



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**



January 6, 2023

[REDACTED]
Washington, DC [REDACTED]
[REDACTED]:

NEF-109 tgd
Ref. No. 11494903

Thank you for the letter about your model year (MY) 2007 Toyota Prius vehicle. Your letter was forwarded to the National Highway Traffic Safety Administration's (NHTSA) Office of Defects Investigation (ODI). I am pleased to respond.

NHTSA is the Federal agency responsible for improving safety on our Nation's roadways. We are authorized to order manufacturers to recall and repair vehicles or motor vehicle equipment when our investigations indicate that they contain safety defects, such as in their design, construction, or performance. Among other activities, we also monitor the completion rates and adequacy of manufacturers' recall campaigns.

We appreciate the report you provided. Reports from motorists are a very important source of information for NHTSA. In early 2009, ODI became aware of the headlamp problem in MY 2006 and MY 2007 Toyota Prius vehicles and opened an investigation, Preliminary Evaluation PE09-019 (enclosed). Our investigation determined that simultaneous failure of both headlamps was rare and unlikely; therefore, ODI closed PE09-019 on August 27, 2009, without further action.

Since the closing of our investigation, Toyota initiated two voluntary actions to assist MY 2006 through MY 2009 Prius owners who experienced headlamp problems. In December 2009, Toyota announced a Customer Support Program for certain MY 2006 through MY 2009 Prius vehicles equipped with the High Intensity Discharge (HID) headlamp option. The program reduced the suggested retail price of HID bulbs from \$300.00 to \$150.00. Also, Customer Support Program ZTN (March 4, 2011) extended the warranty of the headlamps in the subject vehicles to 5 years or 50,000 miles, from the first in-service date, whichever occurs first. Unfortunately, the Custom Support Program for the HID bulb price reduction expired on September 10, 2018, and your vehicle has exceeded the mileage and time limitations for the HID headlamp extended warranty. We enclosed both programs for your information.

Please note that the issuance of a customer support program by a manufacturer does not necessarily mean that a vehicle contains a safety-related defect in accordance with our statute, the National Traffic and Motor Vehicle Safety Act. Manufacturers may issue these types of voluntary actions at their discretion to address a known problem unrelated to motor vehicle safety and to restore customer satisfaction. NHTSA continuously monitors manufacturer customer support programs to identify any such campaigns and programs that may involve safety issues for which a recall is necessary. However, NHTSA does not otherwise regulate a

manufacturer's voluntary programs. Thus, the manufacturer remains responsible for all aspects of customer support programs including the nature and scope of the repair, owner notifications, and the vehicle make, model and years at issue.

We entered your information into NHTSA's database, where it will be used with other reports to identify any safety defect trends that may require our attention. You can learn more about NHTSA's investigation and recall process on our website at https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/mvdefectsandrecalls_808795.pdf.

We encourage you to continue to work with Toyota and your dealer to explore the potential for an amicable resolution to your problem. You may also ask your dealership for a meeting with a Toyota district manager regarding your problem. You may also consider contacting your local Consumer Protection Agency or the District of Columbia Attorney General's Office regarding your problem and rights under state law. In addition, the Federal Trade Commission (FTC) regulates and investigates warranty and dealership problems, reimbursement matters, and fair-trade practices. Therefore, if you believe this issue potentially relates to such a practice, you may contact the FTC to discuss the matter. There are three ways to contact the FTC: by toll free telephone at 877-382-4357; by mail at Federal Trade Commission, CRC-240, Washington, DC 20580; and by using the Internet complaint form at www.ftccomplaintassistant.gov.

Finally, you may also consider contacting the Better Business Bureau (BBB) Auto Line. The BBB offers free mediation/arbitration to resolve warranty disputes under guidelines established by the FTC. Remedies include repair, reimbursement, repurchase or replacement, depending on program eligibility. You can visit their website at www.bbb.org to file a complaint and review eligibility information or call the BBB Auto Line at 800-955-5100.

If you encounter a safety-related problem with a motor vehicle or motor vehicle equipment in the future, please complete an electronic Vehicle Owner's Questionnaire online at www.nhtsa.gov or call the Vehicle Safety Hotline at 888-327-4236. Also, you may review owners' complaints, safety recalls, manufacturers' service bulletins, etc., on our website.

Sincerely,

A handwritten signature in cursive script that reads "Randy Reid".

Randy Reid, Chief
Consumer Engagement Division
Office of Defects Investigation
Enforcement

Enclosures



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

ODI RESUME

Investigation: PE09-019

Date Opened: 04/17/2009

Date Closed: 08/27/2009

Principal Investigator: Ali Motamedamin

Subject: Headlight Failure

Manufacturer: Toyota Motor Corporation

Products: 2006 – 2007 Toyota Prius

Population: 104,334

Problem Description: Headlight failure (HID) while driving.

FAILURE REPORT SUMMARY

	ODI	Manufacturer	Total
Complaints:	656	1,595	2,251
Crashes/Fires:	0	0	0
Injury Incidents:	0	0	0
# Injuries:	0	0	0
Fatality Incidents:	0	0	0
# Fatalities:	0	0	0
Other*:	0	27,612	27,612

* Description of Other: Warranty Claims.

Action: The Preliminary Evaluation is closed.

Engineer: Ali Motamedamin *AM*

Date: 08/27/2009

Div. Chief: D. Scott Yon

Date: 08/27/2009

Office Dir.: Kathleen C. DeMeter

Date: 08/27/2009

Summary:

ODI opened this investigation after receiving reports that both headlights would go out, or extinguish while driving. The subject vehicles are equipped with high intensity discharge (HID) headlamps that operate on independent lamps and ECU's (Electronic Control Units) for each headlight, meaning that each headlight runs independently of the other, and a failure in one lamp or ECU does not necessarily result in a failure of the other.

During the investigation, a random sample of forty consumers was contacted by ODI in a telephone survey to verify their experiences. The consumers stated in complaints to Toyota that both headlights failed at the same time. ODI discovered through talking with these complainants that in fact one headlight would begin to flicker and then cut off. The other headlight would still be operational. In a few cases where no action was taken, some complainants stated that after a few months both headlamps would begin to fail resulting in no headlights; however none reported that both lamps failed simultaneously. Complainants also stated that they could toggle the headlamp switch on and off to temporarily restore lighting when this condition occurred, even in cases where both headlamps were extinguished. The results of this survey are largely consistent with ODI's assessment of the reports and warranty data. Toyota submitted in response to ODI's Information Request letter that, generally speaking, only one lamp failed at a time, and that toggling the switch restored the lamp.

(Continued on page two)

Toyota requested a meeting with ODI and on August 6, 2009, presented their assessment of headlamp failure. Toyota confirmed that a headlamp could extinguish while driving due to a bulb failure, and that it could be temporarily restored by turning the headlight switch on and off, and that simultaneous failure of both headlamps was rare and unlikely. Toyota also briefly discussed their intention to conduct a customer service campaign to address consumer dissatisfaction with hid bulb failures.

Since there is still one headlight operating when the other one cuts off, there is still lighting available to get the vehicle to a repair facility. Thus, a safety defect trend has not been identified at this time and further use of agency resources does not appear to be warranted. Accordingly this investigation is closed. The closing of this investigation does not constitute a finding by NHTSA that a safety-related defect does not exist. The agency will take further action if warranted by the circumstances.

#

A red horizontal banner with the text "IMPORTANT UPDATE" in white, bold, sans-serif capital letters. On either side of the text is a white triangle pointing outwards, resembling a double-headed arrow.

The attached Dealer Letter has been updated. Refer to the details below.

DATE	TOPIC
September 11, 2018	A watermark has been added to the Dealer Letter to indicate that ZTJ expired on September 10, 2018

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

Thank you for your cooperation.

To: All Toyota Dealer Principals,
Service Managers, Parts Managers

Subject: HID Headlight Customer Support Program on Certain 2006 through 2009 Model Year Prius Vehicles

In our continuing efforts to assure the best in customer satisfaction, approximately (6-8 weeks) ago Toyota determined it would initiate a Customer Support Program (CSP) for the High-Intensity-Discharge (HID) option on certain 2006 – 2009 model year Prius vehicles.

Background

Unlike halogen light bulbs which simply stop working at the end of their useful life, as the HID bulb nears the end-of-life it may exhibit a condition where the bulb may flicker or intermittently be inoperative. Toyota has received reports that during the diagnostic process for this condition, in addition to replacing the HID bulb, the HID headlight control ECU may also have been replaced to ensure that the intermittent operation was corrected. Upon further review of this condition, Toyota has determined that replacement of the HID bulbs is sufficient to curtail the intermittent operation and has voluntarily decided to reimburse customers who had their HID headlight ECUs replaced. Toyota apologizes for any associated inconvenience.

Toyota also received reports that the HID bulb price was not competitively priced with other Original Equipment Manufacturers (OEMs). To address this condition, Toyota has lowered the price of the HID bulb to \$150/bulb (pre-sales tax price).

Customer Support Program Coverage

The Customer Support Program will provide reimbursement to owners for payments for repairs for the following:

- The full cost of replacement of HID headlight control ECUs for 2006 - 2009 Prius vehicles.
- The difference in cost between the original Prius HID bulb suggested retail price of \$300 per bulb and the currently reduced suggested retail price of \$150 per bulb (maximum value \$150 per bulb).

Owners should be referred to their owner letter for further details. In the event you are contacted by a customer that is seeking reimbursement, please direct them to the Toyota Customer Experience Center for reimbursement consideration.

The following vital information is provided to inform you and your staff of the program notification schedule and your degree of involvement.

1 Owner Notification Mailing Date

The owner notification will commence mid-December, 2009, approximately one week after the dealer notification. We have attached a copy of the owner notification letter for your reference.

2. **Customer Reimbursement**

If a customer with an involved vehicle has previously paid for repairs relating to this specific HID bulb and headlight control ECU replacement, please instruct him/her to mail a copy of the repair order which includes the reason for the repair/replacement, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration **no later than March 31, 2010**. Please note that damage incurred from abuse, a crash, vandalism and/or other impact is not covered by the New Vehicle Limited Warranty or this warranty extension.

Toyota Motor Sales, USA Inc.
Customer Experience Center, WC 10
19001 South Western Avenue
Torrance, CA 90509

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this CSP.

As part of our dedication to continuous improvement, changes have been incorporated in the production process to ensure the highest quality products are provided to our customers.

Thank you for your cooperation.

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

CSP Expired on September 10, 2018

2006 through 2009 Model Year Prius HID Headlight Customer Support Program

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to deliver vehicles that meet our high standards, Toyota would like to inform you of a Customer Support Program available for your Toyota Prius vehicle equipped with the High-Intensity-Discharge (HID) headlight option.

What is the condition?

Unlike halogen light bulbs which simply stop working at the end of their useful life, as the HID bulb nears the end-of-life it may exhibit a condition where the bulb may flicker or intermittently be inoperative. Toyota has received reports that during the diagnostic process for this condition, in addition to replacing the HID bulb, the HID headlight control ECU may also have been replaced to ensure that the intermittent operation was corrected. Upon further review of this condition, Toyota has determined that replacement of the HID bulbs is sufficient to curtail the intermittent operation and has voluntarily decided to reimburse customers who had their HID headlight ECUs replaced. Toyota apologizes for any associated inconvenience.

Toyota also received reports that the HID bulb price was not competitively priced with other Original Equipment Manufacturers (OEMs). To address this condition, Toyota has lowered the price of the HID bulb to \$150/bulb (pre-sales tax price).

Toyota cares about our customers

To meet our high customer service standards, Toyota is announcing a Customer Support Program to provide reimbursement to you for payments made for repairs for the following:

- The full cost of replacement of HID headlight control ECUs for 2006 - 2009 Prius vehicles.
- The difference in cost between the original Prius HID bulb suggested retail price of \$300 per bulb and the currently reduced suggested retail price of \$150 per bulb (maximum value \$150 per bulb).

This offer is limited to your specific vehicle whose Vehicle Identification Number (VIN) is printed above and is subject to the same conditions set forth in your Owner's Warranty Information booklet, with the exception of this Customer Support Program. Damage incurred from abuse, a crash, vandalism and/or other impact is not covered by the New Vehicle Limited Warranty or this program. ***Please note that this coverage is for customer paid work performed at an authorized Toyota dealer only.***

What should you do?

Although HID bulbs provide a longer lifespan when directly compared to traditional halogen headlight bulbs, we would like to provide some tips which may help you extend the life of the HID bulbs;

- As with traditional halogen bulbs, HID bulbs have a lifespan; the life of an HID bulb is affected by the number of hours it is in use. You can extend the life of HID bulbs by turning on headlamps only when necessary based on driving conditions and the motor vehicle laws applicable to the area in which you are driving.
- Your vehicle has a feature to automatically turn off your headlights when you turn off your vehicle and open the driver's door. This function prevents inadvertent battery drainage in the event the headlights are left in the ON position. You can extend the life of the HID bulb by always turning the headlight switch to the OFF position when not in use.
- The greatest strain on HID bulbs occurs when the HID bulb is turned back ON while it is still hot. Consequently, you should minimize the number of times the HID headlamps are turned ON and OFF.

We hope these tips are useful to you. If you have any further questions, please see your Owner's Manual or contact any Toyota dealer for further information.

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

What if you have previously paid for the repair of your vehicle for this specific condition?

If you previously paid to replace your HID headlight control ECU and/or paid for replacement of an HID bulb*, please mail a copy of your repair order which includes the reason for the repair/replacement, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration no later than March 31, 2010:

Toyota Motor Sales, U.S.A., Inc.
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

*Toyota will reimburse you for the difference between the original Prius HID bulb suggested retail price of \$300 per bulb and the currently reduced suggested retail price of \$150 per bulb (up to a maximum value \$150 per bulb).

Include your name, address, and telephone number(s) in your request. Please allow 4 to 6 weeks to process your request. In the event you no longer have your receipt, your Toyota dealership may be able to assist you in providing a duplicate copy.

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

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



2006 through 2009 Model Year Prius HID Headlight Customer Support Program

Q1: What is the condition?

A1: Unlike halogen light bulbs which simply stop working at the end of their useful life, as the HID bulb nears the end-of-life it may exhibit a condition where the bulb may flicker or intermittently be inoperative. Toyota has received reports that during the diagnostic process for this condition, in addition to replacing the HID bulb, the HID headlight control ECU may also have been replaced to ensure that the intermittent operation was corrected. Upon further review of this condition Toyota has determined that replacement of the HID bulbs is sufficient to curtail the intermittent operation and has voluntarily decided to reimburse customers who had their HID headlight ECUs replaced. Toyota apologizes for any associated inconvenience.

Toyota also received reports that the HID bulb price was not competitively priced with other Original Equipment Manufacturers (OEMs). To address this condition, Toyota has lowered the price of the HID bulb to \$150/bulb (pre-sales tax price).

Q2: What is the cause of the condition of HID headlight control ECU replacement?

A2: During the diagnostic process for this condition, in addition to replacing the HID bulb, the HID headlight control ECU may also have been replaced to ensure that the intermittent operation was corrected. Upon further review of this condition, Toyota has determined that replacement of the HID bulbs is sufficient to curtail the intermittent operation.

Q3: When were these vehicles produced, and how many vehicles are involved?

A3: Only certain 2006 through 2009 model year Prius vehicles equipped with HID headlight, produced between early August, 2005 and late March 2009 are involved. Approximately 216,000 vehicles are involved nationwide.

Model	Approx. 2006 MY UIC	Approx. 2007 MY UIC	Approx. 2008 MY UIC	Approx. 2009 MY UIC	Total
Prius	38,000	66,000	77,000	35,000	216,000

Q4: Are there any other Toyota, Lexus or Scion vehicles involved?

A4: No, this specific condition only affects certain 2006 through 2009 model year Prius vehicles equipped with HID headlight.

Q5: What is Toyota going to do?

A5: To meet our high customer service standards, Toyota is announcing a Customer Support Program to provide reimbursement to customers for payments made for repairs for the following:

- The full replacement cost of HID Headlight Control **ECUs** for 2006 – 2009 model year Prius vehicles
- The difference in cost between the original Prius HID **Bulb** suggested retail price of \$300 per bulb and the currently reduced suggested retail price of \$150 per bulb (maximum value \$150 per bulb).

Q6: What should an owner do if they experience the condition, or have immediate concerns about their vehicle?

A6: If an owner has any immediate concerns they are requested to contact their local Toyota dealer.

Q7: I have experienced the HID bulb replacement XX times with XXXXX miles on it, is there any problem with the HID bulb in the involved vehicles?

A7: No. All vehicles comply with Toyota's rigorous durability and quality standards. The customer support program reflects Toyota's desire to assure our customers that Toyota stands behind its products.

Although HID bulbs provide a longer lifespan when directly compared to traditional halogen headlight bulbs, we would like to provide some helpful tips which you may find useful in extending the life of the HID bulbs;

- As with traditional halogen bulbs, HID bulbs have a lifespan; the life of an HID bulb is affected by the number of hours it is in use. You can extend the life of HID bulbs by turning on headlamps only when necessary based on driving conditions and the motor vehicle laws applicable to the area in which you are driving.
- Your vehicle has a feature to automatically turn off your headlights when you turn off your vehicle and open the driver's door. This function prevents inadvertent battery drainage in the event the headlights are left in the ON position. You can extend the life of the HID bulb by always turning the headlight switch to the OFF position when not in use.
- The greatest strain on HID bulbs occurs when the HID bulb is turned back ON while it is still hot. Consequently, you should minimize the number of times the HID headlamps are turned ON and OFF.

We hope these tips are useful to you. If you have any further questions, please see your Owner's Manual or contact any Toyota dealer for further information.

Q8: What if a customer has previously paid for the repair of their vehicle for this specific condition?

A8: If a customer has previously paid to replace the HID headlight control ECU and/or paid for replacement of an HID bulb*, please mail a copy of the repair order which includes the reason for the repair/replacement, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration **no later than March 31, 2010.**:

Toyota Motor Sales, U.S.A., Inc.
Toyota Customer Experience, WC 10
19001 South Western Avenue
Torrance, CA 90509

The following items will be considered for reimbursement:

- The full replacement cost of HID Headlight Control **ECUs** for 2006 – 2009 model year Prius vehicles.
- The difference in cost between the original Prius HID **Bulb** suggested retail price of \$300 per bulb and the currently reduced suggested retail price of \$150 per bulb (maximum value \$150 per bulb).

Include the customer's name, address, and telephone number(s) in your request. Please allow 4 to 6 weeks to process the request. In the event the customer no longer has the receipt, a Toyota dealership may be able to assist you in providing a duplicate copy.

DISTRIBUTE TO: ☒ Service Manager ☒ Warranty Administrator	 TOYOTA Warranty Policy Bulletin	No.: POL11-01 Date: 03/4/11 Page: 1 of 3
--	--	--

**SUBJECT: CUSTOMER SUPPORT PROGRAM (ZTN):
WARRANTY ENHANCEMENT FOR HIGH-INTENSITY-
DISCHARGE (HID) HEADLIGHTS ON CERTAIN 2006
THROUGH 2009 MODEL YEAR PRIUS VEHICLES**

As of March 1, 2011, Toyota has extended the warranty coverage for the original, factory installed High-Intensity-Discharge (HID) Headlights on certain 2006 through 2009 model year Prius vehicles. Limited reimbursements will also be provided to customers who previously paid for the repair or replacement of the original HID bulb(s) or HID headlight ECU.

Applicability

This Customer Support Program (CSP) is only applicable to certain 2006 through 2009 Prius vehicles equipped with the original, factory installed HID headlights. Please verify VIN applicability for this CSP by performing a VIN Inquiry in CPS before completing any repairs.

What is Covered

The following is covered under this CSP:

- For certain 2006 through 2009 Prius vehicles equipped with the original, factory installed HID headlights, the New Vehicle Limited Warranty will be extended to cover repairs or replacements of the original HID bulb(s) for **five years or 50,000 miles** from the vehicle's date-of-first-use (whichever occurs first).
- Limited reimbursements to Toyota customers who previously paid for the repair or replacement of the original HID bulb(s) or HID headlight ECU. Reimbursements will be processed by a third party HID Settlement Claims Administrator and not by any dealers or distributors. Please refer to page 3 of this bulletin for additional information regarding reimbursement.

Please ensure this electronic bulletin is printed and distributed to those designated as well as any other appropriate personnel.

Applicable VIN Ranges

Model	Model Year	VIN Ranges	
		VDS	Serial
Prius*	2006-2009	KB20U	3099688 - 3546400
			7057944 - 7894029
		KB22U	7056471

*Must be equipped with original, factory installed HID headlights.

Claim Submission

Claim Type	Opcode	Labor Time	Description
Repair Program	1702B1	0.8	Replace the HID bulb (One Side)
Repair Program	1702B2	1.1	Replace the HID bulbs (Both Sides)

Note: If the vehicle is still under the New Vehicle Limited Warranty, submit the repair as a **regular** warranty claim.

Replacement Parts

Part Name	Part Number	Qty
Bulb, HID	90981 - 20029	Up to 2 bulbs*

*Quantity will depend on whether only one bulb or both bulbs need to be replaced.

Rental

Rental is **not** provided for this repair. If warranty claims are submitted with rental, the claim will be returned requesting removal of rental.

Please ensure this electronic bulletin is printed and distributed to those designated as well as any other appropriate personnel.

Customer-Paid Repairs or Replacement of Components

1. **HID Electronic Control Units (ECUs) repaired or replaced before March 1, 2011.** Customers who paid to repair or replace a HID headlight electronic control unit (ECU) before March 1, 2011, will be entitled to full reimbursement (both parts and labor), provided they have not already received a full reimbursement. Customers who received past partial reimbursements are eligible for reimbursement of the difference between what they previously spent on HID-related repairs or replacements and any past reimbursements the customer received. Reimbursement requests must be submitted directly by the customer to the HID Settlement Claims Administrator. **Dealers should not reimburse any claims.**
2. **HID Bulbs repaired or replaced within 5 years and 50,000 miles.** Customers who paid to repair or replace HID bulb(s) while their vehicle was still within 5 years and 50,000 miles from the vehicle's date-of-first-use will be entitled to full reimbursement (both parts and labor), provided they have not already received a full reimbursement. Customers who received past partial reimbursements are eligible for reimbursement of the difference between what they previously spent on HID-related repairs or replacements and any past reimbursements the customer received. Customers who can show proof that their HID headlights first started having problems within 5 years and 50,000 miles are also entitled to full reimbursement even if they repaired/replaced their HID bulbs **after 5 years or 50,000 miles**. Reimbursement requests must be submitted directly by the customer to the HID Settlement Claims Administrator. **Dealers should not reimburse any claims.**
3. **HID Bulbs repaired or replaced after 5 years or 50,000 miles.** Customers who paid to repair or replace the HID bulb(s) after either 5 years or 50,000 miles elapsed from the vehicle's date-of-first-use will not be automatically entitled to reimbursement, but may still submit a claim to the HID Settlement Claims Administrator for full or partial reimbursement consideration if they believe there are extenuating circumstances justifying reimbursement.

If customers have questions regarding obtaining reimbursement, they should be referred to the following:

HID Settlement Claims Administrator
Phone: 1-800-746-3614
WWW.HIDSETTLEMENT.COM
WWW.GIRARDGIBBS.COM/PRIUS.ASP

Please ensure this electronic bulletin is printed and distributed to those designated as well as any other appropriate personnel.