

Published: April 12, 2015

Toyota Motor Sales, USA, Inc.  
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Torrance, CA 90501  
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To: All Toyota Dealer Principals, Service Managers, and Parts Managers  
Subject: **Owner Notification** – Product Operation Reminder – G0B  
Operation of Back Door Closer Function for Rear Hatch  
Certain 2009-2015 Model Year Venza Vehicles

Toyota will mail owners of certain 2009-2015 Model Year Venza vehicles, in Mid-April, 2016, a product operation owner letter explaining the functionality of the Back Door Closer Function for the Rear Hatch Assembly. Additionally, owners will be provided two labels for application to the rear hatch of the vehicle as a reminder.

**The following information is being provided to keep you informed of the owner notification mailing. In the unlikely event an owner contacts a dealership and requires label application assistance, please assist them with applying the labels to the proper location noted in the owner's letter.**

If required, additional labels can be procured from the Material Distribution Center (MDC)

MDC Part Number	Description	Qty per Pack
00411-160001	Venza Rear Hatch Product Operation Reminder Label	2

A copy of the owner communication is attached for your reference.

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

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TOYOTA MOTOR SALES, U.S.A., INC.





**Owner Notification – Production Operation Reminder - G0B**  
Certain 2009-2015 Model Year Venza Vehicles  
Operation of Back Door Closer Function for Rear Hatch - FAQ

**Frequently Asked Questions**  
**Published April 12, 2016**

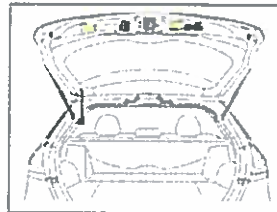
**Q1: What is the Product Operation Reminder?**

**A1:** The subject vehicles are equipped with a Back Door Closer system for the rear hatch assembly. This system is designed to automatically close the rear hatch door entirely when only light pressure is used to close the hatch door. This system engages about an inch before the rear hatch closes. When active, the rear hatch jam protection feature is overridden. Toyota reminds you that fingers and objects should not be obstructing the rear hatch when the Back Door Closer system is activated, because they could be injured or damaged. Additional information regarding rear hatch operation can be found in your owner's manual section 1-2 "Opening, Closing, and locking the doors" (Pg 59-68).



**Q1a: Where are the reminder labels applied?**

**A1a:** The owner letter will advise the proper location and application method for the reminder labels. The image below is the application area where the labels should be applied.



**Q2: What is Toyota going to do?**

**A2:** Toyota will mail customers of covered vehicles an owner letter reminding them of the Operation of the Back Door Closer Function for the Rear Hatch. Additionally, enclosed with the letter are two labels that the owner is requested to apply to the rear hatch of the vehicle as a reminder to users.

In the unlikely event an owner contacts a dealership and requires label application assistance, dealerships should assist them with applying the labels to the proper location noted in the owner letter.

**Q3: Which and how many vehicles are covered by this Owner Notification?**

**A3:** There are approximately 278,900 certain 2009-2015 Model Year Venza Vehicles covered by this Owner Notification in the U.S. The vehicles were produced from Mid-May, 2008 through Early July, 2015.

**Q3a: Are there any other Toyota or Lexus vehicles covered?**

**A3a:** No, this program only covers approximately 278,900 Certain 2009-2015 Model Year Venza Vehicles.

**Q4: What if an owner has additional questions or concerns?**

**A4:** Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.



## **Product Operation Reminder**

### **Certain 2009-2015 Model Year Venza Vehicles Operation of Back Door Closer Function for Rear Hatch**

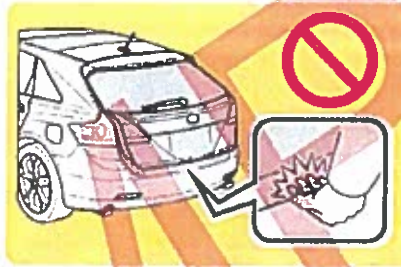
[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to provide superior customer satisfaction, we are providing the following reminder about the operation of the back door closer function for the rear hatch assembly.

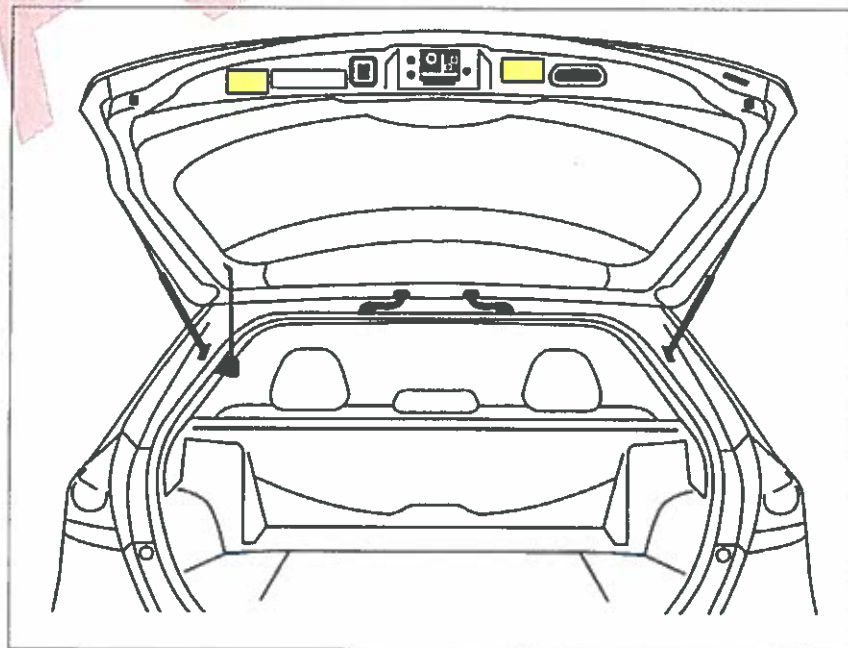
#### **What is this product operation reminder?**

Your vehicle is equipped with a Back Door Closer system for the rear hatch assembly. This system is designed to automatically close the rear hatch door entirely when only light pressure is used to close the hatch door. This system engages about an inch before the rear hatch closes. When active, the rear hatch jam protection feature is overridden. Toyota reminds you that fingers and objects should not be obstructing the rear hatch when the Back Door Closer system is activated, because they could be injured or damaged. Additional information regarding rear hatch operation can be found in your owner's manual section 1-2 "Opening, Closing, and locking the doors" (Pg 59-68).



#### **What should you do?**

Enclosed in this letter are two stickers that should be applied to the rear hatch of the vehicle as a reminder to users. Please apply them to the yellow locations shown on the image below. Before applying them, ensure the surface has been cleaned with a damp cloth. If you require assistance, please contact your local authorized Toyota dealership.



**What if you have other questions?**

- ***Your local Toyota dealer will be more than happy to answer any of your questions.***
- If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you would like to update your vehicle ownership or contact information, please go to [www.toyota.com/ownersupdate](http://www.toyota.com/ownersupdate). You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

We have sent this notice in the interest of your continued satisfaction with our products.

Thank you for driving a Toyota.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

SAMPLE