



Safety Recall F0L – **Remedy Notice Update**
 2004 – 2005 Model Year RAV4
 Front Driver Airbag Inflator

Customer Frequently Asked Questions
 Published August 19, 2015

Customer Frequently Asked Questions

◀ IMPORTANT UPDATE ▶

DATE	TOPIC
8/26/2015	Q&A 9 has been updated to explain that the remedy is now available for all models.
1/25/2024	Q1 & Q1a has been updated to explain in simpler terms what the condition is. Q&A 2, 5, 6, 9, and 11 have been added to explain the Do Not Drive advisory. Q&A 10 has been added to explain how long the repair process takes.

The most recent update will be highlighted with a red box.

We at Toyota care greatly about your safety. We are providing the following information to keep you informed of the details specific to this recall. Please check back frequently as this document will be updated.

On May 13, 2015, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on 2004 – 2005 model year RAV4 vehicles.

Q1: What is the condition?
 A1: The subject vehicles are equipped with front driver airbag. A part inside the airbag could explode, shooting sharp metal fragments at vehicle occupants. This could cause serious **INJURY** or **DEATH**.

Q1a: What part in the airbag is the issue?
 A1a: The airbag inflator, which is a device contained within the airbag assembly.

Q2: Why is Toyota issuing a “Do Not Drive” advisory now?
 A2: Toyota is issuing this advisory in consideration of the highly matured stage of the Takata recalls and the high proportion of unresponsive owners in the remaining vehicle population. We are evaluating whether this can help increase repair rates for more difficult-to-reach owners with older, higher risk vehicles.

Q3: What is Toyota going to do?
 A3: Toyota dealers will replace the airbag inflator **FREE OF CHARGE** to the vehicle owner.

Q4: Are there any warnings that this condition exists?

A4: No. There are no warnings that this condition exists.

Q5: Which vehicles are included in the Do Not Drive advisory?

A5: There are approximately 44,100 Toyota vehicles covered by this **DO NOT DRIVE** advisory.

Model	Model Year	Appx. UIO
Rav4	2004 – 2005	44,100

Q6: What should you do?

A6: Toyota strongly recommends that you have this Safety Recall remedy performed immediately. Please contact any authorized Toyota dealer to schedule an appointment to have your front driver airbag inflator replaced **FREE OF CHARGE**. For your convenience, a mobile repair at the vehicle's location, vehicle pick-up and delivery, or a loaner vehicle or other alternate transportation may be available for **FREE**.

Q7: Are there concerns with other airbags in the vehicle?

A7: No, this condition only applies to the front driver airbag inflator. Other airbags in the vehicle are not affected by this condition.

Q8: Which and how many vehicles are covered by this Safety Recall?

A8: There are approximately 159,700 2004 – 2005 RAV4 vehicles covered by this Safety Recall.

Model Name	Model Year	Production Period
RAV4	2004 – 2005	Mid-May 2003 – Late October 2005

Q9: Why aren't all Takata airbag safety recall vehicles included in the Do Not Drive Advisory?

A9: Toyota considers certain vehicles involved in the Takata Airbag Safety Recalls as higher risk than others due to either a.) the seating position at which the airbag is located, or b.) the existence of a second recall on certain models and model years which can cause the affected airbag to deploy without a crash. We are evaluating whether this can help increase repair rates for more difficult-to-reach owners these older, higher risk vehicles.

Q10: How long will the repair take?

A10: The repair takes approximately an hour, however, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: I heard on the news that Toyota was telling certain RAV4, Corolla and Matrix owners to stop driving their vehicles? Is my vehicle involved? Do I need to stop driving my vehicle?

A11: Please visit www.Toyota.com/recall to confirm if your vehicle is affected. You will need your 17-digit VIN or your license plate number. If your vehicle is included, Toyota is instructing customers to stop driving their vehicles until the remedy is performed. Toyota is offering vehicle pickup and a loaner vehicle **FREE OF CHARGE** until the remedy is performed. Even if a do-not-drive advisory is not applicable to your vehicle, we urge you to take advantage of the **FREE** repair as soon as possible.

Q12: How does Toyota obtain my mailing information?

A12: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information, based upon the DMV records. Please make sure your registration or title information is correct.




Q13: What if I previously paid for repairs to my vehicle for this condition?

A13: Reimbursement consideration instruction will be provided in the remedy owner letter.

Q14: What if I have additional questions or concerns?

A14: If you have additional questions or concerns, please contact the Toyota Brand Engagement Center 1-888-270-9371 Monday through Friday, 8:00 am to 8:00 pm, or Saturday 9:00 am to 7:00 pm Eastern Time.

Sample Follow-up Letters


TOYOTA



REPAIRING YOUR DEFECTIVE AIRBAG IS

FREE,

EASY AND

CONVENIENT

P.O. Box 746 | Wheeling, IL 60090

[NAME]
[ADDRESS]

[YEAR] [MODEL]
LAST 8 OF VIN: *****[XXXXXXXX]
RECALL ID: [XXXX-XXX]

Dear [First Name],

Our records indicate that you recently registered a [YEAR] [MODEL] in your name. This vehicle is under an **URGENT** airbag safety recall. The airbag is defective and needs a **FREE** safety recall repair **IMMEDIATELY**.

Due to the age of your vehicle, if the airbag deploys, a part inside is more likely to explode and shoot sharp metal fragments which could cause **SERIOUS INJURY** or **DEATH** to the driver or passengers.

At Toyota, your safety is a top priority. Don't delay. Stop putting yourself and your passengers at risk. **Please act now!**

CALL OR TEXT YOUR RECALL ID [XXXX-XXX] TO [XXX-XXX-XXXX] TO SCHEDULE YOUR FREE SAFETY RECALL REPAIR.




Sincerely,
Toyota Airbag Safety Recall Team

The safety recall repair is **FREE** and can be completed by your local authorized Toyota dealer.

For your convenience, a mobile repair at the vehicle's location, vehicle pick-up and delivery, or a loaner vehicle or other alternate transportation may be available for **FREE**.

If you no longer own this vehicle, please call [XXX-XXX-XXXX] to let us know so that we can remove you from further communication regarding this urgent airbag safety recall issue.

Generic New Owner Letter


TOYOTA



Please **RESCHEDULE** your **FREE** airbag safety recall repair:

- ✓ Call or text your Recall ID [XXXX-XXX] to [XXX-XXX-XXXX].
- ✓ Pick a time that works for you.
- ✓ Complete your airbag safety recall repair for **FREE**.

P.O. Box 746 | Wheeling, IL 60090

[NAME]
[ADDRESS]

SORRY WE MISSED YOU

[YEAR] [MODEL] LAST 8 OF VIN: *****[XXXXXXXX] RECALL ID: [XXXX-XXX]

Dear [First Name],


We apologize for any misunderstanding on our end that may have led to your missed airbag safety recall repair on your [YEAR] [MODEL]. You are a valued customer and it's **URGENT** that you reschedule your appointment to ensure your safety.

For your convenience, a mobile repair at the vehicle's location, vehicle pick-up and delivery, or a loaner vehicle or other alternate transportation may be available for **FREE**. Please inquire when rescheduling your safety recall appointment. This urgent airbag recall repair is **FREE**.

Remember, a part inside of your airbag may explode causing **SERIOUS INJURY** or **DEATH**. We appreciate your attention to this urgent safety matter.




Sincerely,
Toyota Airbag Safety Recall Team

TO RESCHEDULE YOUR FREE AIRBAG SAFETY RECALL REPAIR:




CALL OR TEXT YOUR RECALL ID [XXXX-XXX] TO [XXX-XXX-XXXX]

Generic Missed Appointment Letter


TOYOTA



TO SCHEDULE THIS FREE LIFE-SAVING AIRBAG SAFETY RECALL REPAIR, CALL OR TEXT YOUR RECALL ID [XXXX-XXX] TO [XXX-XXX-XXXX]



P.O. Box 746 | Wheeling, IL 60090

[NAME]
[ADDRESS]

27

24 CONFIRMED DEATHS

[YEAR] [MODEL] LAST 8 OF VIN: *****[XXXXXXXX] RECALL ID: [XXXX-XXX]

Dear [First Name],

You [YEAR] [MODEL] has an airbag that is under an **URGENT** airbag safety recall and needs to be repaired immediately. You may have seen in the news recently that **27 people in the US have lost their lives in other vehicle makes, and hundreds more have been allegedly injured due to defective Takata airbags.** Defective airbag parts may explode, shooting sharp metal fragments at drivers and passengers causing **SERIOUS INJURY** or even **DEATH**.

The risk is real! Too many people have died from defective airbags in other vehicle makes. Keep yourself and your loved ones safe by fixing your recalled airbag for **FREE** today.

For your convenience, a mobile repair at the vehicle's location, vehicle pick-up and delivery, or a loaner vehicle or other alternate transportation may be available for **FREE**. Please inquire about availability when scheduling your **FREE** airbag safety recall repair appointment.

If you no longer own this vehicle, please call [XXX-XXX-XXXX] to let us know so that we can remove you from further communication regarding this urgent airbag safety recall issue.






This can cause serious injury or even death

Defective airbag parts may explode, shooting sharp metal fragments at drivers and passengers


*As sourced from: nhtsa.gov/equipment/takata-recall-spotlight/consumers-faq. Fatalities and injuries include those reported by 19 vehicle manufacturers.

“27 Confirmed Deaths” Letter


TOYOTA



URGENT AIRBAG SAFETY RECALL:

IT IS NOT SAFE TO DRIVE YOUR VEHICLE



P.O. Box 746 | Wheeling, IL 60090

DO NOT DRIVE
[NAME]
[ADDRESS]

[YEAR] [MODEL] LAST 8 OF VIN: *****[XXXXXXXX] RECALL ID [XXXX-XXX]

Dear [First Name],

The airbag in your [YEAR] [MODEL] is defective and under an **URGENT** airbag safety recall. **DO NOT DRIVE** your vehicle until you have had this safety recall repair performed for **FREE**.

Due to the age of your vehicle, if the airbag deploys, a part inside is more likely to explode and shoot sharp metal fragments which could cause **SERIOUS INJURY** or **DEATH** to the driver or passengers. Until your airbag is repaired for **FREE** at your local Toyota dealer, your vehicle is not safe to drive.

For your convenience, your dealer may be able to provide a mobile repair at the vehicle's location, vehicle pickup and delivery, towing, a loaner vehicle or other alternate transportation for **FREE**.

If you no longer own this vehicle, please call [XXX-XXX-XXXX] to let us know so that we can remove you from further communication regarding this urgent airbag safety recall issue.

Stop putting yourself and your passengers at risk.

Sincerely,
Toyota Airbag Safety Recall Team

CALL OR TEXT YOUR RECALL ID [XXXX-XXX] TO [XXX-XXX-XXXX] TO SCHEDULE YOUR FREE AIRBAG SAFETY RECALL REPAIR.

First “Do Not Drive” Letter

Door Hanger Sample in Canvassing Areas

In certain areas, Toyota uses canvassing as a way to reach unremedied vehicle in the Takata Campaigns. Market Source is our canvassing partner. Their canvassers go to the address where the vehicles are registered to notify owners and facilitate the repair at their local dealership. Local dealers are encouraged to assist with appointments, alternate transportation, and mobile repair, if available.

Takata Canvassing Locations: CA, FL, TX (generally in major metropolitan areas within these states) and PR.



English/Spanish Door Hanger Do Not Drive English/Spanish

Carma Tag Sample

CarmaGo is our tagging partner that will drive their vehicles and use their License Plate Reading [LPR] technology to read the license plates of vehicles to identify if any of those vehicles have an open Takata recall. Once they find a Toyota, Lexus, or Scion vehicle with an unrepaired open Takata recall, they will tag the vehicle to notify the owner and provide details on how to get the vehicle repaired.

Takata Tagging Locations: CA, FL, TX (generally in major metropolitan areas within these states) and PR.



English Tag

Spanish Tag

Do Not Drive English/Spanish

We are providing this information should a Toyota owner ask questions about a tag or door hanger.