

**Toyota Motor Engineering &
Manufacturing North America, Inc.**

Vehicle Safety & Compliance
Liaison Office
Mail Code: S-104
19001 South Western Avenue
Torrance, CA 90501

February 29, 2012

Ms. Nancy Lummen Lewis
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
Attn: Recall Management Division (NVS-215)
1200 New Jersey Ave, SE
Washington, D.C. 20590

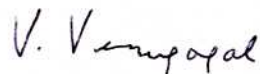
Re: Foreign Safety Recall/Other Safety Campaign Report
Certain Toyota Prius Carpet Floor Mats

Dear Ms. Lewis:

In accordance with 49 CFR 579.12, attached is a copy of our Foreign Safety Recall/Other Safety Campaign Report for the subject vehicles. Toyota vehicles sold in the United States are not affected.

Should you have any questions about this report, please contact me at (310) 468-8551.

Sincerely,



Vinnie Venugopal
General Manager
Toyota Motor Engineering & Manufacturing
North America, Inc.

Enclosures
Foreign Safety Recall/Other Safety Campaign Report

49 CFR Part 579.11 Report

Subject: Canadian Customer Satisfaction Campaign concerning certain Toyota Prius Vehicles

1. Component Controlling Corporation:

Toyota Canada, Inc. ["TCI"]
One Toyota Place,
Toronto, Ontario M1H 1H9

2. Identification of Affected Equipment:

The items of equipment involved are the Toyota carpeted floor mats for MY2011 Prius vehicles which TCI erroneously placed in certain MY2012 Prius vehicles in Canada. The suppliers of the MY2011 mats are either:

VIAM MFG. INC.
87 Park Tower Drive
Manchester, TN 37355

Autoneum North America, Inc. (formerly known as Rieter.)
480 W. Fifth Street
Bloomsburg, PA 17815

Component Name	Incorrect Part Number	Correct Part Number	Country	Action	Dates of Manufacture	Number of Equipment
Toyota carpet floor mats	PT926-47100-40 PT926-47100-11 PT206-47100-11	PT206-47124-40 PT206-47124-11	Canada	Customer Satisfaction Campaign	NA	40 (139 in dealer inventory were replaced prior to sale.)

3. Substantially Similar Components sold in the U.S.:

The same carpeted floor mats are sold in the U.S.

4. Description of Problem:

The original equipment carpeted floor mats for MY2012 Prius vehicles have a retention system that affixes the carpeted floor mat to the floor of the vehicle. At the time of vehicle processing in Canada prior to shipment to dealers, a small number of MY2012 Prius vehicles received carpeted floor mats originally specified for MY2011 Prius models. These used a different retention system so that the driver's mats cannot be affixed to the retention clips located on the floor of MY2012 models.

5. Description of Corrective Repair Action:

All known owners of the subject vehicles will be notified by first class mail with an offer to replace the incorrect carpet floor mats with the correct ones at no cost.

6. Determination to Conduct Customer Satisfaction Campaign:

- The determination was made by Toyota Motor Corporation;
- Date of determination to conduct Customer Satisfaction Campaign: February 23, 2012
- Date campaign will commence: Early March, 2012

7. Reason the affected component sold in the U.S. are not involved in this Customer Satisfaction Campaign:

The problem in vehicle processing occurred only in Canada. No U.S. MY2012 Prius vehicles are involved.