

Part 573 Safety Recall Report

23V-695

Manufacturer Name : Storyteller Overland

Submission Date : OCT 16, 2023

NHTSA Recall No. : 23V-695

Manufacturer Recall No. : NR



Manufacturer Information :

Manufacturer Name : Storyteller Overland

Address : 428 Industrial Lane

BIRMINGHAM AL 35211

Company phone : 9997442

Population :

Number of potentially involved : 265

Estimated percentage with defect : 60 %

Vehicle Alterer Information :

Vehicle 1 : 2022-2023 Ford Transit Storyteller Mode LT

Descriptive Information : Identified all 2022-2023 My Mode Lt's using production records

Production Dates : APR 12, 2022 - MAY 05, 2023

Description of Noncompliance :

Description of the Noncompliance : Storyteller Overland, LLC has decided that certain MODE LT's fail to comply with FMVSS 110 due to a population of misprinted labels listing incorrect tire size and pressure ratings. All MODE LT tire sizes should be listed as LT255/70R16 and tire pressure should be listed 57psi for the front tires and 75psi for the rear tires.

FMVSS 1 : 110 - Tire selection and rims

FMVSS 2 : NR

Description of the Safety Risk : Using an incorrect tire size or improperly inflated tires may increase the risk of a crash.

Description of the Cause : The correct tire size and pressure was not entered in a portion of our label templates.

Identification of Any Warning that can Occur : NR

Involved Components :

Component Name : Tire and Loading Information Label

Component Description : Tire and Loading Information Label

Component Part Number : U07-114SL0-00413

Supplier Identification :

Component Manufacturer

Name : Storyteller Overland

Address : 428 Industrial Ln
Birmingham Alabama 35211

Country : United States

Chronology :

On 9/8/2023, a customer identified a mistake with the tire label on their MODE LT. An investigation was opened to understand scope and consequence.

The Safety Committee met on 10/11/2023 to review the findings of the investigation and determined that a non-compliance with FMVSS labeling requirements was present on vehicles in commerce. Storyteller is not aware of any injuries or property damage as result of this issue.

Description of Remedy :

Description of Remedy Program : Correct labels will be mailed to consumers. If the consumer would like a dealer to apply the label, the remedy will be performed at no cost to the consumer at a STO authorized location.

How Remedy Component Differs from Recalled Component : The remedy label will identify the correct tire size and tire pressure requirements.

Identify How/When Recall Condition was Corrected in Production : The recall condition was not discovered until after final production of the MY2023 MODE LT's

Recall Schedule :

Description of Recall Schedule : Dealer and owner notification letters will be sent within the 60-day requirement..

Planned Dealer Notification Date : NOV 24, 2023 - DEC 15, 2023

Planned Owner Notification Date : NOV 24, 2023 - DEC 15, 2023

Purchaser Information :

The following manufacturers purchased this defective/noncompliant equipment for possible use or installation in new motor vehicles or new items of motor vehicle equipment:

Name :

Address :

Country :

Company Phone :

* NR - Not Reported