



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

1200 New Jersey Avenue SE
Washington, DC 20590

April 14, 2023

Ms. Mary Jo James
Campaign Manager
Subaru of America, Inc.
One Subaru Drive
Camden, NJ 08103

NEF-107DR
23V-258

Subject: Damaged Tire Bead May Cause Loss of Air Pressure

Dear Ms. James:

This letter serves to acknowledge Subaru of America, Inc.'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:

SUBARU/ASCENT/2023

Mfr's Report Date: April 7, 2023

NHTSA Campaign Number: 23V-258

Components:

TIRES

Potential Number of Units Affected: 4,409

Problem Description:

Subaru of America, Inc. (Subaru) is recalling certain 2023 Ascent vehicles equipped with 20-inch wheels. The internal tire bead may have been damaged during the wheel mounting process.

Consequence:

A damaged tire may experience a sudden loss of air pressure, increasing the risk of a crash.

Remedy:

Dealers will replace all four tires, free of charge. Owner notification letters are expected to be mailed June 6, 2023. Owners may contact Subaru's customer service at 1-844-373-6614. Subaru's number for this recall is WRH-23.

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.nhtsa.gov.

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight 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. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Subaru of America, Inc.'s contact for this recall will be Darishea Rollins who may be reached by email at darishea.rollins@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement