

Original Publication Date: August 26, 2024

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

SAFETY RECALL 24TA10 (Interim Notice 24TB10)

Certain 2023-2024 Model Year Sequoia Tow Hitch Cover May Detach

Model / Years	Production Period	Approximate Total Vehicles	Approximate Stop Sale Dealer Inventory
2023-2024	Late August 2022 – Late July 2024	43,400	450



STOP! DO NOT SELL NEW VEHICLES IN DEALER INVENTORY.

Refer to Dealer Inventory Procedures section for more details.



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.

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**. Toyota is currently preparing the remedy and expects the remedy to be available in Late 2024.

Covered Vehicles

There are approximately 43,400 vehicles covered by this Safety Recall. There are approximately 200 vehicles in Puerto Rico that are involved.

Owner Letter Mailing Date

Toyota will notify owners by late October 2024. Owners will be advised that they can mitigate the risk by removing and discarding the tow hitch cover until the improved cover is available.

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

Special Instructions for Vehicles in Dealer Inventory

Vehicles in Dealer Inventory can be sold ONLY if the Tow Hitch Cover is removed from the vehicle and discarded before sale and the removal of the cover is disclosed to the customer. Refer to the Owner's Manual if necessary for removal instruction. The tow hitch cover should be discarded after it is removed. Refer to the Customer Disclosure Form at the end of this document, print a copy, and place it on the dash of the vehicle. Include a copy of the Disclosure Form in the sales paperwork as well. Refer to the Warranty Reimbursement section of this letter for claim filing instructions for cover removal.

New Vehicles in Dealership Inventory

There are approximately 450 vehicles in new dealer inventory as of August 22, 2024. **Vehicles in Dealer Inventory can be sold ONLY if the Tow Hitch Cover is removed from the vehicle before sale and the removal of the cover is disclosed to the customer.**



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. **In this case, the vehicle can be sold ONLY if the tow hitch cover is removed and discarded, and the removal is disclosed to the customer. Refer to the section above for more details.**

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. In this case, removing and discarding the tow hitch cover removes the defect, allowing the vehicle to be sold or otherwise transferred.***

- 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.

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, the vehicle can be sold if the tow hitch cover is removed and the removal is disclosed to the customer. Refer to the section above for more details.

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.

In this case, the vehicle can be certified if the tow hitch cover is removed and discarded, and the removal is disclosed to the customer. Refer to the section above for more details.

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.

In this case, the vehicle can be operated if the tow hitch cover is removed and discarded. Refer to the section above for more details.

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, 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.

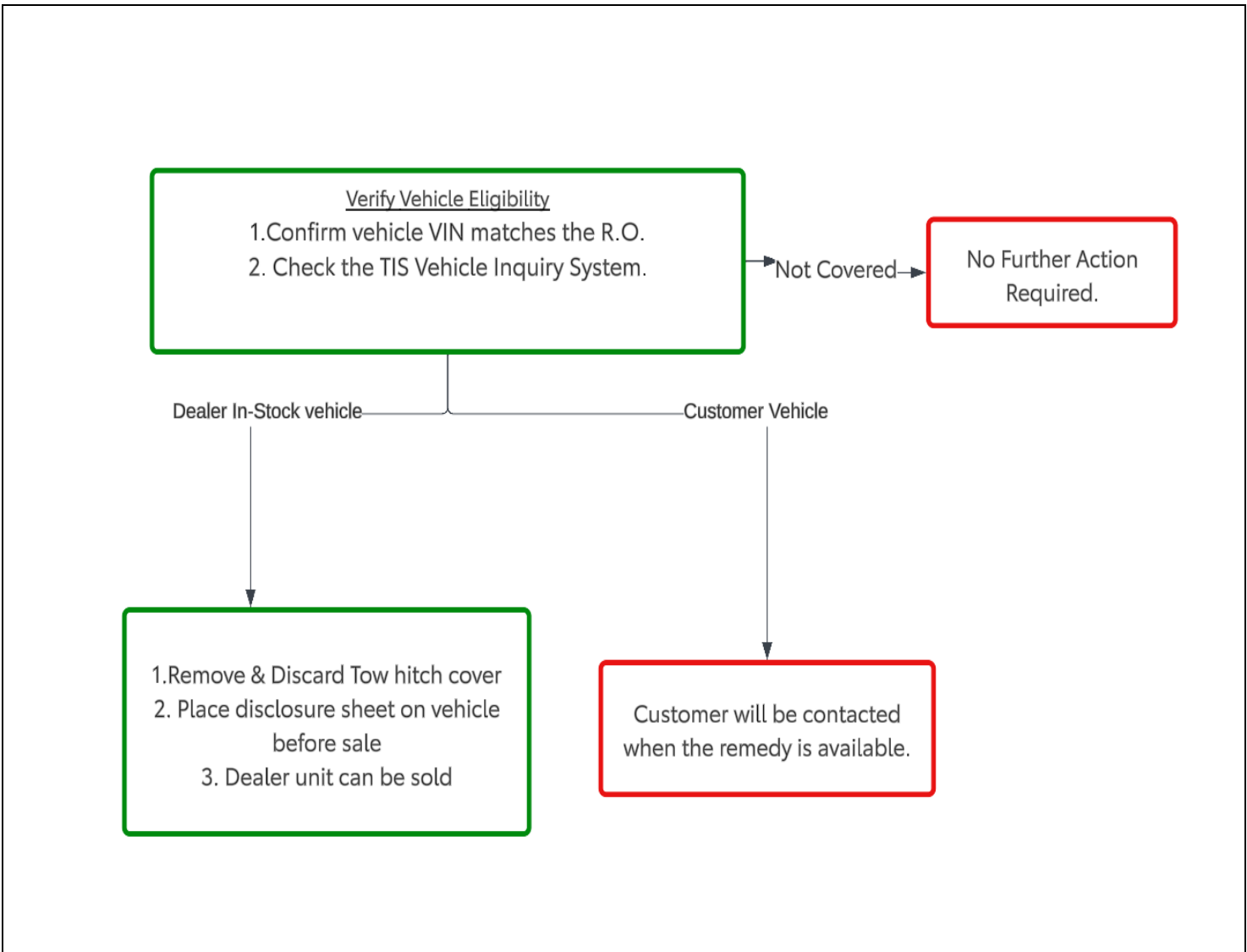
For complete details on this policy, refer to Toyota Warranty Policy [4.17](#), "What Is Not Covered by The Toyota New Vehicle Limited Warranty".

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/>

Warranty Reimbursement Procedures

Warranty Reimbursement Procedure



Op Code	Description	Flat Rate Hours
TBD	DEALER STOCK ONLY - Remove Tow hitch cover from In-Stock Vehicle Inventory*	0.2

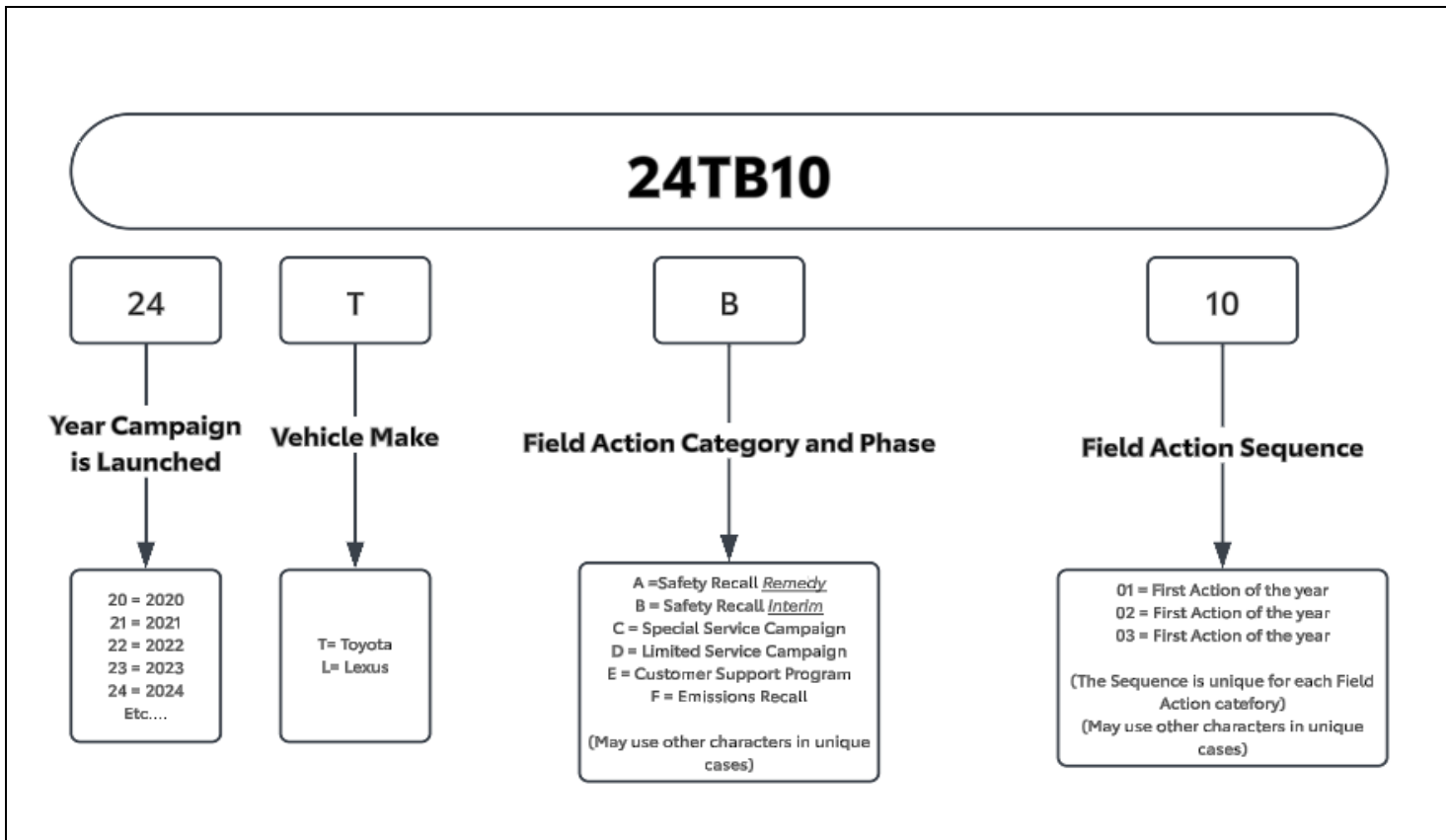
*Opcode is for dealer stock only, customer vehicle claims will not be accepted.

- The flat rate times include 0.1 hours for administrative cost per unit for the dealership.
- **Dealer must print last page of dealer letter, place it on vehicle’s dash, and provide it in the sales paperwork before the sale can be completed.**
- **Until the OP Code is available and a claim is filed, the vehicle status on TIS and Dealer Daily will show the Safety Recall as not complete. In the meantime, a repair order showing that the tow hitch cover has been removed is sufficient to sell the vehicle.**

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.

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 Recall.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.

Attention Customer!

This vehicle is involved in Safety Recall 24TA10. 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.

Toyota is currently preparing the remedy parts for this Safety Recall. **Until these parts are available, the tow hitch cover has been removed from this vehicle and discarded.** When parts are available for your vehicle, you will be notified by first class mail and asked to schedule an appointment with an authorized Toyota dealer to obtain an improved tow hitch cover **FREE OF CHARGE** to you.

Toyota recommends that you register with the Toyota Owners Community at <http://www.toyota.com/owners/> as it will assist us in notifying you when the improved parts are available.





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Certain 2023–2024 Model Year Sequoia
Tow Hitch Cover May Detach

Frequently Asked Questions

Original Publication Date: August 26, 2024

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 **FREE OF CHARGE**. Until the remedy is available and implemented, owners of the subject vehicles will be advised to remove and discard the tow hitch cover. Owners will be contacted again when the remedy is available.

Please refer to owner's manual for removal instructions of the tow hitch cover.

Q3: *When will the remedy become available?*

A3: Toyota is currently preparing the parts and repair instructions for the remedy. At this time, Toyota estimates that the remedy can be available by late 2024.

Q4: *When I bought my vehicle, the tow hitch cover was already removed by my dealer. What will Toyota do for me?*

A4: Toyota will notify you when the remedy is available. At that time, you will be provided an improved tow hitch cover **FREE OF CHARGE**.

Q5: *Which and how many vehicles are covered by this Safety Recall?*

A5: 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

Q6: *How does Toyota obtain my mailing information?*

A6: 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.

Q7: *What if I have additional questions or concerns?*

A7: 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.