

Original Publication Date: April 18, 2024

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

SAFETY (NONCOMPLIANCE) RECALL 24TA04 *(Remedy Notice)*

Certain 2023 – 2024 Model Year Camry and Camry HV Rear Seat Head Restraint Performance NHTSA Recall No. 24V-128

Model / Years	Production Period	Approximate Total Vehicles	Approximate Stop Sale Dealer Inventory
Camry / 2023-2024	Late July 2023 – Early November 2023	3500	48
Camry HV / 2023-2024	Late July 2023 – Early November 2023	700	10



STOP! DO NOT SELL NEW VEHICLES IN DEALER INVENTORY.

Refer to Dealer Inventory Procedures section for more details.



On February 21, 2024, 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 2023-2024 model year Camry and Camry HV vehicles.

Condition

The two head restraints on the 60% portion of the rear, fold down seats in the involved vehicles may have poor welds on a bracket that can cause the vehicles not to comply with a federal safety standard. This can affect head restraint performance and increase the risk of injury during certain collisions.

Remedy

Any authorized Toyota dealer will replace the rear 60% Rear Seat Back Sub-Assembly **FREE OF CHARGE**.

Covered Vehicles

There are approximately 4,200 vehicles covered by this Safety (Noncompliance) Recall. No vehicles covered by this Safety (Noncompliance) Recall were distributed to Puerto Rico.

Owner Letter Mailing Date

Toyota will notify owners by late April 2024. A sample of the owner notification letter has been included for your reference.

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. 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 60 vehicles in new dealer inventory as of February 19, 2024.



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 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 (Noncompliance) 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

To ensure customer satisfaction, Toyota requests that dealers complete this Safety Recall on any used vehicles currently in dealer inventory that are covered by this Safety Recall prior to customer delivery. However, if the campaign cannot be completed (for example, due to remedy parts availability), delivery of a covered vehicle is acceptable if disclosed to the customer that the vehicle is involved in a Safety Recall.

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. In the subject line of the email state “Disclosure Form 24TA04” 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.

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 (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 Brand Engagement Center (1-888-270-9371) - Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

Head Unit Notifications

Head unit notifications are electronic messages that are displayed in the vehicle's audio system screen. Customers who receive head unit notification regarding this Safety Noncompliance 24TA04 Recall are requested to schedule an appointment with their authorized dealer to have this Safety Recall completed.

When these messages are received by the vehicle's Data Communication Module, the head unit will display a pop-up prompt on the day of activation stating the vehicle has a new Safety Recall 24TA04. After the day of activation, the message remains available in the Notification Center, and can be viewed by the customer using voice command only.

The message will completely clear from the vehicle once the following conditions are met: The Safety Noncompliance Recall is completed, the dealer has filed a claim, and the claim is approved by Toyota. Then the message will be cleared at the next clearing cycle, which currently occurs daily.

Owners who receive a head unit notification after having this Safety Noncompliance Recall completed can be advised to ignore the message. Owners with additional concerns can be directed to the Toyota Brand Engagement Center (1-888-270-9371) - Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern 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 the Toyota Newsroom <https://pressroom.toyota.com>.

Parts Ordering Process - Non SET and GST Parts Ordering Process

It is possible that parts for this campaign are either required to be ordered in Campaign Part Order Request (CPOR) on Service Lane or have been placed on Manual Allocation Control (MAC) due to potential limited part availability. Please check the CPOR/MAC report on Dealer Daily for the most up-to-date parts ordering information. Dealers can identify which parts ordering method to use by reviewing the parts information

section of Dealer Daily and checking for a MAC code on the part numbers below. For MAC code C, order through CPOR. For MAC code D, refer to the MAC report for further instructions.

All Safety Recall, Service Campaign (SSC/LSC) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin [2011-087](#) for campaign parts that are currently returnable under the Monthly Parts Return Program and for additional details.

XLE, XSE and Standard Grades

Part Number	Description	Quantity
71017-06210	FRAME SUB-ASSY, RR SEAT BACK, RH	1
72667-06060-C0	BEZEL, RR SEAT BACK LOCK, UPR	1
90468-16019	HOG RING	1

LE, SE and Nightshade Grades

Part Number	Description	Quantity
71017-06420	FRAME SUB-ASSY, RR SEAT BACK, RH	1
72667-06060-C0	BEZEL, RR SEAT BACK LOCK, UPR	1
90468-16019	HOG RING	1

Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course "Safety Recall and Service Campaign Essentials". To ensure that all vehicles have the repair performed correctly; technicians performing this repair are required to currently hold at least one of the following certification levels:

- TIC206A Electrical Repair 1

Always check which technicians can perform the repair by logging on to <https://www.uotdealerreports.com>. It is the dealership's responsibility to select technicians with the above certification level or greater to perform this repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

Remedy Procedures

Refer to TIS for Technical Instructions on repair. Conduct all non-completed Safety Recalls and Service Campaigns on the vehicle during the time of appointment.

Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

Parts Recovery Procedures

All parts replaced as part of this Safety Recall must be turned over to the parts department until appropriate disposition is determined. The parts department must retain these parts until notification via the Parts Recovery System (PRS) is received indicating whether to ship or scrap the parts. These parts are utilized by various departments for defect analysis, quality control analysis, product evaluation, as well as other purposes.

To help minimize dealer storage challenges, Toyota recommends that dealers:

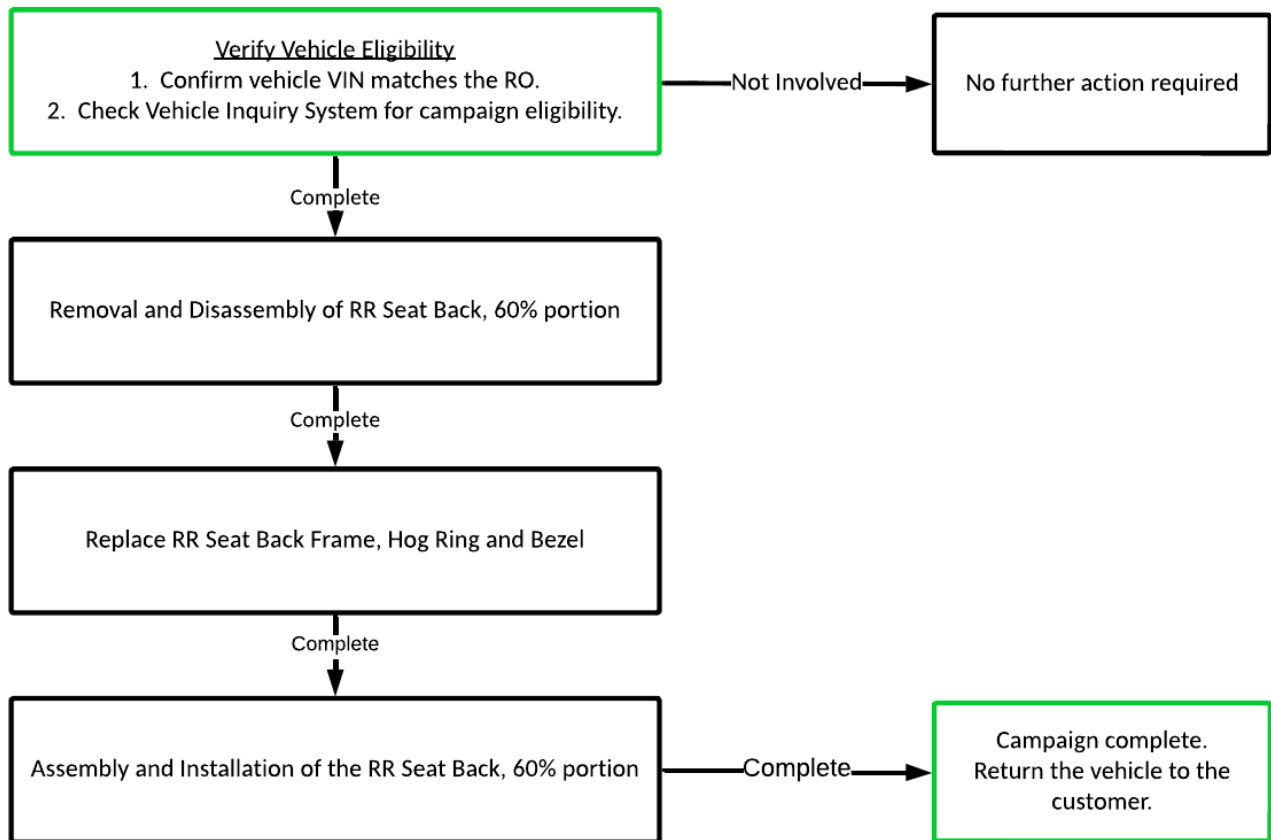
- File the campaign claim accurately and promptly. The time a dealer is required to hold parts is based on when the campaign claim is paid by Toyota.
- Monitor the Warranty Parts Recovery Notifications and Part Scrap Report regularly.

Refer to Warranty Policies [9.3](#) and [9.6](#) for additional details.

Warranty Reimbursement Procedures

Warranty Reimbursement Procedure

The flowchart is for reference only. DO NOT use it in place of the full technical instructions. Follow ALL steps as outlined in the full technical instructions to confirm the campaign is completed correctly.



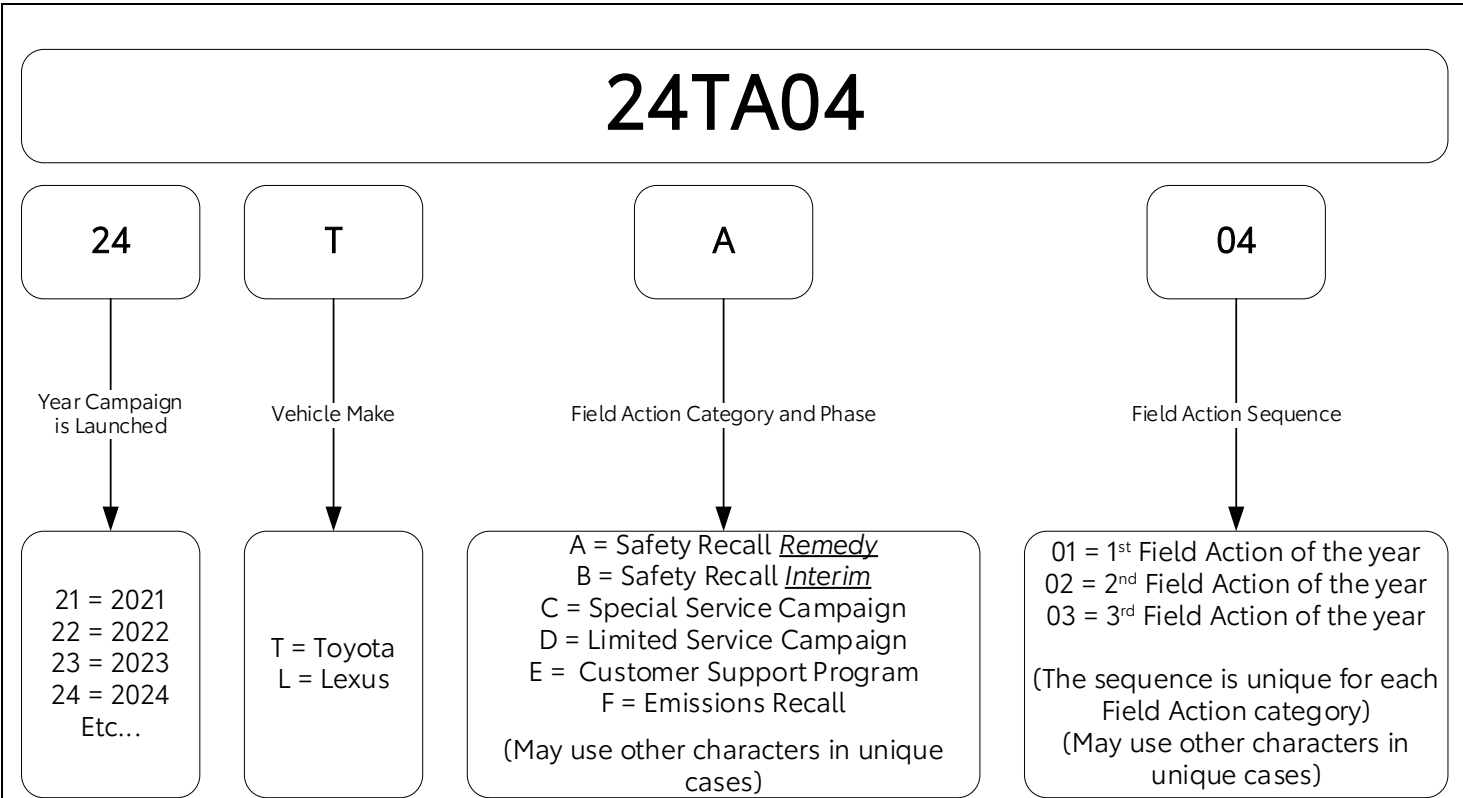
Op Code	Description	Flat Rate Hours
24TA04R1	Replace the rear seat back frame	1.1

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.

Claim Filing Accuracy and Correction Requests

It is the dealer's responsibility to file claims correctly for this Safety (Noncompliance) Recall. This claim filing information is used by Toyota for various government reporting activities; therefore, claim filing accuracy is crucial. If it has been identified that a claim has been filed using an incorrect Op Code or a claim has been filed for an incorrect VIN, refer to Warranty Procedure Bulletin [PRO17-03](#) to correct the claim.

Campaign Designation / Phase Decoder



Examples:

19TA01 = Launched in 2019, Toyota, Safety Recall Remedy Phase, 1st Safety Recall Launched in 2019
 20TC02 = Launched in 2020, Special Service Campaign, 2nd Special Service Campaign Launched in 2020
 21TE05 = Launched in 2021, Customer Support Program, 5th Customer Support Program Launched in 2021

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 24TA04 (Remedy Notice)

Certain 2023 – 2024 Model Year Camry and Camry HV
Rear Seat Head Restraint Performance

Frequently Asked Questions

Original Publication Date: April 18, 2024

Q1: *What is the condition?*

A1: The two head restraints on the 60% portion of the rear, fold down seats in the involved vehicles may have poor welds on a bracket that can cause the vehicles not to comply with a federal safety standard. This can affect head restraint performance and increase the risk of injury during certain collisions.

Q1a: *Are there any symptoms/warnings before the condition can occur?*

A1a: No. Until the remedy is performed, Toyota recommends that passengers do not occupy the rear middle or rear right seat in the affected vehicles.

Q2: *What is Toyota going to do?*

A2: Any authorized Toyota dealer will replace the rear 60% Seat Back Sub-Assembly **FREE OF CHARGE**.

Q3: *Which and how many vehicles are covered by this Safety (Noncompliance) Recall?*

A3: There are approximately 4,200 vehicles covered by this Safety (Noncompliance) Recall.

Model Name	Model Year	Production Period
Camry	2023-2024	Late July 2023 – Early November 2023
Camry HV	2023-2024	Late July 2023 – Early November 2023

Q4: *How does Toyota obtain my mailing information?*

A4: 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.

Q5: *What if I have additional questions or concerns?*

A5: If you have additional questions or concerns, please contact the Toyota Brand Engagement Center at 1-888-270-9371 Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

IMPORTANT SAFETY RECALL

Certain 2023 – 2024 Model Year Camry and Camry HV
Rear Seat Head Restraint Performance
NHTSA Recall No. 24V-128
Toyota Recall No. 24TA04 (Remedy Notice)

This is an important Safety Recall. The remedy will be performed FREE OF CHARGE to you.

Dear (customer's First/Last name)

This notice applies to your vehicle:
[VIN]

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Toyota has decided that certain in 2023-2024 model year Camry and Camry HV vehicles fail to conform to Federal Motor Vehicle Safety Standard (FMVSS) No. 202a, "Head restraints;"

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

What is the condition?

The two head restraints on the 60% portion of the rear, fold down seats in the involved vehicles may have poor welds on a bracket that can cause the vehicles not to comply with a federal safety standard. This can affect head restraint performance and increase the risk of injury during certain collisions.

What will Toyota do?

Any authorized Toyota dealer will replace the rear 60% Rear Seat Back Sub-Assembly **FREE OF CHARGE**.

What should you do?

Please contact any authorized Toyota dealer to schedule an appointment to have the remedy performed as soon as possible. **The remedy will require parts replacement. We recommend you contact your dealer to schedule an appointment in advance to confirm parts availability and minimize your inconvenience. Your local Toyota dealer will be more than happy to answer any of your questions.**

- ✓ To find a dealer near you, visit www.toyota.com/dealers.
- ✓ For more information on this and other Safety Recalls, including Frequently Asked Questions, visit www.toyota.com/recall. Input your full 17-digit Vehicle Identification Number (VIN) noted above to review information specific to your vehicle.
- ✓ If you require further assistance, you may contact the Toyota Brand Engagement Center at 1-888-270-9371 Monday through Friday, 8:00 am to 8:00 pm, Saturday 9:00 am to 7:00 pm Eastern Time.

This is an important Safety Recall

The remedy will take approximately one hour to complete. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Until the remedy is performed, Toyota recommends that passengers do not occupy the rear middle or rear right seat in the affected vehicles.

What if you are not the owner or operator of this vehicle?

If you are a vehicle lessor, Federal Law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

If you know the current owner or operator, please forward this letter to them.

If you would like to update your vehicle ownership or contact information, please visit <https://www.toyota.com/owners>

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time or without charge, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, D.C. 20590, or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We have sent this notice in the interest of your continued satisfaction with our products. We sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

Toyota Motor Sales, USA



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 or www.safercar.gov. You will need to input your 17-digit Vehicle Identification Number (VIN).

VIN

Campaign Code

Model _____ Model Year _____

Customer Information

Customer Name _____	Customer Email _____
Customer Address _____	Home Phone # _____
_____	Mobile Phone # _____
_____	Date _____

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 <https://www.toyota.com/owners>. or contact us at 1-888-270-9371.

Dealer Information

Dealer Name/Address _____	Dealer Code _____
_____	Dealer Phone Number _____
_____	Dealer Staff Name _____
_____	Dealer Staff Signature _____