



Update:

1/31/2012 –Rental is not available for the Remedy Phase of this Campaign

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
Torrance, CA 90501
(310) 468-4000

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

Subject: Safety Recall B0E – **Remedy Parts Available**
Certain 2007-2008 Model Year RAV4 Vehicles
Certain 2008 Model Year Highlander/Highlander HV Vehicles
Curtain Shield Airbag (CSA) Sensor

As previously announced, on April 21, 2011, 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 2007-2008 Model Year RAV4 Vehicles and Certain 2008 Model Year Highlander/Highlander HV Vehicles.

Toyota has completed parts preparation and will now begin mailing the remedy owner letter.

Condition

In the curtain shield airbag (CSA) system of the subject vehicle, there are two sensors in the airbag sensor assembly which are designed to detect vehicle roll angle. If one of these sensors malfunctions, the airbag warning light (Malfunction Indicator Light: MIL) will illuminate and the roll detection system will be suspended; however, the airbag (CSA) remains available in the event of a side crash. If both sensors fail nearly simultaneously, the CSA and the seat belt pretensioner could inadvertently deploy upon vehicle startup (or within several seconds of startup) or during vehicle operation. Inadvertent deployment of the CSA and/or the seat belt pretensioner can cause injury to a vehicle occupant.

Remedy

Toyota dealers will inspect the Airbag Sensor Assembly and, if necessary, replace it at **NO CHARGE** to the vehicle owner.

The following vital information is provided to inform you and your staff of the **Remedy** owner notification phase of the campaign and your degree of involvement.

1. Owner Letter Mailing Date

Toyota has completed parts preparation and will begin to notify owners of the Remedy Phase in early January, 2012 approximately 2 weeks after the dealer communication. The owner notification will be mailed in quantities consistent with parts availability and repair capacity.

Toyota tries very hard to obtain current customer name and address information 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.

2. Pre-Owned Vehicles in Dealer Inventory

Toyota requests dealers to conduct the remedy on any pre-owned vehicle currently in dealer inventory that are covered by this Safety Recall prior to delivery to the customer.

3. Dealer/Owner Lists

Summary Reports, containing the number of covered vehicles in your dealership's primary marketing area, have been enclosed in the dealer package. (Please verify eligibility by confirming through Dealer Daily or TIS prior to performing repairs.)

4. Number and Identification of Covered Vehicles

There are approximately 214,000 RAV4 (certain 2007 – 2008 model year) and 94,000 Highlander/Highlander HV (certain 2008 model year) vehicles covered by this Safety Recall in the U.S.

(Number and Identification of Covered Vehicles Continued . . .)

MODEL	WMI	MY	VDS	START	FINISH	MODEL	WMI	MY	VDS	START	FINISH
RAV4	JTM	2007	BD31V	5068779	5124254	RAV4	JTM	2008	BD31V	5122515	5169009
				6030064	6054728					6054747	6072681
			BD32V	5067509	5124285				BD32V	5124567	5169084
				6030043	6054737					6054743	6072693
			BD33V	5068534	5124308				BD33V	5124318	5169082
				6029940	6054736					6054075	6072694
			BD34V	5068963	5124068				BD34V	5124315	5168913
			BD35V	5068706	5124278				BD35V	5124310	5169031
			BK31V	5018701	5040741				BK31V	5040755	5054935
				6013465	6028074					6028076	6038778
			BK32V	5018702	5040743				BK32V	5039902	5054931
				6013012	6028066					6028075	6038777
			BK33V	5018442	5040747				BK33V	5040768	5054862
				6013469	6028069					6028079	6038779
			BK34V	5018698	5040742				BK34V	5040763	5054884
			BK35V	5018728	5040698				BK35V	5040804	5054933
			ZD31V	5044634	5077936				ZD31V	5078027	5094846
				6029007	6052991					6052994	6068710
			ZD32V	5043628	5077984				ZD32V	5078035	5094812
				6028485	6052984					6052998	6068714
			ZD33V	5043738	5078025				ZD33V	5076662	5094894
				6028469	6052993					6052995	6068712
			ZD34V	5044946	5077858				ZD34V	5078041	5094882
			ZD35V	5043761	5078023				ZD35V	5078033	5094899
			ZK31V	5007823	5016136				ZK31V	5015779	5019496
				6004337	6010016					6010018	6013027
			ZK32V	5007837	5016123				ZK32V	5016141	5019494
				6004352	6010013					6010023	6013022
			ZK33V	5007838	5016137				ZK33V	5016138	5019482
				6004338	6010017					6010021	6013026
			ZK34V	5007854	5016122				ZK34V	5016157	5019473
			ZK35V	5007849	5016021				ZK35V	5016148	5019472

MODEL	WMI	MY	VDS	START	FINISH
HIGHLANDER	JTE	2008	DS41A	2000129	2039468
			DS42A	2000130	2039469
			DS43A	2000132	2039457
			DS44A	2000303	2038615
			ES41A	2000181	2063948
			ES42A	2000172	2063930
			ES43A	2000180	2063945
HIGHLANDER HV	JTE	2008	EW41A	2000281	2014229
			EW44A	2000141	2014234

Please note that only owners of the covered vehicles will be notified. If a dealer is contacted by an owner who has not yet received the notification, please instruct the dealer to **verify coverage by confirming through Dealer Daily/TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

(Number and Identification of Covered Vehicles Continued . . .)

A UIO matrix by state is provided to inform your dealership of the number of covered vehicles in your state.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	710	HI	2,224	MI	4,046	NV	2,717	UT	2,410
AL	2,478	IA	2,742	MN	6,211	NY	23,618	VA	10,424
AR	1,764	ID	1,392	MO	4,374	OH	8,375	VT	1,295
AZ	5,650	IL	12,514	MS	1,180	OK	2,852	WA	8,007
CA	37,390	IN	4,124	MT	1,042	OR	4,335	WI	6,020
CO	7,984	KS	2,436	NC	7,704	PA	15,477	WV	1,889
CT	5,510	KY	3,239	ND	389	RI	1,652	WY	644
DC	461	LA	3,156	NE	1,602	SC	3,110		
DE	1,008	MA	13,340	NH	2,748	SD	613		
FL	16,438	MD	8,476	NJ	12,894	TN	3,945		
GA	7,088	ME	2,070	NM	1,786	TX	19,024		

5. Parts Ordering Process (Dealer Ordering Solutions)

Orders can be placed through your dealership's facing PDC. The kits have been placed on Dealer Ordering Solutions and will be systematically released daily based on dealer ordering criteria.

Please refer to the table below and the Technical Instructions for part ordering information.

Model	Part Number	Description	Qty
RAV4	04001-51142	SENSOR ASSY KIT, AIR BAG	1 (As Needed)
Highlander	04001-51248	SENSOR ASSY KIT, AIR BAG	1 (As Needed)
Highlander HV	04001-51348	SENSOR ASSY KIT, AIR BAG	1 (As Needed)

IMPORTANT PARTS ORDERING UPDATE

Effective January 1, 2012, All Future Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts will be 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 additional details.

Each dealership will receive specific dealer ordering criteria in an email from their facing PDC Manager based on Repair Order Volume * PDC Affected UIO. Therefore, it is vital that each dealership work with both Parts and Service to immediately file Safety Recall claims and coordinate appropriate kit orders. A sample of the Parts Allocation Report has been attached below for your reference.

TOYOTA

Parts Allocation Report

99999
SAMPLE TOYOTA of NOWHERE

The below matrix provides information for parts managed by NAPO Dealer Ordering Solution (DOS) and illustrates updates to your current daily allocation quantities. Parts shipments, arrivals and inventory quantities at your local PDC will change daily as parts are received and shipped from NAPO Suppliers. Therefore, your daily allocation quantity is subject to change based on the parts in-stock availability as well as in-transit inventory to your facing PDC. This report is provided as needed when daily allocation changes for DOS parts.

Parts with recent changes will be illustrated from top to bottom with the most recent effective date.

If you have any questions or concerns, please contact your facing PDC Customer Support Leader, John Q Sample at (999) 999-9999.

Part Number	Total Allocation Quantity	Allocation Quantity	Allocation Frequency	Total Allocation Shipped	Total Allocation Remaining	Effective Date

6. **Remedy Procedures**

Please refer to TIS for Technical Instructions on vehicle repair.

7. **Inadvertent Deployment Handling Instructions**

In the rare instance a customer contacts your dealership with a vehicle that has experienced inadvertent deployment of the Curtain Shield Airbags or Pretensioners, please assist the customer by setting up an appointment to verify the condition and perform the repair. If inadvertent deployment occurred, the repair will be performed at **no charge**.

Prior to starting repairs, contact your Regional representative to determine if further inspection or reporting (documentation) is necessary. The Operation code for inadvertent deployment can be obtained from your Regional representative. To assist in determining if any additional reporting is necessary, confirm the following information is available when contacting your Regional representative.

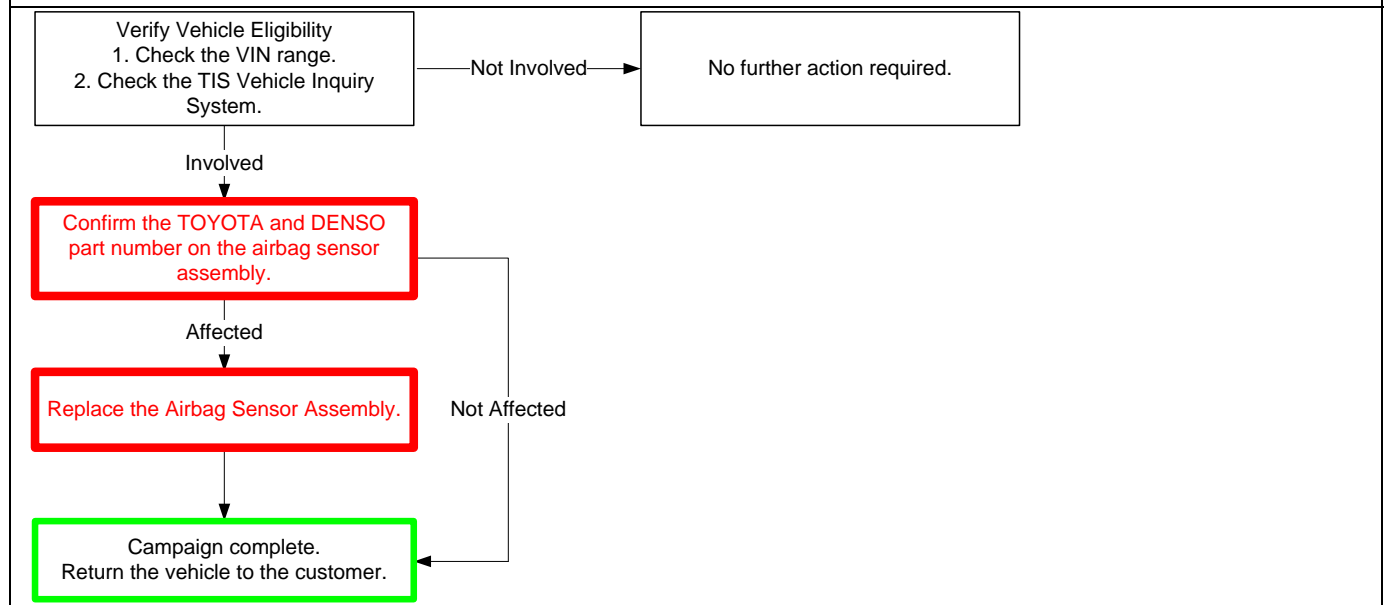
- The situation in which the inadvertent deployment occurred
- Any incidents of bodily injury that may have been caused by the inadvertent deployment

8. **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.

9. **Warranty Reimbursement Procedure**

Certain 2007-2008 Model Year RAV4 Vehicles and Certain 2008 Model Year Highlander/Highlander HV Vehicles



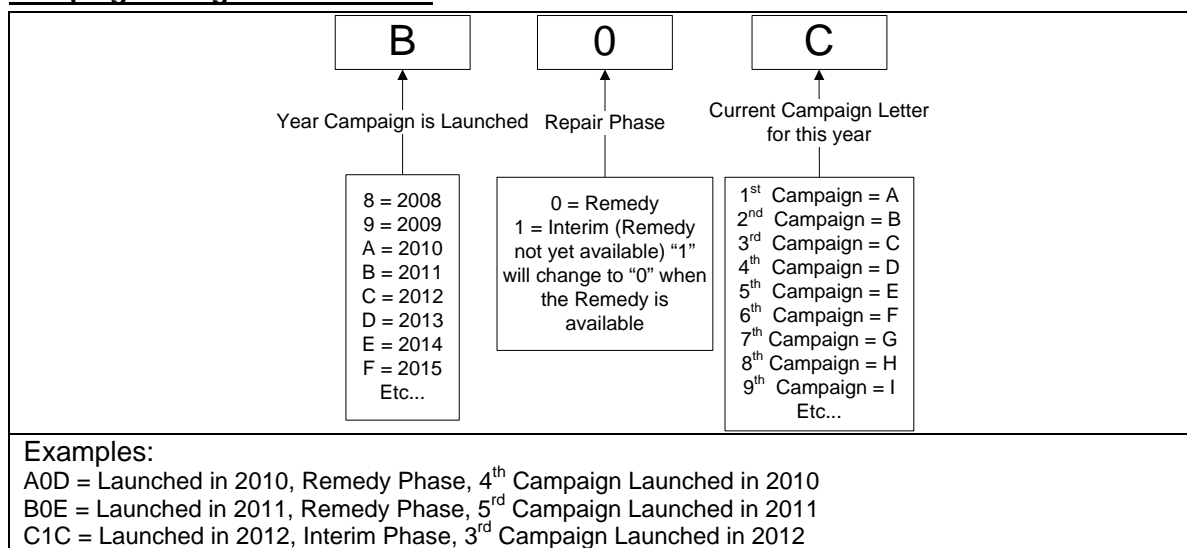
Safety Recall	Model	Op. Code	Description	Flat Rate Hour
B0E	RAV4	1515D1	Inspect Air Bag Sensor Assembly - Okay	0.2 hr/vehicle
	Highlander Highlander HV	1515D2	Inspect Air Bag Sensor Assembly - Okay	0.2 hr/vehicle
	RAV4	1515D3	Inspect Air Bag Sensor Assembly and Replace	0.5 hr/vehicle
	Highlander Highlander HV	1515D4	Inspect Air Bag Sensor Assembly and Replace	1.0 hr/vehicle

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

The Interim Phase, B1E, is now superseded by Safety Recall B0E. All B1E Repair Order dates must be prior to 12/15/2011. All Repair Orders dated 12/16/2011 and after must be submitted under B0E.

(Warranty Reimbursement Procedure Continued . . .)

Campaign Designation Decoder



10. 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 Brian Lyons (310) 468-2552 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

11. Customer Contacts

A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.

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.



Safety Recall Campaign B0E – **Remedy Phase**

Certain 2007 - 2008 Model Year RAV4 and Certain 2008 Model Year Highlander/Highlander HV Vehicles Curtain Shield Airbag (CSA) Sensor

Background

As previously announced, on April 21, 2011, 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 2007-2008 Model Year RAV4 Vehicles and 2008 Model Year Highlander/Highlander HV Vehicles.

Toyota has completed parts preparations and will now begin mailing remedy owner letters

Q1: What is the condition?

A1: In the curtain shield airbag (CSA) system of the subject vehicle, there are two sensors in the airbag sensor assembly which are designed to detect vehicle roll angle. If one of these sensors malfunctions, the airbag warning light (Malfunction indicator Light: MIL) will illuminate and the roll detection system will be suspended; however, the airbag (CSA) remains available in the event of a side crash. If both sensors fail nearly simultaneously, the CSA and the seat belt pretensioner could inadvertently deploy upon vehicle startup (or within several seconds of startup) or during vehicle operation. Inadvertent deployment of the CSA and/or the seat belt pretensioner can cause injury to a vehicle occupant.

Q1a: What is the CSA system?

A1a: The CSA is a Supplemental Restraint System designed to provide further protection in addition to the seat belts. Please see the vehicle's Owner's Manual for further details.

Q2: Are there any warnings of this condition?

A2: Yes. The airbag warning light is designed to come on, during the ignition cycle check function, when the engine switch is turned to the "ON" position. It goes off after about 6 seconds. ***This means the system is operating as designed.*** If the airbag warning light illuminates or remains illuminated ***after*** this period, please contact your local Toyota dealer for diagnosis and appropriate repair.

Q3: What is Toyota going to do?

A3: Any authorized Toyota dealer will inspect the Airbag Sensor Assembly and, if necessary, replace it at **NO CHARGE** to the vehicle owner.

Q4: Which and how many vehicles are covered in the US?

A4: There are approximately 214,000 RAV4 (certain 2007 – 2008 model year) and 94,000 Highlander and Highlander HV (certain 2008 model year) vehicles covered by this Safety Recall in the U.S.

Model Name	Model Year	Production Period	Number of Vehicles
RAV4	Certain 2007 – 2008	Early Nov. 2006 through Late Jan. 2008	Approximately 214,000 units
Highlander Highlander HV	Certain 2008	May 2007 through Late Jan. 2008.	Approximately 94,000 units

Q4a: Are there any other Toyota or Lexus models covered by this Safety Recall?

A4a: No. There are no other Toyota or Lexus models covered by this Safety Recall.

Q4b: Why aren't the Lexus RX vehicles covered by this Safety Recall?

A4b: The CSA sensors covered by this Safety Recall were not installed in the Lexus RX vehicles.

Q5: How long will it take to conduct the remedy?

A5: The Inspection and, if necessary, replacement of the Center Airbag Sensor Assembly will take approximately 1 hour. However, it may be necessary for the owner to make the vehicle available for a longer period of time depending upon the dealer's work schedule.

Q6: What if a customer has previously paid for repairs to their vehicle for the condition described above.

A6: Owners are requested to refer to the remedy owner letter for instructions to request reimbursement for previous repair costs.

Q7: What if an owner has additional questions or concerns?

A7: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Standard Time.

**Certain 2007 - 2008 Model Year RAV4 & Certain 2008 Model Year Highlander/Highlander HV Vehicles
Curtain Shield Airbag (CSA) Sensor
SAFETY RECALL NOTICE *(Replacement Parts Now Available)***

[VIN]

Dear Toyota Customer:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in certain 2007 - 2008 Model Year RAV4 vehicles and certain 2008 Model Year Highlander/Highlander HV vehicles.

What is the condition?

In the curtain shield airbag (CSA) system of the subject vehicle, there are two sensors in the airbag sensor assembly which are designed to detect vehicle roll angle. If one of these sensors malfunctions, the airbag warning light (Malfunction Indicator Light: MIL) will illuminate and the roll detection system will be suspended; however, the airbag (CSA) remains available in the event of a side crash. If both sensors fail nearly simultaneously, the CSA and the seat belt pretensioner could inadvertently deploy upon vehicle startup (or within several seconds of startup) or during vehicle operation. Inadvertent deployment of the CSA and/or the seat belt pretensioner can cause injury to a vehicle occupant.

What is Toyota going to do?

The replacement part for your vehicle is now available. Any authorized Toyota dealer will inspect the airbag sensor assembly and, if necessary, replace it at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

Please contact your authorized Toyota dealer and make an appointment to have the airbag sensor assembly inspected to determine if it is covered by the recall.

If replacement of the airbag sensor is necessary, it will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

You do not need an owner letter to have this recall completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions. If you require further assistance, you may contact Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Standard Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, 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>.

What if you have previously paid for repairs to your vehicle for this specific condition?

If you have previously paid for repair to your vehicle for this specific condition prior to receiving this letter, please mail a copy of your repair order and proof-of-payment to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

<Sample of the owner letter>

Include your name, address, and telephone number(s) in your request. Please allow us 6-8 weeks to process your request.

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.

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

Thank you for driving a Toyota.

Sincerely,

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

SAMPLE