



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

1200 New Jersey Avenue SE  
Washington, DC 20590

September 18, 2023

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

NEF-107DR  
23V-633

**Subject:** Incorrect Load Carrying Capacity/FMVSS 110

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/TUNDRA/2023  
TOYOTA/TUNDRA HYBRID/2023

**Mfr's Report Date:** September 13, 2023

**NHTSA Campaign Number:** 23V-633

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 21,781

**Problem Description:**

Toyota Motor Engineering & Manufacturing (Toyota) is recalling certain 2023 Tundra and Tundra Hybrid vehicles equipped with a spray-on bed liner accessory. The load carrying capacity modification label states the incorrect load carrying capacity, which can result in an overloaded vehicle. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 110, "Tire Selection and Rims."

**Consequence:**

An overloaded vehicle increases the risk of a crash.

**Remedy:**

Dealers will replace the load carrying capacity modification label, free of charge. Owner notification letters are expected to be mailed October 29, 2023. Owners may contact Toyota's customer service at 1-800-331-4331. Toyota's number for this recall is 23TA11.

**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](http://www.nhtsa.gov).

We have received Toyota's proposed owner notification letter, and it has been approved for distribution.



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).

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.

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.

Toyota Motor Engineering & Manufacturing's contact for this recall will be Darishea Rollins who may be reached by email at [darishea.rollins@dot.gov](mailto:darishea.rollins@dot.gov). We look forward to working with you.

Sincerely,



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