

Original Publication Date: September 13, 2023

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

**SAFETY (NONCOMPLIANCE) RECALL 23TA11 (Remedy Notice)**

**Certain Model Year 2023 Tundra HV**  
**Certain Model Year 2023 Tundra**  
**Load Carrying Capacity Modification Label – Incorrect Information**  
NHTSA Recall No. 23V-633

Model / Years	Production Period	Approximate Total Vehicles	Approximate Stop Sale Dealer Inventory
2023 Model Year Tundra HV	Late-February 2023 – Early July 2023	6900	700
2023 Model Year Tundra	Late-February 2023 – Early July 2023	14900	

**STOP! DO NOT SELL NEW VEHICLES IN DEALER INVENTORY.***Refer to Dealer Inventory Procedures section for more details.*

On September 13, 2023, Toyota filed a Noncompliance Information Report (NCIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety (Noncompliance) Recall on 2023 Model Year Tundra HV and 2023 Model Year Tundra.

**Condition**

Due to system errors, the subject vehicles equipped with a Toyota Genuine spray-on bedliner accessory could have received a load carrying capacity modification label that does not meet the requirements of a federal standard. A vehicle which is loaded beyond its load carrying capacity may have an increased risk of crash.

**Remedy**

Any authorized Toyota dealer will replace the load carrying capacity label with an updated label **FREE OF CHARGE**.

**Covered Vehicles**

There are approximately 21,800 vehicles covered by this Safety (Noncompliance) Recall. No vehicles covered by this Safety (Noncompliance) Recall were distributed to Puerto Rico.

**Owner Letter Mailing Date**

Toyota will begin to notify owners in mid-November 2023.

*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 (Noncompliance) 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

### New Vehicles in Dealership Inventory

There are approximately 700 vehicles in new dealer inventory as of September 11, 2023



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 at 60-day intervals. 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.

### Inspection Reminder Mirror Hang Tags for Covered Vehicles in New Dealer Stock

To easily recognize vehicles involved in this Safety (Noncompliance) Recall, each dealership should utilize Inspection Reminder Hang Tags. Inside the vehicle's glove box are stickers containing the VIN. Apply one of these stickers to the hang tag and install the hang tag in the vehicle. A sample copy of the Inspection Reminder Hang Tag has been included for your reference.



NOTE: Dealerships can order hang tags from the Material Distribution Center (MDC).

Part Number	Description	Quantity
00411-140003	Inspection Mirror Hang Tag	25 Per Pack

**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 use the attached Customer Contact and Vehicle Disclosure Form to obtain vehicle buyer information. 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 and send a copy to [quality\\_compliance@toyota.com](mailto:quality_compliance@toyota.com). In the subject line of the email state "Disclosure Form 23TA11" and include the VIN.

**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.

**Toyota Rent-A-Car (TRAC) & Service Loaners**

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

## 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 (Noncompliance) 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.

### **Head Unit Notifications**

Head unit notifications are electronic messages that are displayed in the vehicle's audio system screen. Customers who receive head unit notification regarding this Safety (Noncompliance) Recall are requested to schedule an appointment with their authorized dealer to have this Safety Recall completed.

The message will completely clear from the vehicle once the following conditions are met: The Safety (Noncompliance) Recall is completed, the dealer has filed a claim, and the claim is approved by Toyota. Then the message will be cleared at the next clearing cycle, which currently happens daily.

Owners who receive a head unit notification after having this Safety (Noncompliance) Recall completed can be advised to ignore the message. Owners with additional concerns can be directed to 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 Joshua Burns (469) 292-6449 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

### **Parts Ordering Process - Non SET and GST Parts Ordering Process**

It is possible that parts for this campaign are either required to be ordered in Campaign Part Order Request (CPOR) on Service Lane, or have been placed on Manual Allocation Control (MAC) due to potential limited part availability. Please check the CPOR/MAC report on Dealer Daily for the most up-to-date parts ordering information. 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.

*All Safety Recall, Service Campaign (SSC/LSC) parts are 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 for additional details.

Part Number	Description	Quantity
*00107FMVSS	Load Carrying Capacity Label	1

\*These labels can be ordered in rolls of 100 through the Toyota Material Distribution Center (MDC).

**Technician Training Requirements**

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course “Safety Recall and Service Campaign Essentials”. To ensure that all vehicles have the repair performed correctly; technicians performing this repair are required to currently hold at least one of the following certification levels:

- TIC206A – Electrical Repair 1

Always check which technicians can perform the repair by logging on to <https://www.uotdealerreports.com>. It is the dealership’s responsibility to select technicians with the above certification level or greater to perform this repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

**Remedy Procedures**

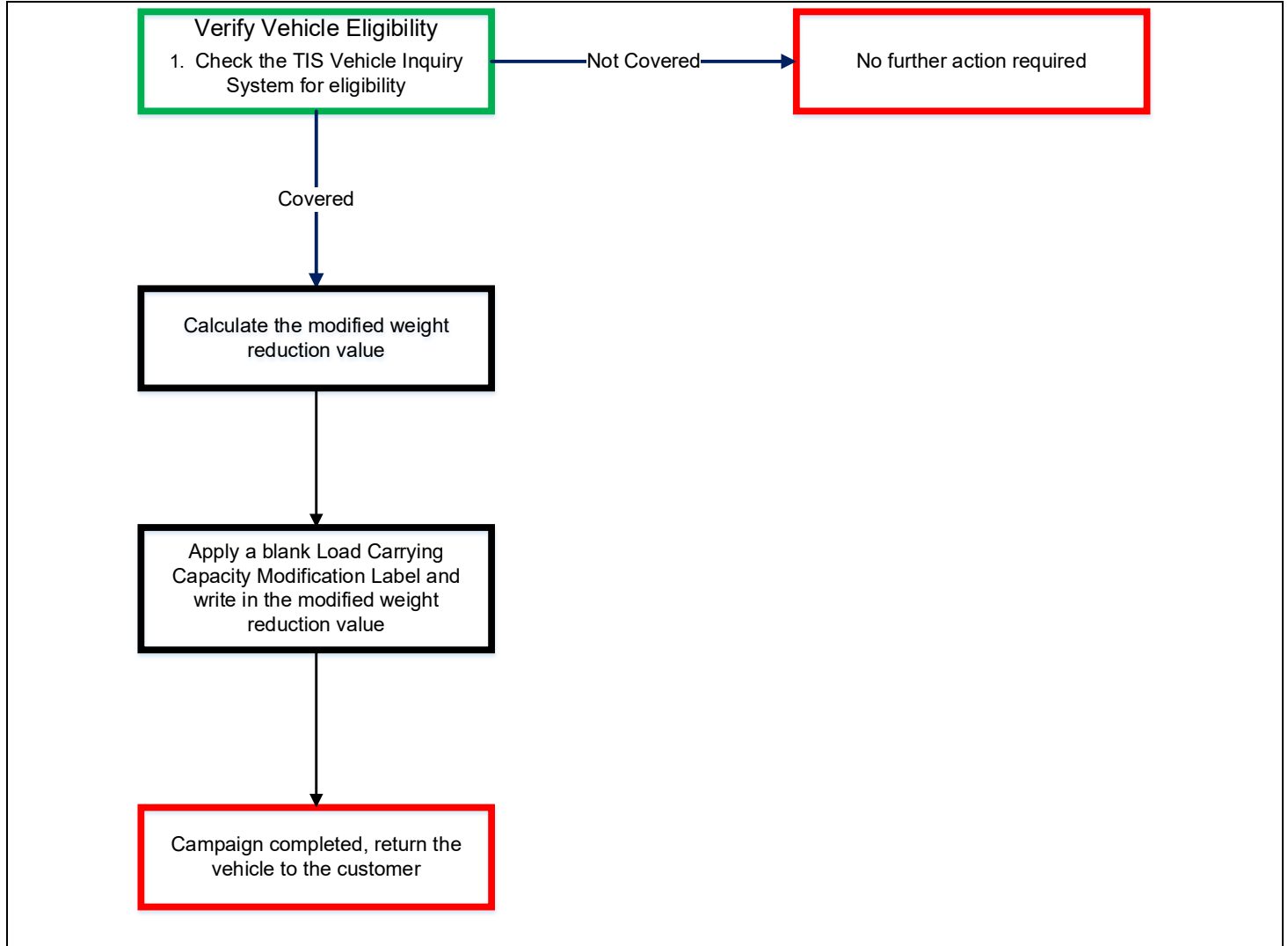
Refer to TIS for Technical Instructions on repair. Conduct all non-completed Safety Recalls and Service Campaigns on the vehicle during the time of appointment.

**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.

## Warranty Reimbursement Procedures

### Warranty Reimbursement Procedure



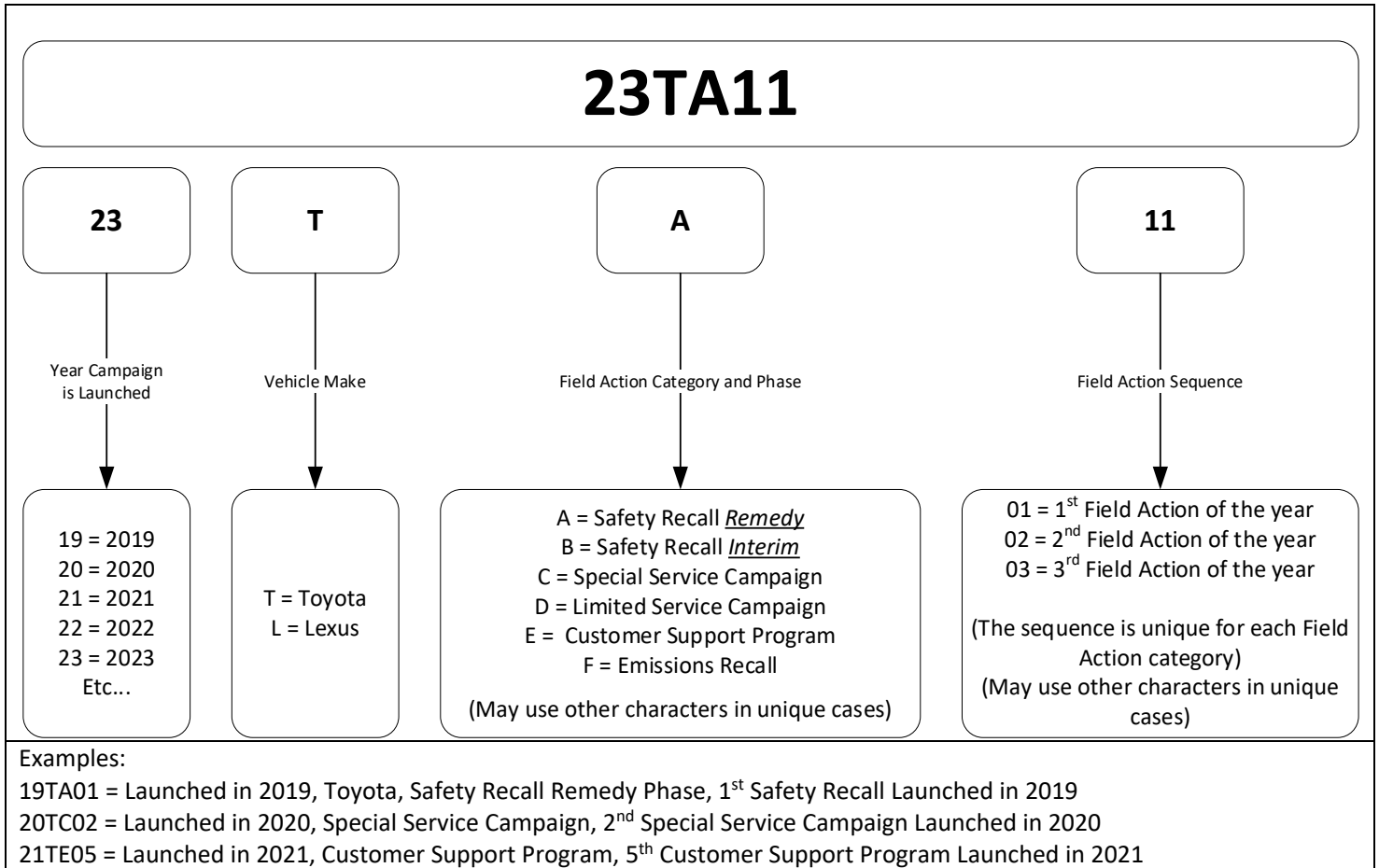
Op Code	Description	Flat Rate Hours
23TA11R1	Replace Load Carrying Capacity Label	0.3

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

### Claim Filing Accuracy and Correction Requests

It is the dealer's responsibility to file claims correctly for this Safety (Noncompliance) 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



***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 (Noncompliance) Recall.***

Thank you for your cooperation.  
 TOYOTA MOTOR SALES, U.S.A., INC.



# TOYOTA

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Certain 2023 Model Year Tundra HV  
Certain 2023 Model Year Tundra  
Load Carrying Capacity Modification Label – Incorrect Information  
NHTSA Recall No. 23V-633

### Frequently Asked Questions

Original Publication Date: September 13, 2023

**Q1: What is the condition?**

A1: Due to system errors, the subject vehicles equipped with a Toyota Genuine spray-on bedliner accessory could have received a load carrying capacity modification label that does not meet the requirements of a federal standard. A vehicle which is loaded beyond its load carrying capacity may have an increased risk of crash.

**Q2: What is Toyota going to do?**

A2: Any authorized Toyota dealer will replace the load carrying capacity label with an updated label **FREE OF CHARGE**.

**Q3: Which and how many vehicles are covered by this Safety (Noncompliance) Recall?**

A3: There are approximately 21,800 vehicles covered by this Safety (Noncompliance) Recall.

Model Name	Model Year	Production Period
Tundra HV	2023	Late-February 2023 – Early July 2023
Tundra	2023	Late-February 2023 – Early July 2023

**Q3a: Are there any other Lexus/Toyota/Scion vehicles covered by this Safety (Noncompliance) Recall in the U.S.?**

A3a: [No, there are no other Lexus/Toyota/Scion vehicles covered by this Safety (Noncompliance) Recall.

**Q4: How long will the repair take?**

A4: The repair takes approximately 45 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

**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.