, Prius, Prius Prime, Sequoia Hybrid, Tundra, Tundra Hybrid, Venza Hybrid, 2023-2025 Crown, and 2025 Camry Hybrid vehicles equipped with GST accessories. The load carrying capacity modification label may display inaccurate added weight values. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 110, "Tire Selection and Rims."

Consequence:

A vehicle with an incorrect maximum capacity weight value may be overloaded, which can increase the risk of a crash.

Remedy:

GST will mail new labels to owners, free of charge. Owner notification letters are expected to be mailed September 16, 2024. Owners may contact GST customer service at 1-800-444-1074. GST's number for this recall is 24R2.

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.nhtsa.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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in Part 573.7, submission of the first of eight 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.

Gulf States Toyota, Inc.'s contact for this recall will be DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement