



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

1200 New Jersey Avenue SE
Washington, DC 20590

October 18, 2023

Maurice Jemison
Attorney
Southeast Toyota Distributors, LLC
100 Jim Moran Blvd
Deerfield Beach, FL 33442

NEF-107DR
23V-680

Subject: Incorrect Load Carrying Capacity Label/FMVSS 110

Dear Maurice Jemison:

This letter serves to acknowledge Southeast Toyota Distributors, LLC'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/4RUNNER/2023

Mfr's Report Date: October 12, 2023

NHTSA Campaign Number: 23V-680

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 13

Problem Description:

Southeast Toyota Distributors, LLC (SET) is recalling certain 2023 Toyota 4Runner vehicles. 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:

Southeast Toyota Distributors, LLC will mail a new modified label, free of charge. Owner notification letters are expected to be mailed December 4, 2023. Owners may contact SET's customer service at 1-866-405-4226. SET's number for this recall is SET23A.

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).

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.

Southeast Toyota Distributors, LLC'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