

Original Publication Date: February 21, 2024

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

## SAFETY (NONCOMPLIANCE) RECALL 24TA04 *(Interim Notice 24TB04)*

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

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

Toyota is currently preparing the parts and repair instructions for the remedy for this condition. When the timing of the remedy availability is known, Toyota will update this document with the timing. When the remedy is available, Toyota dealers will replace the 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.

*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 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 (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**

Toyota typically requests that dealers **NOT** deliver any pre-owned vehicles in dealer inventory that are covered by a Safety (Noncompliance) 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 (Noncompliance) 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 24TB04” 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.

### 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 Joshua Burns (469) 292-6449 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

## Warranty Reimbursement Procedures

### Loaner Vehicle or Alternative Transportation Reimbursement Procedure

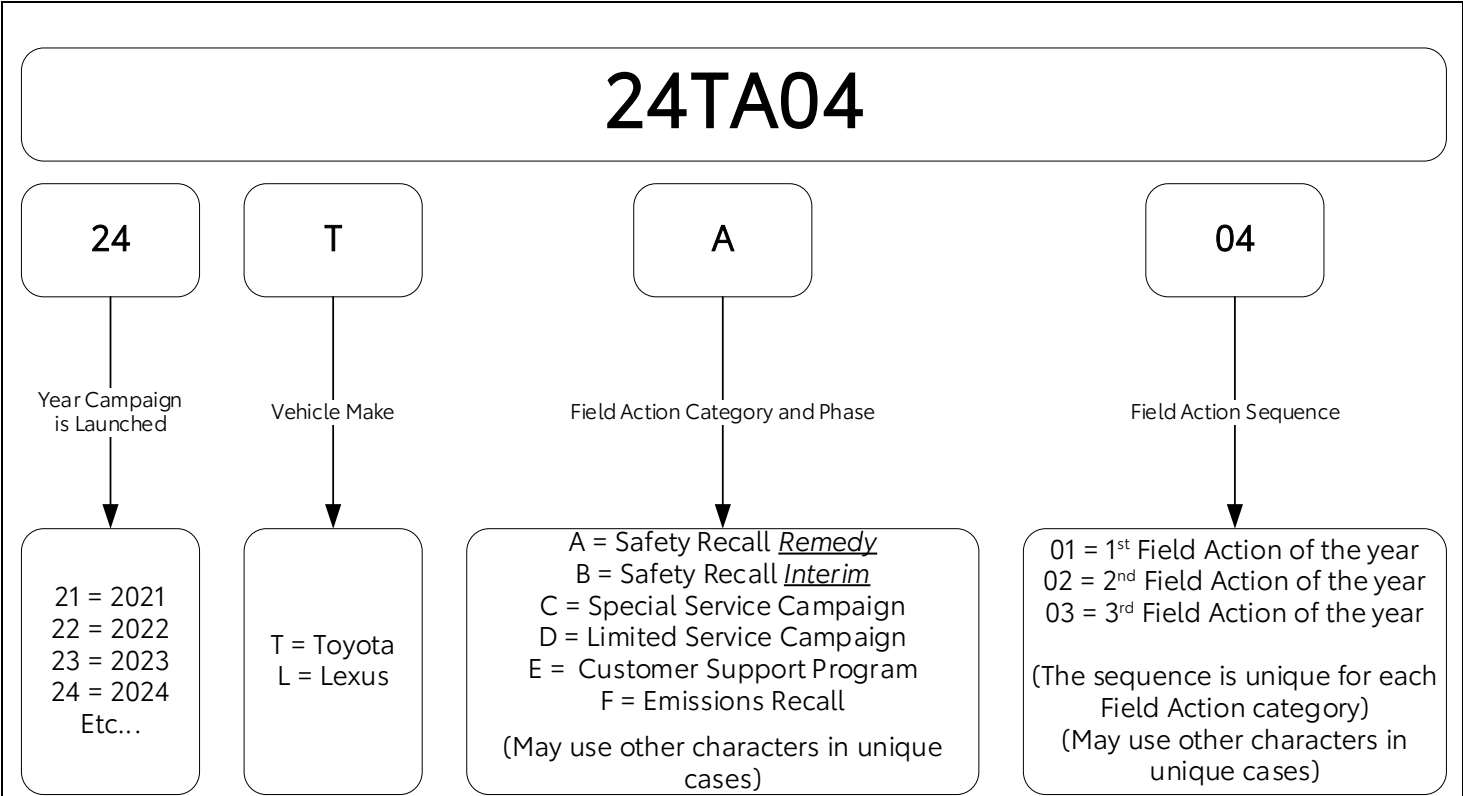
Until the remedy is performed, Toyota recommends that passengers do not sit in the rear middle or rear right seat. If this is not possible for the owner and they are uncomfortable operating their vehicle while the remedy is being prepared, a loaner vehicle or other alternative transportation through Toyota Rent-a-Car (TRAC) can be claimed for \$42 per day.

Op Code	Description
TBD	Vehicle Rental 1-30 Days
TBD	Vehicle Rental 31-60 Days

### 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**





## SAFETY (NONCOMPLIANCE) RECALL 24TA04 (Interim Notice 24TB04)

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

### Frequently Asked Questions

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**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. However, Toyota recommends that until the remedy is performed, no passengers sit in the rear middle or rear right seats.

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

A2: When the remedy is available, Toyota dealers will replace the rear 60% Seat Back Sub-Assembly **FREE OF CHARGE**.

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

A3: Toyota is currently preparing the parts and repair instructions for the remedy for this condition. When the timing of the remedy availability is known, Toyota will update this document with the timing.

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

A4: 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

**Q5:** *How does Toyota obtain my mailing information?*

A5: 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.

**Q6:** *What if I have additional questions or concerns?*

A6: 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.



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

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 \_\_\_\_\_