

**ORG7059**

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# TOYOTA

TOYOTA MOTOR NORTH AMERICA, INC.

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September 7, 2011

Mr. David Strickland, Administrator  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue SE, Room W42-300  
Washington, DC 20590

Attention: VIN Coordinator

RE: VIN Coding System for 2012MY Toyota Prius c, Matrix and RAV4

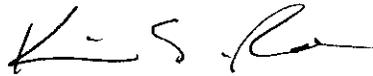
Dear Mr. Strickland:

Pursuant to 49 CFR Part 565, "Vehicle Identification Number Content Requirements", on behalf of Toyota Motor Corporation, we hereby submit information on the Vehicle Identification Number Coding System applicable to the 2012 model year Toyota Prius c, Matrix and RAV4.

We trust this information will be satisfactory.

Sincerely,

TOYOTA MOTOR NORTH AMERICA, INC.



Kevin S. Ro  
National Manager  
Technical and Regulatory Affairs, Safety

KR:jt  
Enclosures

**TOYOTA RAV4**  
**VEHICLE IDENTIFICATION NUMBER CODING SYSTEM**

September 2011

## Constitution

\*: Described in each section below

| Section | 1 |   |   | 2 |   |   |   |   | 3           | 4          |    |               |    |    |    |    |    |  |
|---------|---|---|---|---|---|---|---|---|-------------|------------|----|---------------|----|----|----|----|----|--|
|         | * |   |   | * |   |   |   |   | Check Digit | Model Year | *  | Serial Number |    |    |    |    |    |  |
| Digit   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9           | 10         | 11 | 12            | 13 | 14 | 15 | 16 | 17 |  |

Section 1: Geographic Area & Country, Manufacturer, and Type of Vehicle

|                  | Code | Geographic Area & Country | Manufacturer                             | Type of Vehicle                |
|------------------|------|---------------------------|--|--------------------------------|
| 1st - 3rd Digits | JTM  | Asia, Japan               | Toyota Motor Corporation                 | Multipurpose Passenger Vehicle |
|                  | 2T3  | North America, Canada     | Toyota Motor Manufacturing, Canada, Inc. | Multipurpose Passenger Vehicle |

Section 2: Vehicle Description Section

|           |                                     | Code | Description  |                          |
|-----------|-------------------------------------|------|--|--------------------------|
| 4th Digit | Body Type & Grade                   | B    | 5 Door Wagon Four-Wheel Drive, Standard (Without Third Seat)   |                          |
|           |                                     | J    | 5 Door Wagon Four-Wheel Drive, Standard (With Third Seat)  |                          |
|           |                                     | D    | 5 Door Wagon Four-Wheel Drive, High (Without Third Seat)   |                          |
|           |                                     | E    | 5 Door Wagon Four-Wheel Drive, High (With Third Seat)  |                          |
|           |                                     | R    | 5 Door Wagon Four-Wheel Drive, Sports (Without Third Seat)   |                          |
|           |                                     | Z    | 5 Door Wagon Two-Wheel Drive, Standard (Without Third Seat)  |                          |
|           |                                     | K    | 5 Door Wagon Two-Wheel Drive, Standard (With Third Seat)   |                          |
|           |                                     | Y    | 5 Door Wagon Two-Wheel Drive, High (Without Third Seat)  |                          |
|           |                                     | X    | 5 Door Wagon Two-Wheel Drive, High (With Third Seat)   |                          |
| 5th Digit | Engine Type                         | W    | 5 Door Wagon Two-Wheel Drive, Sports (Without Third Seat)  |                          |
|           |                                     | F    | 2AR-FE   | GASOLINE, PORT, L4, 2.5L |
|           |                                     | K    | 2GR-FE   | GASOLINE, PORT, V6, 3.5L |
| 6th Digit | Restraint Devices & their Locations | 9    | Seat Belt: All seats<br>Frontal Air Bag: Driver & Passenger seats  |                          |
|           |                                     | 4    | Seat Belt: All seats<br>Frontal Air Bag: Driver & Passenger seats<br>Curtain Shield Air Bag: All Rows<br>Side Air Bag: 1 <sup>st</sup> Row |                          |

|           |             |   |                                      |
|-----------|-------------|---|--------------------------------------|
| 7th Digit | Series      | D | ASA33L<br>ASA38L<br>GSA33L<br>GSA38L |
| 8th Digit | Line & Make | V | TOYOTA RAV4                          |

Section 4: Vehicle Plant of Manufacture

|            |                      | Code | Description  |
|------------|----------------------|------|--|
| 11th Digit | Plant of Manufacture | 5    | Tahara Plant, Toyota Motor Corp.                             |
|            |                      | D    | Nagakusa Plant, Toyota Industries Corp.                      |
|            |                      | W    | Woodstock Plant,<br>Toyota Motor Manufacturing, Canada, Inc. |