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Washington, D.C.

August 19, 2013

Jim Lentz, Chief Executive Officer
Toyota Motor Sales, U.S.A.
19001 S. Western Ave.
Torrance, CA, 90501

Dear Mr. Lentz:

My wife and I have owned two Toyota Priuses (a 2004 and a 2010). I would describe them as very competent transportation appliances although they are only mediocre automobiles. The three biggest deficiencies are:

- Miserable rear visibility
- Lackluster handling and braking
- The absence of a tachometer

I can live with the so-so handling and braking and with not having a tachometer. The rear visibility is a major safety hazard that I wrote to Toyota about in 2004 when I bought my first Prius. I sometimes question my decision to purchase a new Prius in 2010 given this serious deficiency.

This month's *Money Magazine* added insult to injury by featuring an advertisement titled "Wish Granted" with the note "The 2013 RAV4 with available Blind Spot Monitor." I recently drove a rented Ford Fusion with a blind spot monitor. Although the car had acceptable rear visibility, this feature was a delight. The Prius desperately needs this technology: why isn't it made standard or at least offered?

Sincerely,

cc: Tache de la Roche, Koons Toyota

David L. Strickland, National Highway Traffic Safety Administrator

NOTE: IN 1988 NHTSA PROMULGATED
A REAR VISIBILITY STANDARD THAT
THE PROGRAM ADMINISTRATION
PROMPTLY RESCINDED.
I THANK THE AGENCY SHOULD
RECONSIDER THIS ISSUE -
MAYBE AS TO NEXT STEPS

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#WishGranted

MONEY
SEPT 2013



The 2013 RAV4 with available Blind Spot Monitor.*

Wish Granted.



TOYOTA

Let's
Go
Place

Prototype shown with options. *Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are several limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the Owner's Manual. ©2013 Toyota Motor Sales, U.S.A., Inc.

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CAPITAL DISTRICT 200/208

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