


TOYOTA

PRODUCT SUPPORT DIVISION

June 23, 2014
TMS-NTC-14113

INTEROFFICE MEMORANDUM

To: All Toyota Region General Managers/Vice Presidents

From: Bob Waltz, 
Group Vice President, Product Quality and Service Support

Subject: Special Service Campaign E0V (E1V) – **Product Investigation and Limited Regional Recall (Florida, Hawaii, Puerto Rico, and U.S. Virgin Islands)**
Certain 2003 through 2005 Model Year Corolla, Corolla Matrix, Sequoia and Tundra Vehicles
Front Passenger Airbag Inflator Module
Preliminary Notice

This notification is being provided to inform regions and private distributors of our intent to conduct a Special Service Campaign (SSC) on the covered vehicles.

This preliminary information is being provided to keep you informed of this investigation and limited regional recall. **Toyota is currently preparing the parts for this activity.** We will notify dealerships again at the time of the next phase, prior to the owner notification starting.

Background

The National Highway Traffic Safety Administration (NHTSA) and TK Holdings, Inc. (Takata) have requested the support of BMW, Chrysler, Ford, Honda, Nissan, Mazda, and Toyota in investigating certain airbag inflator modules manufactured by Takata for use in various vehicles. This investigation includes front passenger airbag inflator modules installed in the covered vehicles. This investigation and regional recall is limited to Florida, Hawaii, Puerto Rico, and the U.S. Virgin Islands.

The purpose of this field action is to support the shared immediate interest in protection of owners, drivers, and passengers and the collection of parts for inspection and analysis by NHTSA and Takata.

Potential Condition

The subject vehicles are equipped with a front passenger airbag inflator produced by Takata which is currently being evaluated by NHTSA. Toyota has been requested by NHTSA and Takata to replace and collect airbag inflator modules in Florida, Hawaii, Puerto Rico, and the U.S. Virgin Islands at this time for evaluation to determine if the inflators could rupture and cause the air bag to inflate abnormally when activated in a crash.

Covered Vehicles

Toyota is currently working to identify vehicles involved in this campaign and anticipated additional information will be provided late June, 2014.

Status

- **Toyota is currently preparing the parts and anticipates additional information will be provided in Late Summer 2014 as parts become available.**
- **Once part preparation is complete, we will notify dealerships again at the time of the next phase, prior to the owner notification starting.**
- The attached Dealer Daily Message will be sent to all dealerships informing them of this preliminary notice the morning of Monday, June 23, 2014.
- E0V ("E1V" until the remedy is launched) Preliminary Notice documents will be posted on TIS starting the morning of Monday, June 23, 2014.

Media Contacts

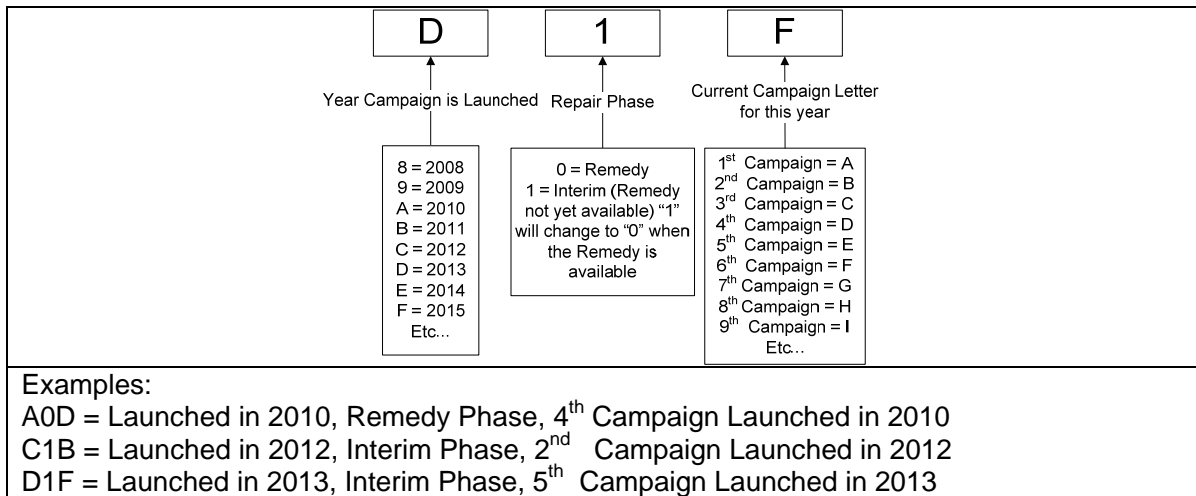
It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Cindy Knight (310) 468-2170 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

Customer Handling

A FAQ is attached to help dealerships respond to any customer concerns. If the customer has any further questions, they are requested to contact the Toyota Customer Experience Center. The Toyota Customer Experience Center can be reached at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am to 4:00 pm Pacific Time.

Please note the attached FAQ is published on the www.Toyota.com website for customer viewing.

Campaign Designation Decoder



Dealership associates that have any questions are requested to contact their District Service/Parts Manager.

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

Thank you for your cooperation.

Enclosures

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers