

◀ IMPORTANT UPDATE ▶

The attached Dealer Letter has been updated. Refer to the details below.

DATE	TOPIC
4/16/2025	<ul style="list-style-type: none">Updated description for part # 04004-514AN

*The most recent update in the attached Dealer Letter will be highlighted with a **red box**.*

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.



SAFETY RECALL 24TA10 (Remedy Notice)

Certain 2023-2024 Model Year Sequoia
Tow Hitch Cover May Detach
NHTSA Recall No. 24V640

On August 26, 2024, 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 2023-2024 model year Sequoia vehicles.

Model / Years	Production Period	Approximate Total Vehicles	Approximate Stop Sale Dealer Inventory
2023-2024 Sequoia	Late August 2022 – Late July 2024	43,400	30

Condition

The resin tow hitch cover could separate from the rear bumper of the vehicle while driving and potentially become a road hazard, increasing the risk of a crash.

Remedy

For vehicles involved, Toyota dealers will replace the resin tow hitch cover with an improved one **FREE OF CHARGE**.

Owner Notification

Mail

Toyota will notify owners by early April 2025.

Head Unit Notification

Vehicle Head unit notifications will begin early summer 2025.

Toyota App

Vehicles involved in this Safety Recall will be visible in the Toyota App at time of announcement.

Customer Contacts

Customers may contact your dealership with questions regarding the Safety Recall. Please welcome them to your dealership and answer any questions that they may have. A FAQ is provided to assure a consistent message is communicated.

Tech Requirements SC19A - Toyota Recall & Service Campaign Essentials
Inspection/Repair Time Repair: 0.5
Parts Control at Launch CPOR
Parts Replacement Rate 100%
Owner Notification Date Mail - Early April 2025 HUN - Early summer 2025
Salvage Title Eligible Yes

Original Publication Date: February 28, 2025

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.

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 pressroom.toyota.com.

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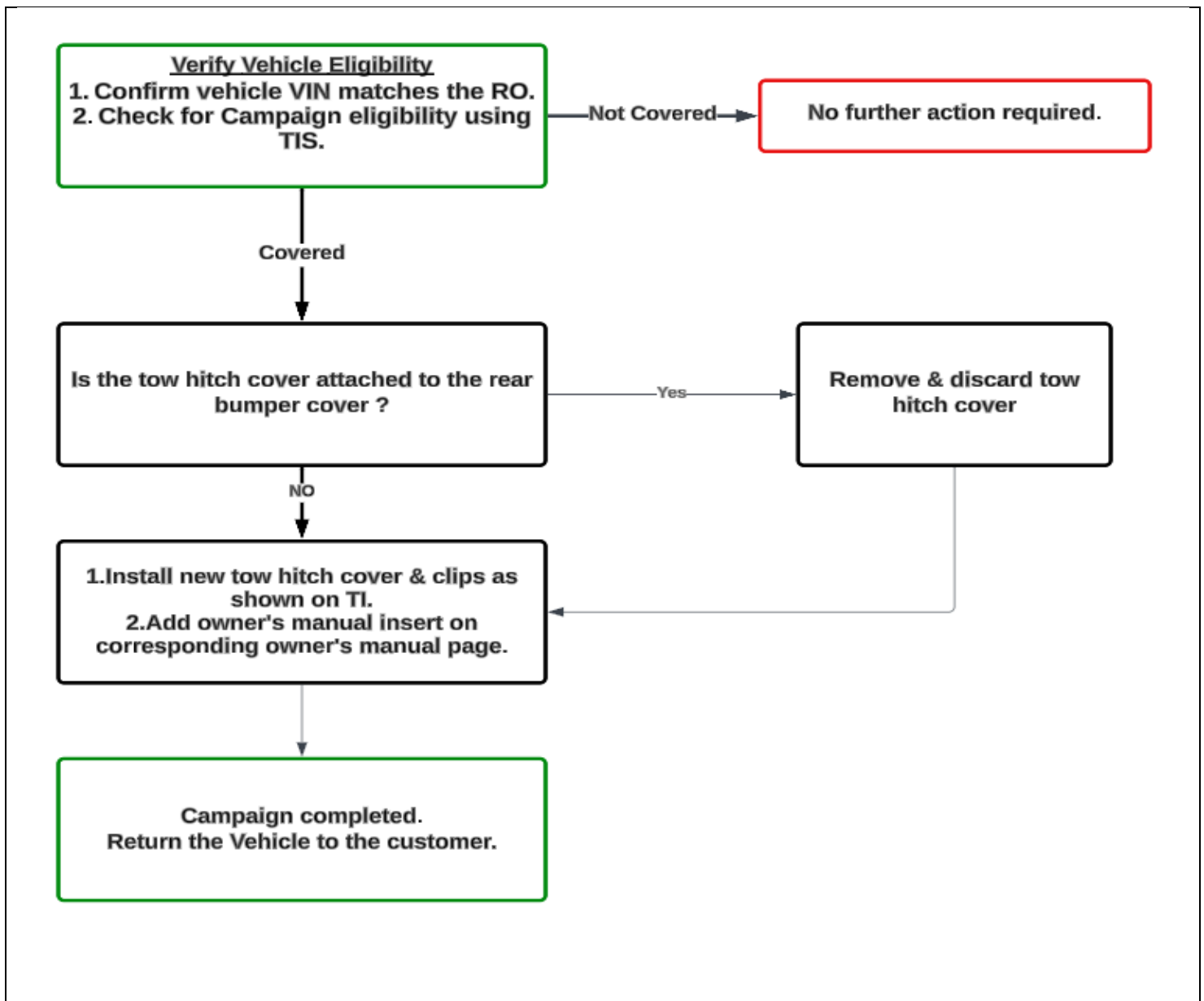
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Service Department

Warranty Reimbursement Procedure



Op Code	Description	Flat Rate Hours
24TA10R1	R&R Tow Hitch Cover, install 2 clips and Owner's Manual Insert	0.5

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

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.

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.

Parts Department

Parts Information

At the time of launch, parts for this campaign can be ordered in Campaign Part Order Request (CPOR) on Service Lane due to potential limited part availability. Please check the CPOR report on Dealer Daily for the most up-to-date parts ordering information as part controls can be adjusted throughout the life of the campaign.

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.

Part Number	Description	Quantity
04004-511AN	GUARD, RR BUMPER, CTR W/ CLIPS (Matte Finish Cover, No Kick Sensor)	1*
04004-512AN	GUARD, RR BUMPER, CTR W/ CLIPS (Silver and Black Cover)	
04004-513AN	GUARD, RR BUMPER, CTR W/ CLIPS (Matte Finish with Kick Sensor)	
04004-514AN	GUARD, RR BUMPER, CTR W/ CLIPS (Gloss Black Finish with Kick Sensor)	

*Order only one kit per vehicle depending on color application. Kit includes one tow hitch cover and two plastic clips.

Part Number	Description	Quantity
24TA10OMI	Owner's manual page insert.	10*(1 per vehicle) Order from MDC

*Please note that one packet will service 10 vehicles.

Sales Department

New Vehicles in Dealership Inventory

There are approximately 30 vehicles in new dealer inventory as of February 21, 2025.



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 within 30 days of remedy launch. 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.

Frequently Asked Questions

Q1: *What is the condition?*

A1: The resin tow hitch cover could separate from the rear bumper of the vehicle while driving and potentially become a road hazard, increasing the risk of a crash.

Q1a: *Are there any warnings that this condition exists?*

A1a: No. There are no warnings that this condition exists.

Q2: What is Toyota going to do?

A2: For vehicles involved, Toyota dealers will replace the resin tow hitch cover with an improved one and add plastic retainers **FREE OF CHARGE**. Until the remedy is performed, owners can eliminate the risk of the tow hitch cover separating from the vehicle while driving by removing and discarding the original cover. Please refer to owner's manual for removal instructions of the tow hitch cover.

Q3: When I bought my vehicle, the tow hitch cover was already removed by my dealer. What will Toyota do for me?

A3: If the tow hitch cover was previously removed, Toyota dealers will replace it with an improved one and add plastic retainers **FREE OF CHARGE**.

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

A4: There are approximately 43,400 vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period
Sequoia	2023-2024	Late August 2022 – Late July 2024

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.

Policies And Procedures

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 visit <https://toyota-recall-disclosure.imagespm.info/> and complete a Customer Contact and Vehicle Disclosure Form. 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.

Original Publication Date: February 28, 2025

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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.

Rent a Toyota & Service Loaners

Toyota requests that dealers remove all Rent a Toyota and Service Loaner vehicles from service that are covered by a Safety Recall unless the defect has been remedied.

Claim Filing Accuracy and Correction Requests

It is the dealer's responsibility to file claims correctly for this Safety 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.