

[REDACTED]
Williamston, MI
[REDACTED]

MAR 20 2011

March 22, 2011

Toyota Motor Sales U.S.A., Inc.
Customer Experience Center
Department WC 11
19001 S. Western Ave.
Torrence, CA 90501

Dear Sir/Madam:

RE: Case ID# 1103141568)(KMM5823287115977LOKM) (Incident: 110319-000056)

What happened to my car:

In April 2010, I bought a new 2010 Toyota Prius. I have driven it 25,000 miles. During that time I have been the driver or passenger for all of those miles.

On February 24, 2011 the left inner fender liner and front splash shield fell off my car while I was sitting in the drive thru at McDonalds. I was within 5 miles of my Toyota dealership – Spartan Toyota of Lansing Michigan - and immediately drove there. Joe Criscuolo and his service staff at Spartan Toyota handled the situation professionally and courteously, and within 2 weeks ordered my parts and fixed my car. They did not charge me labor.

The parts as noted on my invoice are:

T53876-47030 Liner, Fr Fender, LH - \$112.94

T76851-47030 Cover, Fr Spoiler \$179.30

What Toyota said caused the problem:

I was told by Spartan Toyota service staff that snow had built up between these parts and the engine they protect, and eventually from the weight of the snow, broke, and the listed parts fell off. I was told that for increased gas mileage my car has a low profile and many of its parts, such as these, are now made from plastic. I was also told this happened because we have had more snow this year than we have had since 1976. And to have avoided this type of problem I should have stopped by a car wash every few days to hose off the snow underneath so it would not accumulate in between those parts and the engine. The service person said that you never see this happen in California where there is no snow.

To resolve the problem I contacted Kym Wilson, Toyota Customer Care Experience Center, by email March 14, 2011. I asked that I be reimbursed the cost of the parts. Ms Wilson responded very timely as did the assigned Toyota Case Manager, Markus Dos Santos, who contacted me by telephone. Both were

polite and professional but did not address the problem. I was told by Mr. Dos Santos that the damage done to my Prius was not covered by my warranty and that my car was "operating as designed." He said it was not the fault of the car that the parts failed and that the warrantee did not cover it.

My expectations:

I told both Ms Wilson and Mr. Dos Santos that I was not satisfied with that answer and that I would pursue the matter further. I expected my warranty, or the extended warranty that I purchased, would cover the incident. Again Spartan Toyota did not charge me labor and were very sympathetic to the situation, but insisted weather was the issue.

I contend that if my Prius was "operating as designed," then it was designed to fail in areas of the country that receive snow. The situation was caused by a design failure of the car and parts that do not withstand conditions inherent to the areas in which it is sold.

In summary the following are the reason I believe Toyota should reimburse me for the indicated parts and institute a recall on those parts for Prius owners:

1. When I bought the car, neither the sales person nor the owner's manual said I needed to remove snow from the underside of my car periodically for the warranty to be valid or for parts not to fall off and break. In fact, when I asked, the sales person told me the car drove well in snow.
2. If cars are sold in states where it snows, they should have parts that withstand snowy conditions and be designed to be driven on snow. The Prius brand should not be sold in the north and eastern part of the United States or should have durable parts that will withstand winter driving conditions.
3. I have been driving cars for 45 years in the Cleveland, Ohio and Lansing, Michigan areas. During that time I have driven in much worse weather conditions that existed this winter and have driven a low profile vehicle and have never had any part of any of my cars fall off from snow caught underneath.
4. I do not drive thru snow drifts, only on plowed roads. I am retired and only need to drive when conditions are good.
5. I intend to own my Prius for at least 10 years, and expect to drive it in winter conditions each year. Next winter I will be afraid for my safety to drive my car for 6 months out of the year in which there is any kind of snow on the ground. And I am expecting each winter to incur these kinds of costs at least once a winter.
6. The amount of money I saved in gasoline by buying a Prius I will spend in repairs each year.

Resolution to the problem:

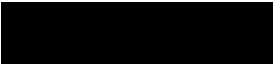
To resolve this problem I ask that Toyota reimburse me \$292.24 for the indicated parts and begin a recall and install parts that are made of a durable material that will allow a Prius to be driven in all parts of the country in which it is sold.

Conclusions:

Thank you for your time. I look forward to your reply and a resolution to my problem. Since I have already attempted unsuccessfully to obtain resolution from Toyota, I am copying other agencies and personnel to help go beyond the insufficient answers I received from Toyota.

Please contact me, preferably by email, and if need be, at the address listed above. I am always available by the telephone also listed. I will not pursue any actions with the agencies and people listed below unless there is no resolution of this matter by May 1, 2011.

Sincerely,



Ccs:

Kym Wilson, Toyota Customer Care Experience Center, by email

Markus Dos Santos, Toyota Case Manager, via Kym Wilson

Joe Criscuolo, Service Director, Spartan Toyota, Lansing Michigan, by email

David Proffitt, General Manager Spartan Toyota, by email

Bill Schuette, Attorney General, State of Michigan, Department of Consumer Protection, by email

Senator Carl Levin (USPS)

Senator Debbie Stabenow (USPS)

Secretary of State, Bureau of Automotive Regulation (USPS)

Better Business & Eastern Michigan, by email

WLNS Channel 6 News, Lansing, Michigan, USPS

WJBK Channel 2 Fox News Detroit, c/o Rob Wojciek, (USPS)

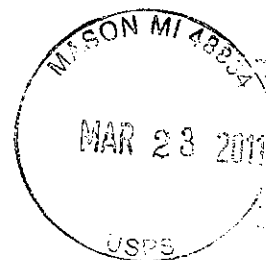
WSYM Fox 47 News; Gary Baxter Vice President/General Manager, by email

Consumer Product Safety Commission (CPSC), by email

National Highway Traffic Safety Administration (NHTSA), USPS

Center for Auto Safety (CAS), USPS

WILLIAMSON, MI



National Highway Traffic Safety
Administration (NHTSA)
1200 New Jersey Ave. SE.
West Building
Washington DC 20590

