

TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

To: Region/Private Distributor General Managers & Vice Presidents

November 18, 2004
TMS-NTC-04220

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

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

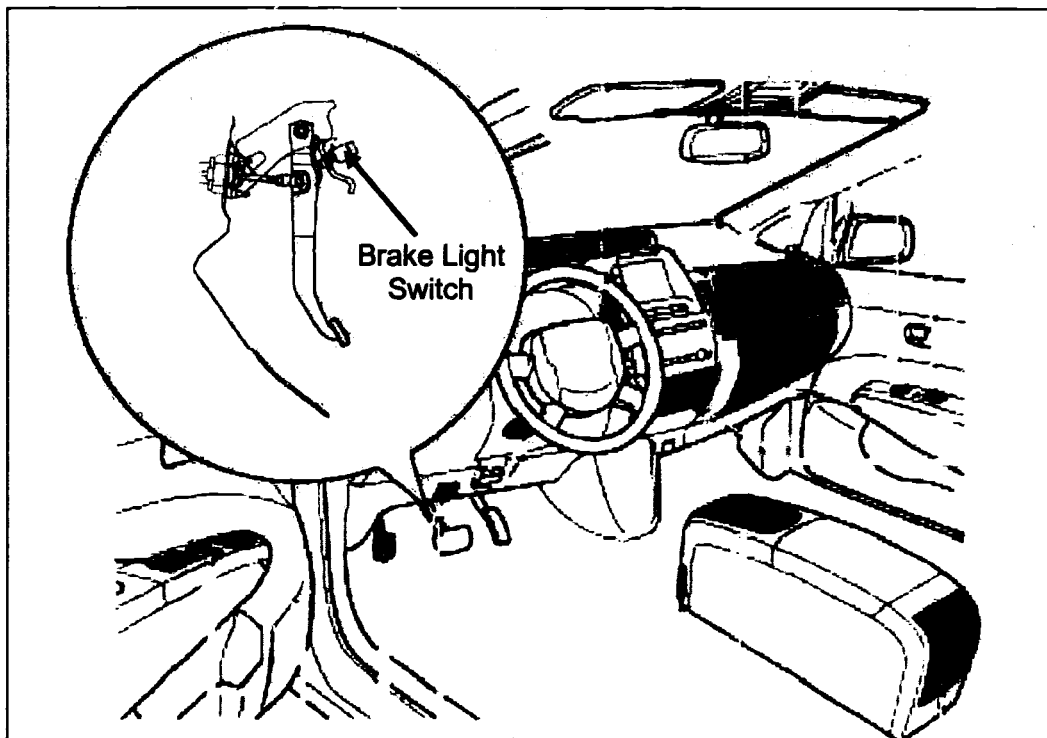
In early December 2004, Toyota will initiate a voluntary Special Service Campaign (SSC) to replace the brake light switch on certain 2004 Model Year (MY) Prius vehicles.

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?

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.



November 18, 2004

To: Area General Manager

From: 
Jerry Marcotti – Service and Parts Operations Manager

Subject: 2004 RX 330 Brake Light Switch – Preliminary Notification

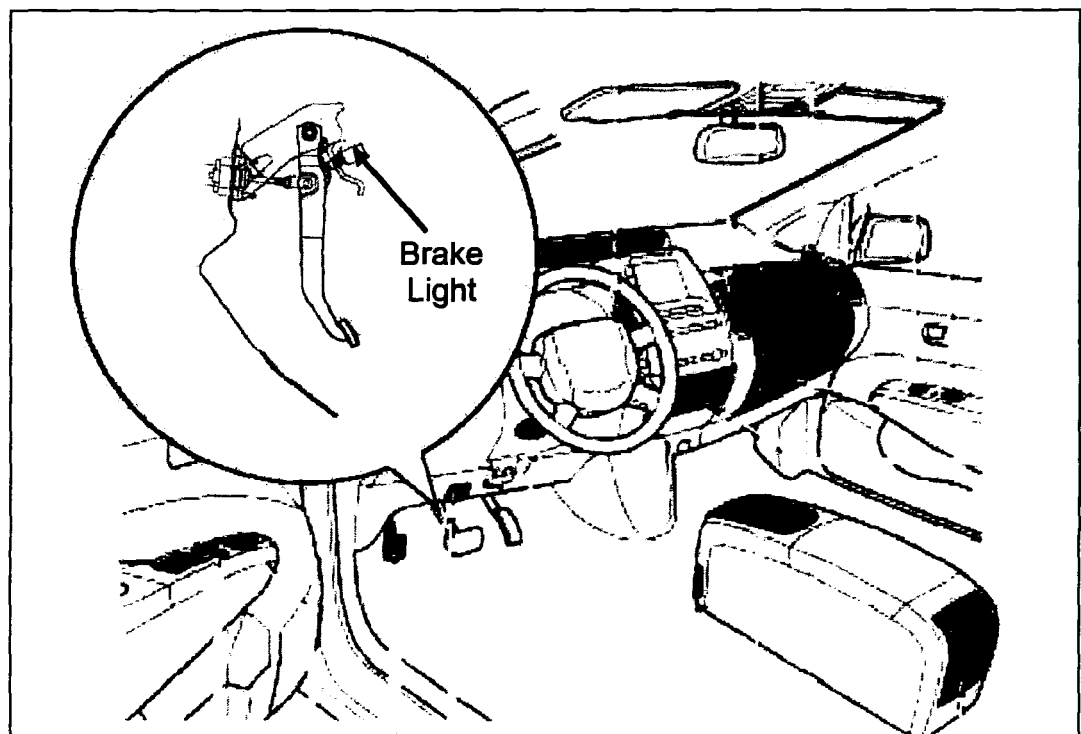
In early December 2004, Lexus will initiate a voluntary Special Service Campaign (SSC) to replace the brake light switch on certain 2004 model year RX 330 vehicles.

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.



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.