

**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.