



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

March 23, 2018

Mr. Cory Hoffman
Senior Manager
Toyota Motor Engineering & Manufacturing
19001 South Western Ave
Torrance, CA 90501

NEF-150JK
18V-176

Subject: Missing Air Bag Label/FMVSS 208

Dear Mr. Hoffman:

This letter serves to acknowledge Toyota Motor Engineering & Manufacturing's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

TOYOTA/PRIUS C/2018

Mfr's Report Date: March 15, 2018

NHTSA Campaign Number: 18V-176

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 19

Problem Description:

Toyota Motor Engineering & Manufacturing (Toyota) is recalling certain 2018 Toyota Prius C vehicles sold in Puerto Rico. The front passenger air bag and recommended child occupant seating positions label may not have been attached during assembly. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 208, "Occupant Crash Protection."

Consequence:

If the label is missing, occupants may not follow the proper restraint usage guidelines, increasing the risk of injury in the event of a crash.

Remedy:

Toyota will notify owners and will mail the removable labels to all known owners of the subject vehicles, free of charge. The recall is expected to begin April 15, 2018. Owners may contact Toyota customer service at 1-888-270-9371. Toyota's number for this recall is JOL.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

We have received Toyota's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Jennifer Kruger who may be reached by phone at (202) 366-2461, or by email at jennifer.kruger@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian".

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement