

TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

To: Region/Private Distributor General Managers & Vice Presidents

November 18, 2004

From: Dave Zellers *Dave*
Vice President Product Quality & Service Support

TMS-NTC-04220

Subject: 2004 Model Year Prius Brake Light Switch SSC 40L

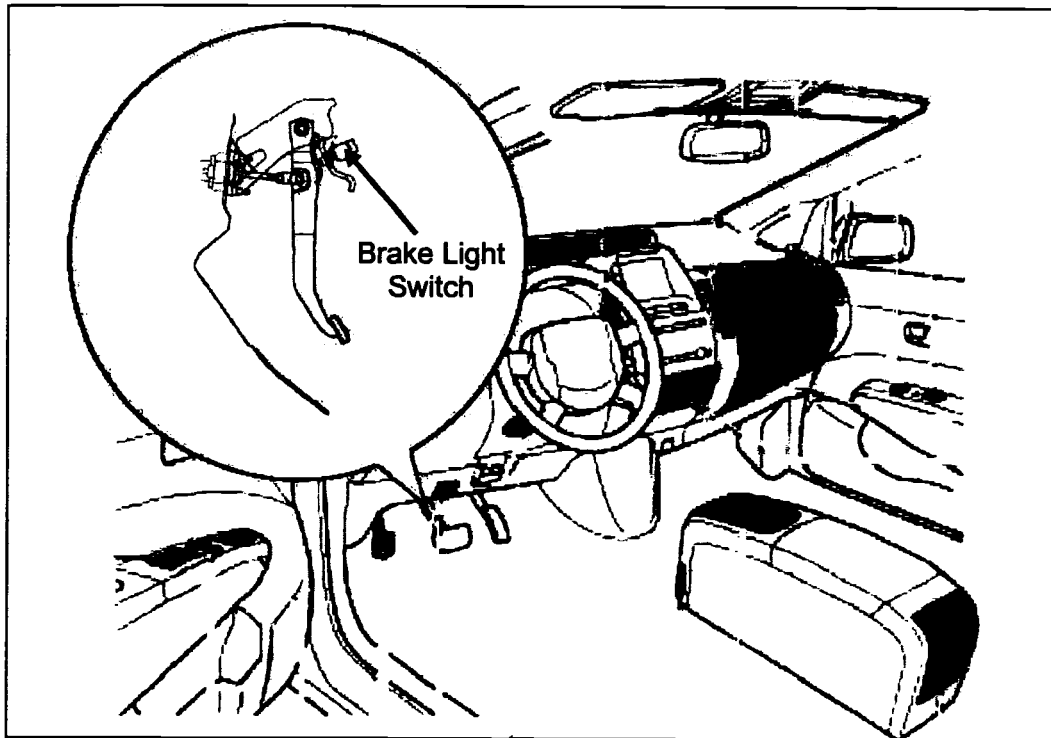
In early December 2004, Toyota will initiate a voluntary Special Service Campaign (SSC) to replace the brake light switch on certain 2004 Model Year (MY) Prius vehicles.

BACKGROUND

- On November 18, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake light switch on approximately 35,000 Prius vehicles, with the intent to initiate an SSC.

CONDITION

- On certain 2004 Model Year Toyota Prius vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.



STATUS

- An SSC to replace the brake light switch will be launched in early December, 2004. Owner notifications will commence in mid-December, 2004.
- The attached Dealer Daily message will be sent to all dealers informing them of the issue and SSC launch timing.
- As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary inspections/replacements have been performed.
- Dealers with affected dealer stock vehicles will be contacted by Quality Compliance.

Status continued...

- If your staff should receive any contacts from owners experiencing issues with the brake light switch, please direct the owner to their local Toyota dealer for diagnosis and/or replacement.
- A Q&A has been attached for your reference.

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

Thank you for your cooperation.

Enclosures

cc: Region/Private Distributor Assistant General Managers
Region/Private Distributor Customer Service Operations Managers
Region/Private Distributor Service Managers/Directors/VPs
Region/Private Distributor Parts Managers/Directors/VPs
Region/Private Distributor Customer Services Field Managers
Region/Private Distributor Technical Services and Training Managers
Region/Private Distributor District Service and/or Parts Managers
Region/Private Distributor Customer Relations Managers
Region/Private Distributor PDC Managers
Region/Private Distributor Field Technical Specialists
Region/Private Distributor Service Training Specialists
Region/Private Distributor Vehicle Operations Managers
All NAPC General Managers
All TMS Sales Administration Managers
All TMS Product Quality & Service Support Managers
All Field Product Engineers

E. Bastien	D. Esmond	T. Nagata
J. Beseda	G. Fogg	D. Ogilvie
R. Broughman	Y. Funo	J. Olson
G. Bryan	J. Hanson	D. Pettitt
D. Camden	J. Hollis	J. Press
B. Carter	N. Kawakami	E. Taira
D. Cecconi	J. Lang	T. Takada
R. Daly	K. Masumoto	J. Tetherow
C. Davis	E. Matsuda	M. Tomozoe
T. Devany	M. Michels	A. Vaish
B. Ertmann	I. Miller	M. Yamaguchi



**Special Service Campaign (SSC) Q&A
2004 Model Year Toyota Prius Brake Light Switch**

Q1: What is the condition?

A1: Certain 2004 Model Year Toyota Prius vehicles may have been equipped with an improperly manufactured brake light switch.

Q2: What is the cause of this condition?

A2: A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

Q4: Which and how many vehicles are involved?

A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Toyota Prius vehicles were produced from late May, 2003 to mid-June, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year RX 330 vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-December, 2004. Toyota dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

Steve Brand/ TMS Customer Services Division
November 18, 2004
Approved By: David Zellers

To: All Toyota Dealers
From: Toyota Customer Services

2004 Model Year Prius Brake Light Switch

*******URGENT*******

On November 18, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake light switch on approximately 35,000 Prius vehicles, with the intent to initiate an SSC.

On certain 2004 Model Year Toyota Prius vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

This new SSC involves the replacement of brake light switch. A dealer package including technical instructions and reimbursement procedures will be mailed to dealers in early December. Owner notifications will commence in mid-December, 2004.

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed. Any dealer with affected dealer stock vehicles will be contacted by TMS.

The following Q&A has been provided for your reference. All media inquiries should be directed to Julie Alfonso at (310) 468-4625, Sam Butto at (310) 468-7728 or Allison Takahashi at (310) 468-5315 in Toyota Corporate Communications.

Please contact your District Service/Parts Manager if you have any further questions.

Special Service Campaign (SSC) Q&A 2004 Model Year Toyota Prius Brake Light Switch

Q1: What is the condition?

A1: Certain 2004 Model Year Toyota Prius vehicles may have been equipped with an improperly manufactured brake light switch.

Q2: What is the cause of this condition?

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Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

Q4: Which and how many vehicles are involved?

A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Toyota Prius vehicles were produced from late May, 2003 to mid-June, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year RX 330 vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-December, 2004. Toyota dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?


A11: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

TOYOTA CUSTOMER SERVICES

Volume: XI
Number: TC04-021
Date: 11/29/2004
 Action
 Retain
 Information

INTEROFFICE MEMORANDUM

TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/
VICE PRESIDENTS

FROM: DAVE ZELLERS, 
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 40L
(2004 MODEL YEAR TOYOTA PRIUS BRAKE LIGHT SWITCH)

Toyota will initiate a voluntary Special Service Campaign (SSC) to replace the brake light switch on certain 2004 Model Year (MY) Toyota Prius vehicles.

Certain 2004 Model Year Toyota Prius vehicles may have been equipped with an improperly designed brake light switch. A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

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

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be mailed to all Toyota dealers in early December, 2004.

2. **Owner Notification Mailing Date**

The owner notification will commence in mid-December, 2004. We have attached a copy of the owner notification letter for your reference.

If a dealer is contacted by an owner of an involved vehicle, who has not yet received a notification, please instruct them to verify eligibility through Dealer Daily or TIS. Dealers should perform repairs as outlined in the attached Technical Instructions.

3. **Number of Vehicles Involved**

Nationally, there are approximately 35,000 Model Year 2004 Prius vehicles involved in this campaign.

4. **Region/District Summary Reports**

We have enclosed the following SSC 40L Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Service Operations Manager/Director of Service package:

- Region/PD Summary Report that provides an overview of the entire Region/PD for this campaign.
- District Summary Report that indicates the number of involved vehicles per dealership in each district for this campaign.

5. Vehicles in Dealer Stock

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed.

6. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Part No.	Part Name	Qty./Veh
04004-47468	Kit, Switch Assy, Stop Lamp	1

To prevent parts shortages and excess parts stock at dealerships, the "Suggested Initial Parts Order Quantity" has been provided in each Dealer Inventory List (sent to each dealer's Service and Parts Managers) as a guide. This will assure an adequate and balanced parts inventory for this LSC. The Region/District Summary Reports include a summary of the "Suggested Initial Parts Order Quantity" recommended to each dealer.

7. Reimbursement Procedures

Please refer to the Reimbursement Procedures found in the attached Dealer Letter.

Please review this entire Special Service Campaign package with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts. Thank you for your cooperation.

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



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991

TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SPECIAL SERVICE CAMPAIGN (SSC) – 40L
(2004 MODEL YEAR TOYOTA PRIUS BRAKE LIGHT SWITCH)

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

1. Owner Notification Letter Mailing Date

The owner notification will commence in mid-December, 2004.

If you are contacted by an owner of an involved vehicle, who has not yet received a notification, please verify eligibility by confirming through Dealer Daily or TIS prior to performing repairs. Dealers should perform repairs as outlined in the attached Technical Instructions.

2. Vehicles in Dealer Stock

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed.

3. Dealer/Owner Lists

Dealer/Owner Lists for this campaign have been distributed to each dealership's Service and Parts Managers. These lists are based on selling dealership. Dealerships which did not sell an affected vehicle, or do not have affected vehicles in stock, will receive a report indicating so.

A UIO by state matrix is listed below to inform dealers of the number of vehicles in their area.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	74	GA	411	ME	222	NJ	678	SD	38
AL	147	IA	157	MI	520	NM	274	TN	253
AR	87	ID	156	MN	522	NV	319	TX	1029
AZ	660	IL	1109	MO	2597	NY	1364	UT	236
CA	10051	IN	398	MS	58	OH	647	VA	1863
CO	807	KS	152	MT	102	OK	245	VT	132
CT	362	KY	162	NC	548	OR	916	WA	1440
DC	135	LA	134	ND	24	PA	986	WI	574
DE	66	MA	1027	NE	75	RI	146	WV	98
FL	1542	MD	1239	NH	210	SC	110	WY	67

4. Repair Procedures

Refer to the attached Technical Instructions.

5. Identification of Involved Vehicles

Nationally, there are approximately 35,000 Model Year 2004 Prius vehicles involved in this campaign.

Model	Year	VIN Range*	
		VDS	Ranges
PRIUS	2004	KB20U	0001009 - 0086109
		KB22U	0001140 - 0086097

NOTE: Not all vehicles in the VIN ranges are involved in this SSC. Always consult Dealer Daily or TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is involved and has not already been completed by another dealer or prior to dealer delivery. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

6. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Part No.	Part Name	Qty./Veh
04004-47468	Kit, Switch Assy, Stop Lamp	1

To prevent parts shortages and excess parts stock at dealerships, the "Suggested Initial Parts Order Quantity" has been provided in each Dealer Inventory List (sent to each dealer's Service and Parts Managers) as a guide. This will assure an adequate and balanced parts inventory for this LSC. The Region/District Summary Reports include a summary of the "Suggested Initial Parts Order Quantity" recommended to each dealer.

7. Reimbursement Procedures

Submit Special Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

The operation code to be used for this Special Service Campaign is:

SSC #	Op. Code	Description	Flat Rate Hour
40L	4526K4	Replace the stop lamp switch	0.5 hr/vehicle

NOTE: The above flat rate time includes 0.1 hours of administrative cost per unit for the dealership.

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 Special Service Campaign.

Thank you for your cooperation.

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

**2004 Model Year Toyota Prius
Brake Light Switch
SAFETY RECALL NOTICE**

Dear Toyota Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 Model Year Toyota Prius vehicles.

What is the problem?

Certain 2004 Model Year Toyota Prius vehicles may have been equipped with an improperly designed brake light switch. A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur.

What will Toyota do?

Any Toyota dealer will replace the brake light switch at **NO COST** to you.

What should you do?

Please contact your authorized Toyota dealer and make an appointment to have the brake light switch replaced at your earliest convenience. The labor time to replace the brake light switch is approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

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 or have changed addresses, please indicate so on the enclosed postage paid form, providing us with the updated name and address.

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 repair. 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.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

As always, Toyota wants to ensure you complete satisfaction with your vehicle and ownership experience. We sincerely regret any inconvenience this condition may have caused you.

Thank you for driving a Toyota.

Sincerely,

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



**Special Service Campaign (SSC) Q&A
2004 Model Year Toyota Prius Brake Light Switch**

Q1: What is the condition?

A1: Certain 2004 Model Year Toyota Prius vehicles may have been equipped with an improperly designed brake light switch.

Q2: What is the cause of this condition?

A2: A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not start.

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A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Toyota Prius vehicles were produced from late May, 2003 to mid-June, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year RX 330 vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-December, 2004. Toyota dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

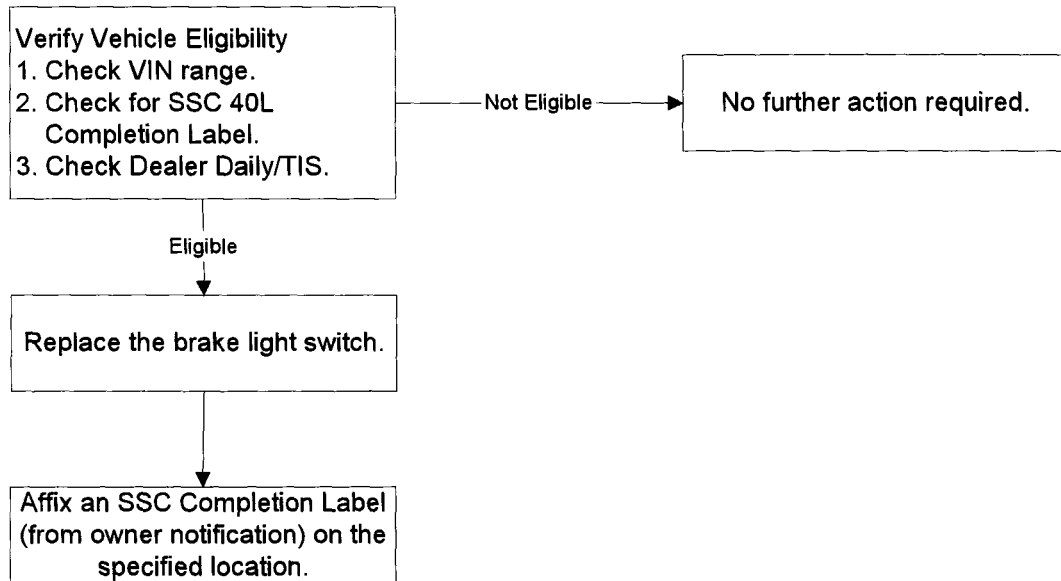
A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

TECHNICAL INSTRUCTIONS
FOR
SPECIAL SERVICE CAMPAIGN 40L
2004 PRIUS
BRAKE LIGHT SWITCH
REPLACEMENT

I. OPERATION FLOW CHART



II. IDENTIFICATION OF AFFECTED VEHICLES

A. AFFECTED VIN RANGE

MODEL	YEAR	VIN Range	
		VDS	Range
Prius	2004	KB20U	40001009 – 40086109
		KB22U	40001140 – 40086097

NOTE:

Not all vehicles in the VIN range are affected. Always consult Dealer Daily or TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify the vehicle is involved and has not already been completed by another dealer. TMS warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

III. PREPARATION

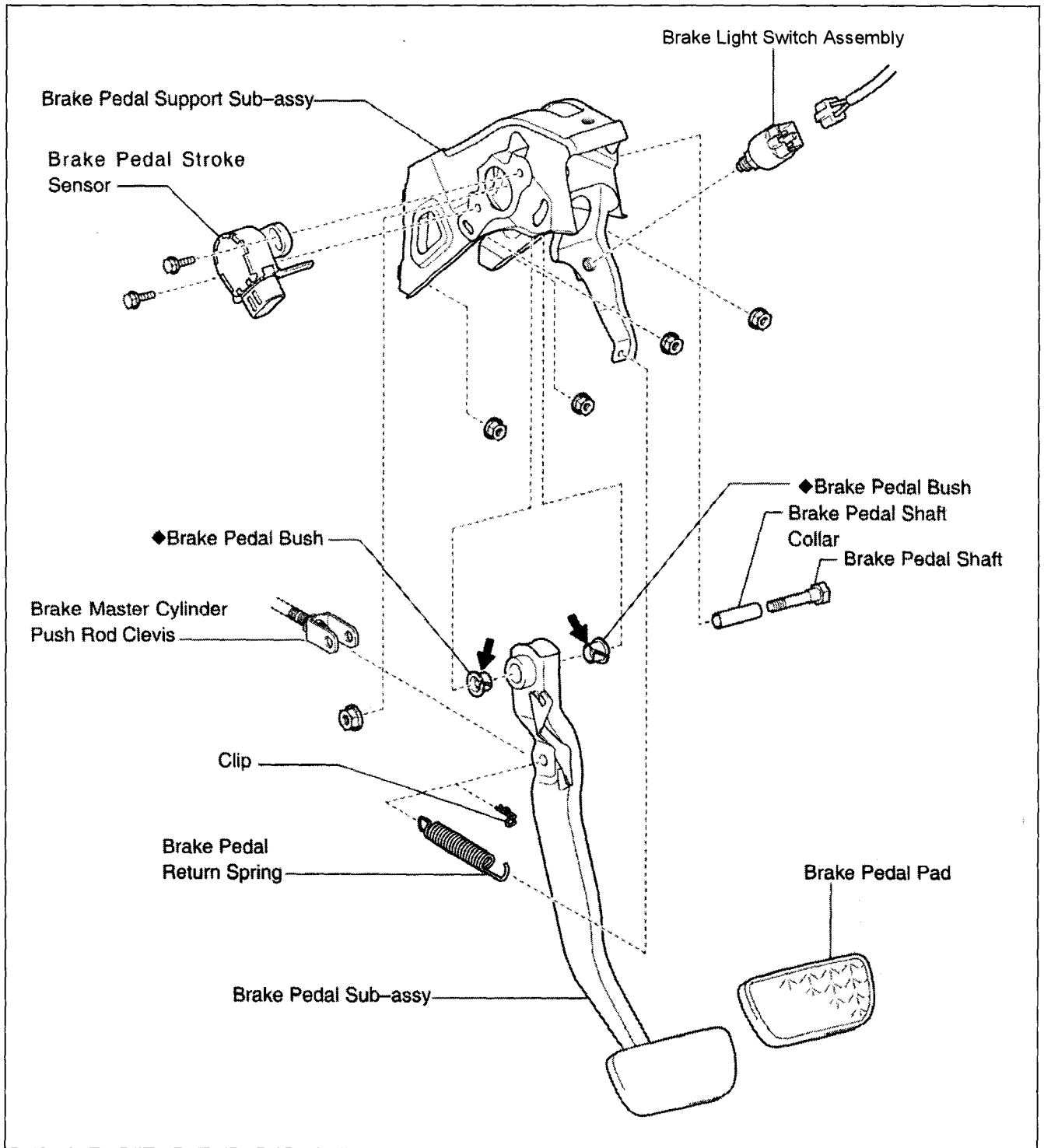
A. PARTS

Part No.	Part Name	Qty./Veh
04004-47468	SWITCH ASSY, BRAKE LIGHT	1

B. TOOLS

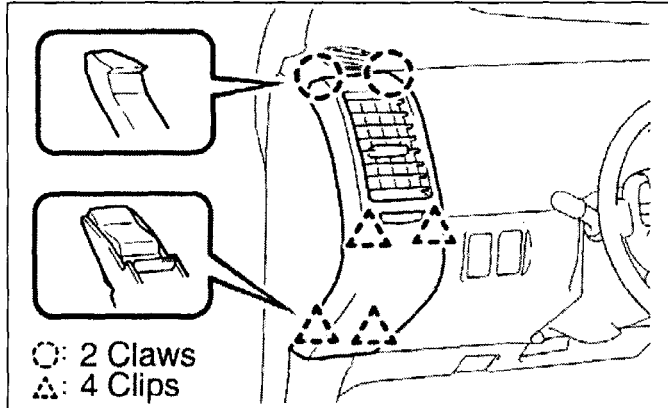
- Standard hand tools
- Torque wrench
- Nylon pry tool

IV. COMPONENTS



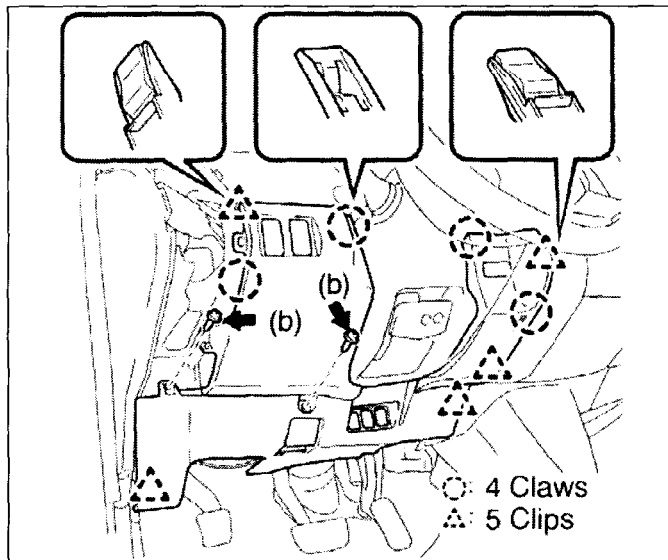
V. WORK PROCEDURE

A. SWITCH REPLACEMENT



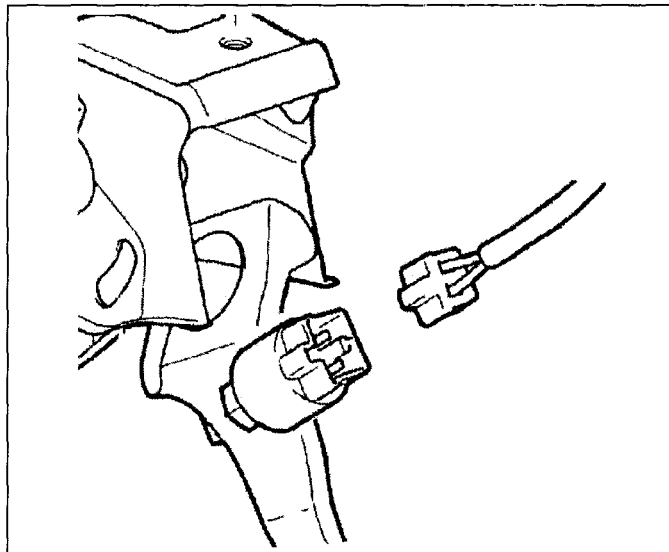
1. REMOVE THE INSTRUMENT REGISTER ASSEMBLY NO. 1

- Confirm that the ignition switch is in the "OFF" position.
- Disengage the 2 claws and the 4 clips.
- Remove the instrument register assembly No. 1.



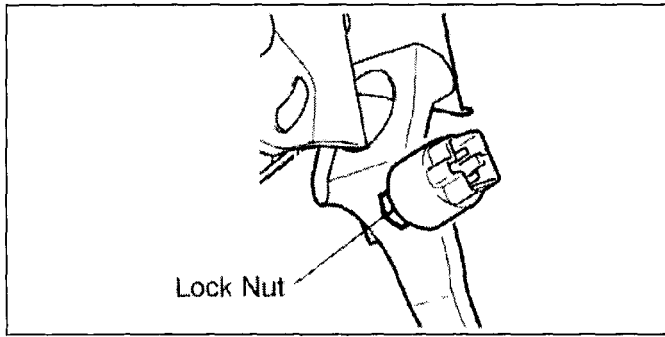
2. REMOVE THE INSTRUMENT PANEL FINISH PANEL SUB-ASSEMBLY LOWER

- Remove the 2 screws.
- Disconnect the hood lock control cable.
- Using a nylon pry tool, detach the 4 claws and the 5 clips.
- Disconnect all the connectors then remove the panel.

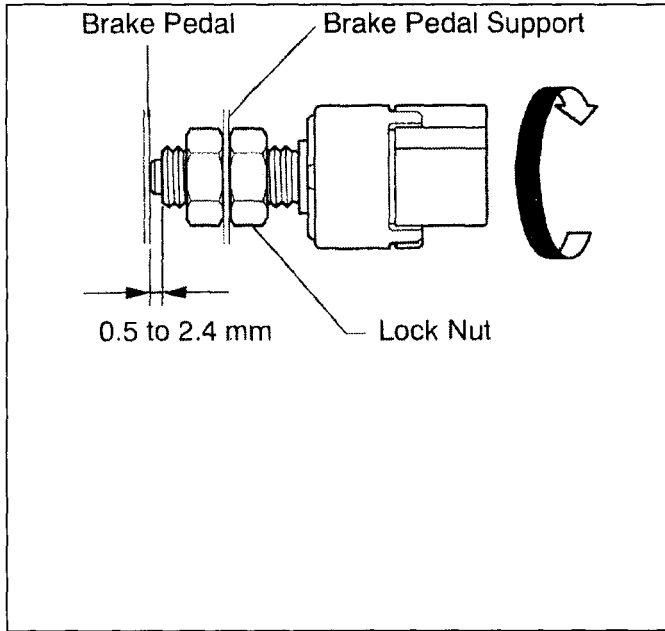


3. REMOVE THE BRAKE LIGHT SWITCH

- Disconnect the connector from the brake light switch.



- (b) Loosen the lock nut.
- (c) Remove the light switch from the brake pedal support.



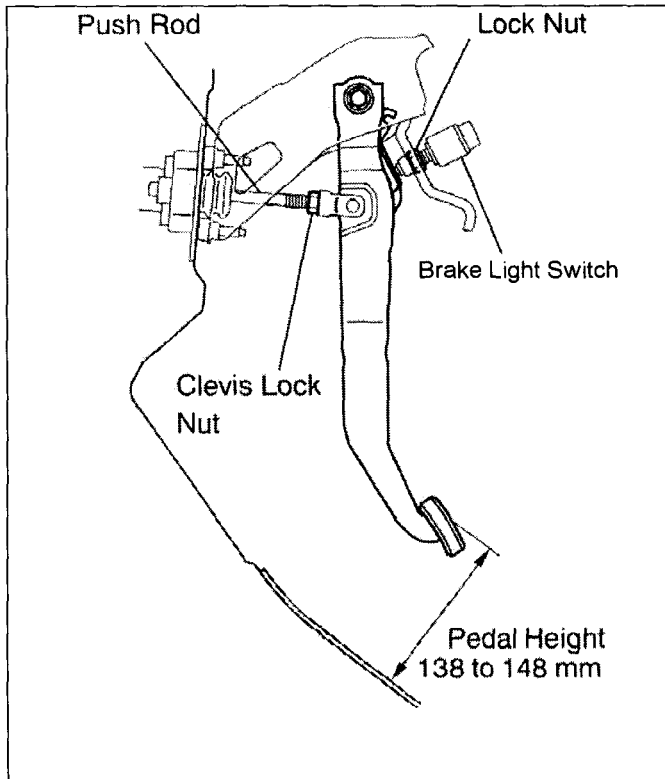
4. INSTALL THE NEW BRAKE LIGHT SWITCH

- (a) Install the new light switch into the brake pedal support.
 1. Rotate the light switch so that the clearance between the thread portion tip and the area where the pedal makes contact is between 0.5 and 2.4 mm (0.020 in. and 0.095 in.).
 2. Tighten the lock nut.

Torque:

26 N·m (265 kgf·cm, 19 ft·lbf)

- (b) Reconnect the connector to the light switch.



5. CHECK AND ADJUST THE BRAKE PEDAL HEIGHT

NOTE:

Pull up the floor carpet and dash panel insulator, and then check and adjust the brake pedal height.

- (a) Check the brake pedal height.

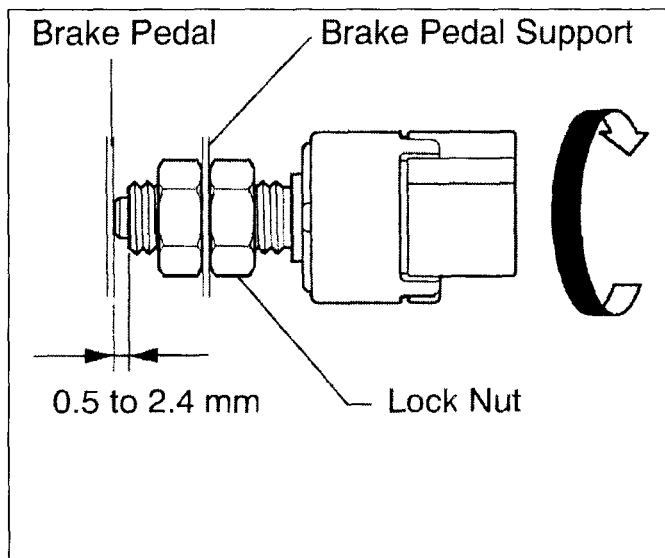
Pedal height from the surface of the asphalt sheet:
138 mm to 148 mm (5.48 in. to 5.88 in.)

 - If the height is between 138 mm and 148 mm, proceed to Step 6, reinstall the instrument panel finish panel sub-assembly lower.
 - If the height is not between 138 mm and 148 mm, proceed to Step b, adjust the brake pedal height.

- (b) Adjust the brake pedal height.
1. Disconnect the connector from the light switch.
 2. Loosen the light switch lock nut.
 3. Rotate the light switch to allow the pedal some free play.
 4. Loosen the clevis lock nut.
 5. Rotate the push rod and adjust the pedal height.

Torque:

26 N·m (265 kgf·cm, 19 ft·lbf)



- (c) Reinstall the new light switch into the brake pedal support.
1. Rotate the light switch so that the clearance between the thread portion tip and the area where the pedal makes contact is between 0.5 and 2.4 mm (0.020 in. and 0.095 in.).
 2. Tighten the lock nut.

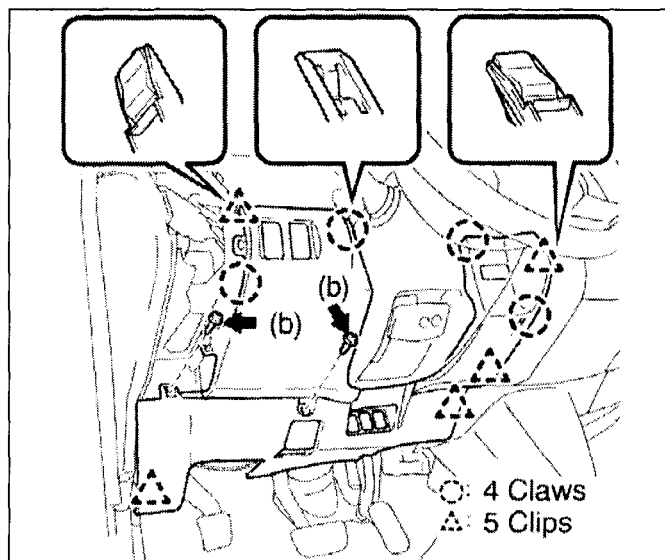
Torque:

26 N·m (265 kgf·cm, 19 ft·lbf)

3. Reconnect the connector to the light switch.

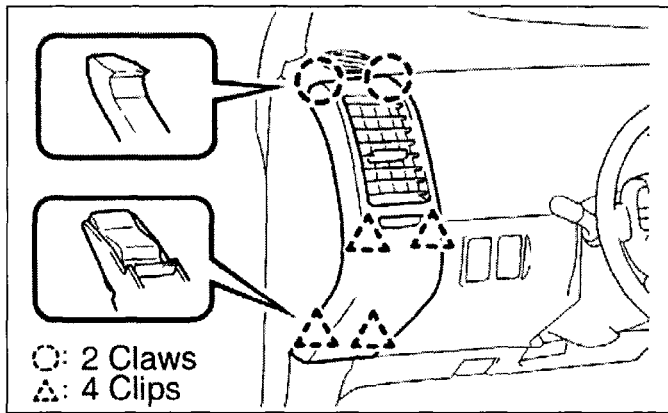
6. CONFIRM BRAKE PEDAL OPERATION

- (a) Confirm that the brake light turns on when the brake pedal is depressed and turns off when released.



7. REINSTALL THE INSTRUMENT PANEL FINISH PANEL SUB-ASSEMBLY LOWER

- (a) Reconnect all the connectors
- (b) Reconnect the hood lock control cable.
- (c) Reinstall the instrument panel.
- (d) Reinstall the 2 screws.



8. REINSTALL THE INSTRUMENT REGISTER ASSEMBLY NO. 1

- (a) Reinstall the instrument register assembly No. 1.

VI. SSC COMPLETION LABEL INSTALLATION

After completing repair and before returning the vehicle to the owner, a SSC completion label, which is enclosed in the owner's notification letter must be affixed to the left front door hinge post, near the check strap.

- (a) The label is to be filled out as follows:

- Write in SSC 40L.
- Write in date of repair.
- Write in your dealer code.

SSC	Date
DEALER CODE NO.	
00410-01917	

- (b) Additional SSC completion labels, in sheets of 50 (P/N 00410-01917), may be ordered through the non-parts system on a 1450 order form or through the TDN system.



November 18, 2004

To: Area General Manager

From: *Jerry*
Jerry Marcotti – Service and Parts Operations Manager

Subject: 2004 RX 330 Brake Light Switch – Preliminary Notification

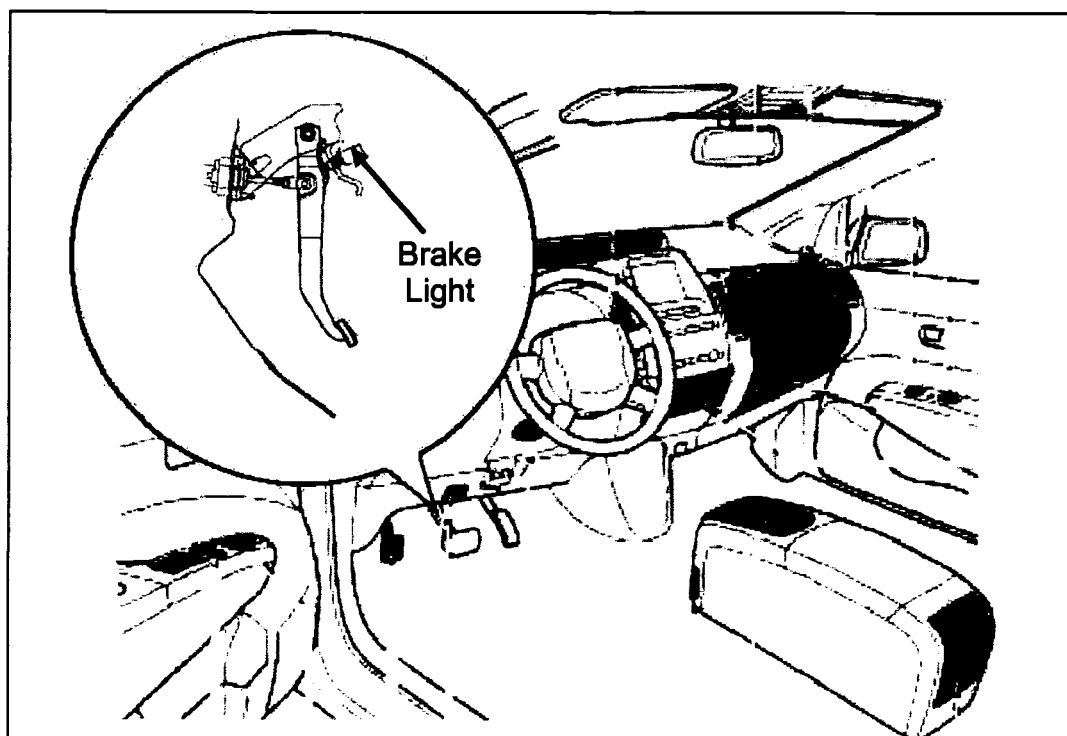
In early December 2004, Lexus will initiate a voluntary Special Service Campaign (SSC) to replace the brake light switch on certain 2004 model year RX 330 vehicles.

Background

On November 18, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake light switch on approximately 145,000 RX 330 vehicles, with the intent to initiate an SSC.

Condition

On certain 2004 model year Lexus RX 330 vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.



Status

An SSC to replace the brake light switch will be launched in early December 2004. Owner notification will begin in mid-December 2004. The attached Dealer Daily message will be posted to all dealers informing them of the issue and SSC launch timing. **As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary inspections/repairs have been performed. Dealers with affected dealer stock vehicles will be contacted by Lexus Service and Parts Operations.** If your staff should receive any contacts from owners experiencing issues with the brake light switch, please direct the owner to their local Lexus dealer for diagnosis and/or replacement. A Q&A has been attached for your reference.

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

Thank you for your understanding and cooperation.

Enclosures

Cc: Area Assistant General Manager
Area Customer Satisfaction Manager
Area Field Technical Specialist
Area Operations Manager

Area Sales Manager
Area Technical Manager
District Service and Parts Manager

Kathy Wachs / Lexus Customer Services Division
November 18, 2004
Approved By: George Christoff

To: All Lexus Dealers

From: Lexus Customer Services Division

2004 Model Year RX 330 Brake Light Switch

*******URGENT*******

On November 18, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake light switch on approximately 145,000 RX 330 vehicles, with the intent to initiate an SSC.

On certain 2004 model year Lexus RX 330 vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

This new SSC involves the replacement of the brake light switch. A dealer package including technical instructions and reimbursement procedures will be mailed to dealers in early December. Owner notifications will commence in mid-December 2004.

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed. Any dealer with affected dealer stock vehicles will be contacted by Lexus.

The following Q&A has been provided for your reference. All medial inquiries should be directed to Bill Ussery at (310) 468-3282 in Lexus Public Relations.

Please contact your District Service and Parts Manager if you have any further questions.



Special Service Campaign (SSC) Q&A

2004 Model Year RX 330 Brake Light Switch

Q1: What is the condition?

A1: Certain 2004 Model Year Lexus RX 330 vehicles may have an improperly manufactured brake light switch installed during production.

Q2: What is the cause of this condition?

A2: A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q4: Which and how many vehicles are involved?

A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Lexus RX 330 vehicles were produced from September, 2003 to early September, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year Toyota Prius vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid- December, 2004. Lexus dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Lexus dealer for diagnosis and repair.



Via Overnight Mail
November 29, 2004

To: Area General Manager
Jerry
From: Jerry Marcotti – Service and Parts Operations Manager
Subject: Special Service Campaign (SSC) 4LH
2004 RX 330 Brake Light Switch

As we previously informed you on November 18, 2004, Lexus has initiated a Special Service Campaign (SSC) on certain 2004 model year RX 330 vehicles. Final details and the degree of your area's involvement are summarized in this communication.

Condition

On certain 2004 model year Lexus RX 330 vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

SSC 4LH Repair

SSC 4LH involves replacing the brake light switch.

For further information refer to the attached Lexus Q&A and customer notification letter.

Dealer and Owner Notification Date

Dealer notification packages with the dealer letter and handbook will be sent via Next Day UPS delivery to the attention of the service manager on Friday, December 3, 2004.

Owner notification letters will be mailed in phases to the owners of affected vehicles starting in mid-December 2004.

Identification of Involved Vehicles

Special Service Campaign 4LH only applies to specific 2004 model year RX 330 vehicles within VIN ranges listed on page 2.

Year	Model	VIN		Production Period
		VDS	Range	
TMMC Produced 2004	RX 330	GA31U	C001001 – C019006	February 2003 to early September 2004
		HA31U	C001002 – C039897	
TMC Produced 2004	RX 330	GA31U	0001010 – 0042379	
		HA31U	0001045 - 0072005	

Note: Not all vehicles in the VIN range are affected by this SSC. You should always consult Dealer Daily or TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify that the vehicle is involved and has not already been completed by another dealer. TMS Warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

Implementation at Dealerships

The SSC dealer package contains the SSC 4LH dealer handbook explaining warranty claim procedures, parts information, and technical instructions. Please make sure that Service Department staff (especially Service Managers, Service Consultants, Warranty Administrators, Technicians, and Diagnostic Specialists) review the SSC 4LH handbook and understand their role in this campaign.

Tools and Equipment

Dealers will need standard hand tools, a torque wrench, and a nylon pry tool to perform this repair.

Parts

For **TMMC** production RX 330 vehicles:

Part Number	Part Description	Qty.
04004-47568	Stop Lamp Switch Assembly	1

For **TMC** production RX 330 vehicles:

Part Number	Part Description	Qty.
04004-47468	Stop Lamp Switch Assembly	1

These parts have not been put on the Dealer Stocking Guide (D.S.G.). **Dealers must use care when ordering parts for this SSC to ensure that the correct part number is ordered depending on where the vehicle was produced.** Please encourage your dealers to order only those parts needed to repair vehicles with service appointments. Individual dealer tracking will be done and irregularities in quantity ordering will be passed on to Lexus

Area Offices for follow-up and correction. There will be sufficient inventory to accommodate this SSC.

Customer Care

- Customer lists are **not** being sent to you or your dealers due to various privacy regulations in effect throughout the nation. However, dealers have the ability through their DMS systems to query their database and create their own customer lists for use in contacting customers in regard to this Special Service Campaign.
- Lexus Touch Amenities - The usual customer care amenities (car wash, fuel fill-up and loaner vehicles) apply to this SSC.

Reimbursement Procedures

Dealers are required to submit SSC claims following the procedures described in the SSC 4LH handbook.

Repair	Claim Type	Model	Opcode	Labor Hours*	Sublet
Replace brake light switch	SC	RX 330	4526KB	0.7	GA (fuel), TW (tow), RT (loaner vehicle), DE (pick-up and delivery or remote repair), or CW (car wash) as required and substantiated by invoices

* Includes 0.1 labor hours for administrative time.

Note: Lexus warranty will only accept one claim per vehicle under the terms of the SSC. Please ensure your dealership checks the National Service History File or TIS to see if the vehicle has been repaired under this SSC prior to servicing the vehicle.

Dealer System Communications

- The VIN number information download will be performed over the weekend of December 4 and 5, 2004.
- The operation code will be downloaded and available for your dealership to use over the weekend of December 4 and 5, 2004. DMS dealer files are automatically updated and no further action should be required.

Dealer Support Materials

Additional quantities of the SSC handbook (m/n 00241-10006-4LH) are available at no cost to order from the Materials Distribution Center (MDC).

Thank you for your understanding. Your attention to your dealers during this campaign protects our mutual customers and their image of Lexus.

Attachments

Cc: Area Customer Satisfaction Manager
Area Operations Manager
Area Pre-Owned Manager
Area Technical Manager
Assistant General Manager
District Service and Parts Manager
District Technical Manager
Field Technical Specialist
Product Field Engineer



**Special Service Campaign (SSC) Q&A
2004 Model Year RX 330 Brake Light Switch**

Q1: What is the condition?

A1: Certain 2004 Model Year Lexus RX 330 vehicles may have an improperly designed brake light switch installed during production.

Q2: What is the cause of this condition?

A2: A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q4: Which and how many vehicles are involved?

A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Lexus RX 330 vehicles were produced from February, 2003 to early September, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year Toyota Prius vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-December, 2004. Lexus dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Lexus dealer for diagnosis and repair.

**2004 Model Year RX 330
Brake Light Switch
Safety Recall Notice**

Dear RX 330 Owner:

Lexus is dedicated to the "Passionate Pursuit of Perfection."

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 model year RX 330 vehicles.

What is the condition?

Certain 2004 Model Year Lexus RX 330 vehicles may have been equipped with an improperly designed brake light switch. A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur.

What will Lexus do?

Any Lexus dealer will replace the brake light switch at **NO COST** to you.

What should you do?

Please contact any authorized Lexus dealer to schedule an appointment to have the brake light switch replaced.

The labor time for this repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Please present this notice to the 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 if possible.

What if you have other questions?

Please contact any Lexus dealer or call the Lexus Customer Assistance Center at 1-800-255-3987.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

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

Thank you for driving a Lexus.

Sincerely,

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



Via Overnight Mail
December 3, 2004

**Subject: Special Service Campaign (SSC) 4LH
2004 RX 330 Brake Light Switch**

Dear Dealer Principal:

As Lexus previously informed you on November 18, 2004, we have initiated a Special Service Campaign (SSC) on certain 2004 model year RX 330 vehicles. Final details and the degree of your dealership's involvement are summarized in this communication.

Condition

On certain 2004 model year Lexus RX 330 vehicles, a silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

SSC 4LH Repair

SSC 4LH involves replacing the brake light switch.

For further information refer to the attached Lexus Q&A and customer notification letter.

Owner Notification Date

Owner notification letters will be mailed in phases to the owners of affected vehicles starting in mid-December 2004.

Identification of Involved Vehicles

Special Service Campaign 4LH only applies to specific 2004 model year RX 330 vehicles within VIN ranges listed below.

Year	Model	VIN		Production Period
		VDS	Range	
TMMC Produced 2004	RX 330	GA31U	C001001 – C019006	February 2003 to early September 2004
		HA31U	C001002 – C039897	
TMC Produced 2004	RX 330	GA31U	0001010 – 0042379	
		HA31U	0001045 - 0072005	

Note: Not all vehicles in the VIN range are affected by this SSC. You should always consult Dealer Daily or TIS to confirm VIN eligibility and to assure the SSC is applicable. This will verify that the vehicle is involved and has not already been completed by another dealer. TMS Warranty will not reimburse dealers for repairs conducted on vehicles that are not affected.

Implementation at Your Dealership

The SSC dealer package contains the SSC 4LH dealer handbook explaining warranty claim procedures, parts information, and technical instructions. Please make sure that all your Service Department staff (especially Service Managers, Service Consultants, Warranty Administrators, Technicians, and Diagnostic Specialists) review the SSC 4LH handbook and understand their role in this campaign.

Any dealer questions should be directed to your District Service and Parts Manager.

Tools and Equipment

Dealers will need standard hand tools, a torque wrench, and a nylon pry tool to perform this repair.

Parts

For **TMMC** production RX 330 vehicles:

Part Number	Part Description	Qty.
04004-47568	Stop Lamp Switch Assembly	1

For **TMC** production RX 330 vehicles:

Part Number	Part Description	Qty.
04004-47468	Stop Lamp Switch Assembly	1

These parts have not been put on the Dealer Stocking Guide (D.S.G.). **Your dealership must use care when ordering parts for this SSC to ensure that the correct part number is ordered depending on where the vehicle was produced.** You are encouraged to order only those parts needed to repair vehicles with service appointments. Individual dealer tracking will be done and irregularities in quantity ordering will be passed on to Lexus Area Offices for follow-up and correction. There will be sufficient inventory to accommodate this SSC.

Customer Care

- Customer lists are **not** being sent to you due to various privacy regulations in effect throughout the nation. However, you have the ability through your DMS system to query your database and create your own customers lists for your use in contacting these customers in regard to this Special Service Campaign.

- Lexus Touch Amenities - The usual customer care amenities (car wash, fuel fill-up and loaner vehicles) apply to this SSC.

Reimbursement Procedures

- Your dealership is required to submit SSC claims following the procedures described in the SSC 4LH handbook.

Repair	Claim Type	Model	Opcode	Labor Hours*	Sublet
Replace brake light switch	SC	RX 330	4526KB	0.7	GA (fuel), TW (tow), RT (loaner vehicle), DE (pick-up and delivery or remote repair), or CW (car wash) as required and substantiated by invoices

* Includes 0.1 labor hours for administrative time.

Note: Lexus warranty will only accept one claim per vehicle under the terms of the SSC. Please ensure your dealership checks the National Service History File or TIS to see if the vehicle has been repaired under this SSC prior to servicing the vehicle.

Dealer System Communications

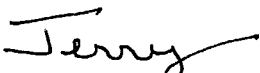
- The VIN number information download has been performed.
- The operation code has been downloaded and is available for your dealership to use. DMS dealer files are automatically updated and no further action should be required.

Dealer Support Materials

Additional quantities of the SSC handbook (m/n 00241-10006-4LH) are available at no cost to order from the Materials Distribution Center (MDC).

Thank you for your understanding. Your attention to these owners during this campaign protects our customers and their image of Lexus.

Sincerely,



Jerry Marcotti
Service and Parts Operations Manager

Attachments

**Cc: Customer Satisfaction Manager
General Manager
Parts Manager
Service Manager**



**Special Service Campaign (SSC) Q&A
2004 Model Year RX 330 Brake Light Switch**

Q1: What is the condition?

A1: Certain 2004 Model Year Lexus RX 330 vehicles may have an improperly designed brake light switch installed during production.

Q2: What is the cause of this condition?

A2: A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur. In addition, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q3: Are there any warnings that this condition exists?

A3: No, there are no specific warnings that this condition exists. However, if the switch is inoperable, the brake lights will not illuminate. In some instances, there is a possibility that the ABS warning light may illuminate and/or the vehicle may not shift out of the "P" (park) position.

Q4: Which and how many vehicles are involved?

A4: Certain 2004 Model Year Prius and 2004 Model Year RX 330 vehicles are involved. There are approximately 35,000 Prius and 145,000 RX 330 vehicles involved in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected Lexus RX 330 vehicles were produced from February, 2003 to early September, 2004.

Q6: Are there any other Toyota or Lexus vehicles involved?

A6: Yes, this condition also affects certain 2004 Model Year Toyota Prius vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been 200 cases reported in Japan for this condition in the affected vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-December, 2004. Lexus dealers will replace the brake light switch at **NO COST** to the vehicle owners.

Q10: How long will the repair take?

A10: The repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Lexus dealer for diagnosis and repair.

**2004 Model Year RX 330
Brake Light Switch
Safety Recall Notice**

Dear RX 330 Owner:

Lexus is dedicated to the "Passionate Pursuit of Perfection."

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Lexus has decided that a defect, which relates to motor vehicle safety, exists in certain 2004 model year RX 330 vehicles.

What is the condition?

Certain 2004 Model Year Lexus RX 330 vehicles may have been equipped with an improperly designed brake light switch. A silicon oxide build-up occurs on the contacts inside the brake light switch which can make it inoperable. If the switch is inoperable, the brake lights will not illuminate and thus can increase the possibility of an accident to occur.

What will Lexus do?

Any Lexus dealer will replace the brake light switch at **NO COST** to you.

What should you do?

Please contact any authorized Lexus dealer to schedule an appointment to have the brake light switch replaced.

The labor time for this repair will take approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

Please present this notice to the 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 if possible.

What if you have other questions?

Please contact any Lexus dealer or call the Lexus Customer Assistance Center at 1-800-255-3987.

If you believe that the dealer or Lexus has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, D.C. 20590, or call the toll free Auto Safety Hot Line at 1-888-327-4236.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

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

Thank you for driving a Lexus.

Sincerely,

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