

Special Service Campaign 50P
2004 Through Early 2005 Model Year Prius
Electronic Control Module Reprogramming

PRIUS

Dear Prius Customer:

We at Toyota are dedicated to you the driver, as well as the environment that we all share. The Toyota Prius is a balance of those commitments, offering a vehicle which drives much like any other sedan while being highly fuel efficient and emitting fewer air pollutants. To accomplish this task, the vehicle itself is balanced with a special gasoline engine and electric motor working together, controlled by a sophisticated network (Electronic Control Module System) consisting of several computers.

As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Special Service Campaign, which includes your Prius vehicle.

What is the problem?

In recent months, Toyota has received reports that some customers may experience a “stalling” condition with the gasoline engine. We sincerely regret and apologize if you are one of these customers.

Toyota has investigated these concerns and discovered an issue with the program logic in the Electronic Control Module (ECM) System. In this case, the warning lights (Master Warning, Hybrid System Warning, Engine Warning, VSC Warning and/or Brake Warning) will illuminate and the vehicle will enter a “fail-safe” mode which allows limited operation via the electric motor. However, the electrically-powered brake and steering operation will continue to function normally if this condition occurs.

If these Warning Lights illuminate, please stop your vehicle in a safe place immediately and contact your Toyota dealer. Even if the hybrid system warning light comes on, in most cases, you can temporarily increase the vehicle speed by depressing the accelerator pedal. If the vehicle completely stops, you may be able to restart your vehicle by depressing the “Start” button. In some instances, it may be necessary to wait approximately 25 seconds before restarting.

What will Toyota do?

Before you are inconvenienced by this condition, Toyota would like to reprogram the ECM System in your vehicle. Any Toyota dealer will conduct this service at **NO CHARGE** to you. Also, in the 2004 and some of the early 2005 model year vehicles, a special dielectric grease will be applied to a connector for the transaxle to prevent water intrusion, which may cause a similar condition.

What should you do?

Please contact your authorized Toyota dealer to make an appointment as soon as possible. The labor time necessary to conduct the repair is approximately two hours. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. The Toyota dealer will make every effort to assure your utmost convenience during this service.

Please present this notice to the Toyota Dealer when you bring the vehicle in for your service appointment.

If you no longer own the vehicle, please indicate so on the enclosed postage paid form, providing us with the name and address of the new owner.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform the update. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 9:30 pm, Saturday and Sunday 7:00 am through 3:00 pm Pacific Standard Time.

We have sent this notice in the interest of your continued satisfaction with our products, and we sincerely regret any inconvenience this condition may have caused you.

Thank you for driving the Toyota Prius.

Sincerely,

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