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

Subject: Special Service Campaign (Non-Compliance Recall) – 90G
2010 Model Year Corolla – Airbag Caution Label on Driver’s Sun-Visor

On August 19, 2009, Toyota filed a Non-Compliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the driver side’s airbag caution label on certain 2010 model year Corolla vehicles. On approximately 10% of the 1,310 affected vehicles, the airbag caution label may have been affixed to the driver’s sun-visor with an adhesive that does not meet the requirements of FMVSS 208. This condition may cause the airbag caution label to peel off. Dealers will be requested to inspect the label and if necessary, replace the sun-visor.

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

1. Owner Notification Letter Mailing Date
   The owner notification will commence in early September, 2009, approximately one week after the dealer notification.

   Please note that only owners of the affected vehicles will be notified. If your dealership is contacted by an owner of an involved vehicle, who has not yet received a notification, please verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Dealers should perform the inspection and if necessary replacement as outlined in the Technical Instructions found on TIS.

2. Vehicles in Dealer Stock
   Dealers are requested to perform SSC procedures on any vehicles in their stock prior to sale or lease. Vehicle SSC completion can be verified through TIS.
3. **Dealer/Owner Lists**

Affected vehicle VIN lists (VIN only due to Privacy Laws) for SSC 90G have been distributed to each dealership’s Service and Parts Managers. These lists are based upon the dealership’s Primary Marketing Area (PMA) or selling dealership where applicable. Based upon our records, a dealership which does not have an affected vehicle in their PMA will receive a report indicating so.

4. **Number and Identification of Involved Vehicles**

There are approximately 1,310 Corolla vehicles (model year 2010) involved in this SSC.

<table>
<thead>
<tr>
<th>MODEL</th>
<th>WMI</th>
<th>Year</th>
<th>VIN Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>COROLLA</td>
<td>1NX</td>
<td>2010</td>
<td>BE4EE Z191605 - Z194089</td>
</tr>
<tr>
<td></td>
<td>2T1</td>
<td></td>
<td>BU4EE Z190532 - Z194786</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BE4EE C033290 - C033449</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>BU4EE C218853 - C221602</td>
</tr>
</tbody>
</table>

Please note that **not all vehicles in the VIN range are affected by this SSC**. If your dealership is contacted by an owner of an involved vehicle, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

5. **Parts Ordering**

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Part Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>74320-02770-B1</td>
<td>Driver’s Side Sun-Visor Assembly</td>
<td>1</td>
</tr>
</tbody>
</table>

UIO state matrix is listed below to inform dealer of the number of vehicles to inspect in their area.

**NOTE:**
- Approximately 10% of vehicles will require the replacement of the driver’s sun-visor.
- SSC parts are non-returnable.
- Please keep all replaced parts for possible Warranty Parts Recovery and inspection.

Since the majority of vehicles will not require sun-visor replacement, this part will be placed on Manual Allocation Control (MAC).

While the parts are on MAC, a representative from TMS will review each order and contact the dealership’s Parts Manager to verify the necessity of the order. This will assure an adequate and balanced parts inventory.

If there are special circumstances where a dealer is having difficulty receiving parts, dealership associates may contact (310) 468-5516 to research the driver’s side sun-visor. The associate should have the following information ready to expedite research of the order status:

1. Dealer Information (Dealer Code, Contact Name, Telephone Number)
2. Order Reference Number
3. Customer Name and Vehicle 17-digit VIN
6. **Repair Procedures**
Refer to TIS for Technical Instructions.

7. **Warranty Processor Instructions**

Please note the following for this campaign:

- **This SSC involves the inspection of the airbag caution label on the driver’s sun-visor and if applicable the replacement of the driver’s sun-visor.**

<table>
<thead>
<tr>
<th>Operation Code</th>
<th>Description</th>
<th>Flat Rate Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>9504H1</td>
<td>Inspect the Airbag Caution Label on the Driver’s Sun-Visor</td>
<td>0.2 hr/vehicle</td>
</tr>
</tbody>
</table>
| 9504H2         | Inspect the Airbag Caution Label on the Driver’s Sun-Visor and Replace the Driver’s Sun-Visor  
**Note:** We anticipate only about 10% of sun-visors will require replacement. | 0.3 hr/vehicle |

Submit Special Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

**NOTE:** The above flat rate time includes 0.1 hour for administrative cost per unit for the dealership.

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 Special Service Campaign.

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.
Dear Toyota Owner:

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 certain 2010 Model Year Toyota Corolla vehicles fail to conform to a provision of the Federal Motor Vehicle Safety Standards (FMVSS) that requires adhesive strength of the airbag caution label.

What is the problem?

On certain 2010 model year Corolla vehicles, the airbag caution label may have been affixed with an adhesive that does not meet the requirements of FMVSS 208. In the worst case, the airbag caution label may peel off and the driver could fail to heed the airbag caution information resulting in injury in the event of a crash.

What Toyota will do?

Any Toyota dealer will inspect the airbag caution label to assure the label was installed with the required strength adhesive. If the required strength adhesive was not utilized, the dealer will replace the driver’s sun-visor with a new one at NO CHARGE to you.

What should you do?

Please contact your authorized Toyota dealer to make appointment to have your airbag caution label on the driver’s sun-visor inspected. If the required strength label adhesive was not utilized, your dealer will need to order and receive the replacement sun-visor. We apologize for this inconvenience.

The repair will take approximately 15 minutes. However, depending upon the dealer’s work schedule, it may be necessary to make your vehicle available for a longer period of time.

We request that you present this notice to the dealer at the time of your service appointment.

If you no longer own the vehicle, please indicate so on the enclosed postage paid form, providing us with the name and address of the new owner.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the inspection and if necessary replacement. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 9:30 pm, Saturday and Sunday 7:00 am through 3:00 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, 400 Seventh Street S.W., 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.

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.
Q1: What is the condition?
A1: On certain 2010 model year Corolla vehicles, the airbag caution label may have been affixed with an adhesive that does not meet the requirements of Federal Motor Vehicle Safety Standards (FMVSS) 208.

Q2: What is cause of this condition?
Q2: Approximately 10% of the airbag caution labels installed may have been affixed to the sun-visor with an adhesive that does not meet the requirements of Federal Motor Vehicle Safety Standards (FMVSS) 208.

Q3: Which and how many vehicles are involved?
A3: Approximately 10% of the total amount of specific airbag caution labels installed are involved. However, the vehicles these labels were installed in could not be specifically identified. Therefore approximately 1,310 vehicle owners will be notified.

<table>
<thead>
<tr>
<th>Model Year</th>
<th>Model</th>
<th>Approx UIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>Corolla</td>
<td>1,310</td>
</tr>
</tbody>
</table>

Q4: Are there any other Toyota or Lexus vehicles involved?
A4: No, this specific condition only affects certain 2010 model year Toyota Corolla vehicles.

Q5: What is the production period of the affected vehicles?
A5: The affected Toyota Corolla vehicles were produced from late May, 2009 to early June, 2009.

Q6: How many incidents of this condition have been reported?
A6: There have been 3 cases of this condition reported in the affected vehicles.

Q7: What is Toyota going to do?
A7: Owners of the involved vehicles will receive a Safety Recall notification by first class mail in early September 2009. Any Toyota dealer will inspect the airbag caution label to assure the label was installed with the required strength adhesive. If the required strength adhesive was not utilized, the dealer will replace the driver’s sun-visor with a new one at NO CHARGE to the vehicle owner.

Q8: How long will the repair take?
A8: Inspection of the airbag caution label will take 5 minutes. If the required strength label adhesive was not utilized, it will take approximately 15 minutes to replace the sun-visor. However, depending upon the dealer’s work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q9: What should an owner do if they experience the condition, or have immediate concerns about their vehicle?
A9: If an owner has any immediate concerns they are requested to contact their local Toyota dealer for diagnosis, and if applicable, repair.
TECHNICAL INSTRUCTIONS

FOR

SPECIAL SERVICE CAMPAIGN 90G (NON-COMPLIANCE RECALL)
AIRBAG CAUTION LABEL INSPECTION

2010 COROLLA
I. OPERATION FLOW CHART

Verify Vehicle Eligibility
1. Check the VIN range.
2. Check the TIS Vehicle Inquiry System.

Not Involved → No further action required.

Involved

Inspect the Airbag Caution Label on the Driver’s Sun Visor.

Label is NG → Replace the Driver’s Sun Visor.

Label is OK → Campaign completed, return the vehicle to the customer.

II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VIN RANGE

<table>
<thead>
<tr>
<th>Model</th>
<th>WMI</th>
<th>Year</th>
<th>VIN Range</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>VDS</td>
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<td>BE4EE</td>
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<td>BU4EE</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>BU4EE</td>
</tr>
</tbody>
</table>

- Check the TIS Vehicle Inquiry system to confirm the VIN is involved in this SSC. This will verify the vehicle is affected and has not already been completed prior to dealer shipment or by another dealer.
- TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected or were completed by another dealer.

III. PREPARATION

A. TOOLS, EQUIPMENT & MATERIALS

- Duct tape (2" width)

IV. BACKGROUND

On certain 2010 model year Corolla vehicles, the airbag caution label may have been affixed with an adhesive that does not meet the requirements of FMVSS 208. The airbag caution label will be inspected to assure that it was installed with the required strength adhesive.
V. WORK PROCEDURE

A. DRIVER’S SUN VISOR AIRBAG CAUTION LABEL INSPECTION

1. VISUALLY INSPECT THE AIRBAG CAUTION LABEL

   a) Is the caution label peeling?

      • NO - OK Condition: Proceed to step “2. INSPECT THE AIRBAG CAUTION LABEL WITH DUCT TAPE” below.

      • YES - NG Condition: Proceed to section “VI. SUPPLEMENT” on next page for Driver’s Sun Visor replacement.

   NOTE:
   We anticipate approximately 10% of the vehicles will require sun visor replacement.

2. INSPECT THE AIRBAG CAUTION LABEL WITH DUCT TAPE

   a) Tape the corner of the caution label using a 2” square piece of duct tape as shown.

   b) Firmly run the tip of your finger over the tape to adhere it to the sun visor.

   c) Slowly pull off the duct tape and verify if the caution label peels off.

   d) Perform steps a), b) and c) on the remaining three corners of the caution label.

   e) Did the caution label peel off at any of the corners?

      • NO - OK Condition: Campaign completed return the vehicle to the customer.

      • YES - NG Condition: Proceed to section “VI. SUPPLEMENT” on next page for Driver’s Sun Visor replacement.
VI. SUPPLEMENT

A. PARTS

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Part Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>74320-02770-B1</td>
<td>Visor Assembly LH</td>
<td>1</td>
</tr>
</tbody>
</table>

NOTE:
Not all vehicles will require replacement. We anticipate approximately 10% of sun visors will require replacement.

B. TOOLS, EQUIPMENT & MATERIALS

- Standard hand tools
- Nylon pry tools
- Protective eyewear

C. COMPONENTS
D. DRIVER’S SUN VISOR REPLACEMENT (BASED UPON INSPECTION)

1. POSITION THE DRIVER’S SUN VISOR

   a) Position the sun visor at a right angle to the bracket cover as shown.
   b) Make sure the sun visor is attached to the holder hook.

   **NOTE:**
   DO NOT work with the sun visor tilted, doing so may damage or warp the installation hole on the roof’s inner panel.

2. REMOVE THE DRIVER’S SUN VISOR

   a) Insert a nylon pry tool into the visor bracket cover slot, and twist to separate it from the base.

   b) Once the visor bracket cover has separated from the base, pull it down evenly.

   **NOTE:**
   The bracket cover does not need to be removed from the sun visor.
c) While supporting the sun visor with both hands, detach it from the holder hook, and pull directly down to remove.

**NOTE:**
Apply force only to the sun visor when removing to prevent the damage or warping of the installation hole on the roofs inner panel.

d) Remove the clips from the roof panel if still attached.

**NOTE:**
- **DO NOT** drop the clips inside the roof panel during removal.
- Take care to prevent the clips from coming off during removal.

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3. TEMPORARILY INSTALL THE DRIVER’S SUN VISOR BRACKET COVER

a) Position the **NEW** sun visor and bracket base at a right angle to each other as shown.

b) Verify the 2 clips are properly attached to the **NEW** sun visor bracket base.

c) Using the markings, align the **NEW** bracket cover to the **NEW** sun visor bracket base.
d) Insert the NEW bracket cover to the NEW sun visor bracket base as shown.

e) Temporarily set the NEW inner bracket cover claws to the NEW sun visor bracket base as shown.

NOTE:
Setting the inner claws will keep the bracket cover in place, allowing the installation of the sun visor.

NOTE:
DO NOT set the outer claws of the bracket cover. Doing so will prevent the installation of the sun visor.
4. INSTALL THE *NEW* DRIVER’S SUN VISOR

a) Support the *NEW* sun visor with both hands as shown.

b) Align the *NEW* sun visor with the installation hole then push straight up to install.

c) Attach the *NEW* sun visor to the holder hook.

**NOTE:**
- Forcefully pushing the sun visor without aligning it with the installation hole may damage or warp the roof’s inner panel.
- If the bracket base does not set, remove the sun visor and restart the installation process.
- DO NOT hold the sun visor near the bracket cover during the installation process.

d) Verify the *NEW* sun visor bracket base is firmly attached (no gap) to the headliner.

**NOTE**
If the sun visor bracket base is not firmly attached the clip(s) may not be set.

e) Push up evenly on the *NEW* bracket cover to set the 4 outer claws.

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**E. RECALLED PARTS DISPOSAL**

As required by Federal Regulations, please make sure all recalled parts (original parts) removed from the vehicle are rendered unusable so they will not be reused. Please keep all replaced parts for possible Warranty Parts Recovery and inspection.