



Via Overnight Mail
February 17, 2010

Subject: Safety Recall - ALA
Certain 2010 Model Year HS 250h Vehicles
ABS Actuator ECU Update - Reflash Software Available

Dear Dealer Principal:

As you were previously informed, on February 9, 2010, Lexus filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2010 model year HS 250h vehicles.

Lexus has received complaints of inconsistent brake feel during slow and steady application of brakes on rough or slick road surfaces when the anti-lock brake system (ABS) is activated in an effort to maintain tire traction. The system, in normal operation, engages and disengages rapidly (many times per second) as the control system senses and reacts to the tire slippage. If the same brake pedal force is applied under these conditions, in the worst case, this may lead to an increase of vehicle stopping distance and thus raise the likelihood of a crash.

Lexus dealers will install a newly designed software update (reflash) to the ABS actuator electronic control unit (ECU) at no charge to the vehicle owner.

The following vital information is provided to inform you and your staff of the owner notification phase of the safety recall and your degree of involvement. Additional information may be found in the attached Lexus Q&A and customer notification letter.

Owner Notification Mailing Date

The owner notification will commence in late February, 2010. A sample of the owner letter is attached for your reference.

Only owners of the affected vehicles will be notified. If your dealership is contacted by an owner who has not yet received a notification letter, please verify vehicle eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Dealers should perform the reflash program as outlined in the Technical Instructions posted on TIS.

Identification of Involved Vehicles

There are approximately 14,550 Lexus HS 250h (2010 model year) vehicles involved. The final affected vehicle VIN range will be provided in late February*.

Model	WMI	Year	VIN Range	
			VDS	Range
HS 250h	JTH	2010	BB1BA	2000104 - TBD*

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If a dealership is contacted by an owner who has not yet received a notification, it should *verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs.*
- Dealers should perform the repair as outlined on the Technical Instruction posted on TIS.

Implementation at Dealerships

Technical instructions, warranty claim submission instructions and VIN lists are enclosed with this letter. All associates who have a part in this safety recall should be familiar with the contents of this letter.

Vehicles in Dealer Inventory

As required by Federal law, dealers are not to deliver any new vehicles in their inventory which are involved in a safety recall unless the defect has been remedied. Vehicle safety recall applicability and completion can be verified through TIS. Please conduct the remedy as specified in the technical instructions.

Parts Ordering

The reflash process will not require any parts.

Warranty Claim Procedures

Dealers are required to submit recall claims using the information described below:

SSC	Opcode	Description	Labor Hours
ALA	0509B1	Check the current ID of the ABS control ECU	0.3
	0509B2	Check the current ID of the ABS control ECU and reprogram the ABS control ECU	0.9

- Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership. Lexus warranty will only accept one claim per vehicle under the terms of the recall. Please ensure that your dealership checks Dealer Daily or TIS to see if the vehicle has been repaired under this recall prior to servicing a vehicle.

Warranty operation codes and VIN flagging will be available via your DMS system and TIS on February 19, 2010.

Customer Handling

Please consider this safety recall as a great opportunity to focus on assuring your customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealership and the Lexus brand. Please continue to welcome these customers and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Lexus' usual customer care amenities of car wash and fuel fill-up apply to this safety recall. Additionally, one day of rental vehicle expense (to a maximum of \$45) or the cost of pick-up and delivery of the customer's vehicle may be claimed if required and subject to the guidelines published in the Safety Recall/Special Service Campaign/Limited Service Campaign General Procedures document on TIS.

As a special measure of care and convenience for our customers, Lexus will reimburse dealers \$70 per vehicle for the expense of providing remote repair service. This fee may be claimed in addition to the flat rate time to reprogram the ABS control ECU (opcode 0509B2). Lexus requests that a vehicle test drive follow the remote repair procedure and that the vehicle's fuel tank be filled and the car washed as is practical. Please note that the usual limits for fuel fill and car wash will apply to remotely repaired vehicles. Rental/loaner car and pick-up and delivery expense will not be allowed on claims where the remote repair fee is claimed.

Media Contacts

For *news media inquires only*. Due to the nature of this Safety Recall, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, *all media contacts* must be directed to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

Please review this entire package with your staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your understanding and cooperation.

Lexus, A Division of Toyota Motor Sales, USA, Inc.

Attachments

CC: Customer Satisfaction Manager Sales Manager
 General Manager Service Manager
 Parts Manager



Safety Recall ALA - Certain 2010 Model Year HS 250h Vehicles
ABS Actuator ECU Update - Q&A

Q1: What is the condition?

A1: Lexus has received complaints of inconsistent brake feel during slow and steady application of brakes on rough or slick road surfaces when the anti-lock brake system (ABS) is activated in an effort to maintain tire traction. The system, in normal operation, engages and disengages rapidly (many times per second) as the control system senses and reacts to tire slippage. If the same brake pedal force is applied under these conditions, in the worst case, this may lead to an increase of vehicle stopping distance and thus raise the likelihood of a crash.

Q2: What is the cause of the condition?

A2: The condition is caused by improper programming of the ABS Actuator Electronic Control Unit (ECU). Due to this programming, there is a possibility that the braking force after the ABS activation may slightly degrade as compared to the braking force before the activation.

Q3: Are there any warnings that this condition exists?

A3: The driver may notice inconsistent brake feel during slow and steady application of brakes on rough or slick road surfaces when the anti-lock brake system (ABS) is activated.

Q3a: Are there any steps a driver may take if they experience this condition?

A3a: Each circumstance may vary, and drivers must use their best judgment, but until the remedy is completed on the vehicle Lexus advises drivers to depress the brake pedal using firm pressure.

Q4: Which and how many vehicles are involved?

A4: There are approximately 14,550 HS 250h (2010 model year) vehicles involved in the U.S.

MODEL	MY	UIO
HS 250h	2010	14,550

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

A5: The vehicles specific to this Safety Recall were produced beginning in 2009 through late February, 2010.

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

A6: Yes, there are approximately 133,000 Toyota Prius vehicles (2010 model year) involved.

Q6a: Why are other Toyota and Lexus Hybrids not involved?

A6a: ABS management programs for other models are different from the subject models.

Q7: What is Lexus going to do?

A7: Owners will be notified by first class mail beginning in late February. Lexus dealers will install a newly designed software update (reflash) to the ABS Actuator ECU at no charge to the vehicle owner.

Q7a: What should an owner do if they experience this condition before the ABS management program has been updated?

A7a: This condition only occurs momentarily during light pedal application at the moment the ABS system begins to activate. If an owner is experiencing this condition, he/she should firmly and steadily apply additional force to the brake pedal.

Q7b: What does this condition feel like?

A7b: If the brake pedal is lightly depressed on certain road surfaces such as icy or bumpy road, drivers may perceive a *momentary* reduction in braking performance.

Q8: Have any production changes been implemented?

A8: A production change will be made to the ABS Actuator ECU in late February, 2010.

Q9: How many incidents of this condition have been reported?

A9: As the conditions and details of each incident are not always clear, it is difficult to identify the number of related incidents.

Q10: Have there been any accidents reported?

A10: Although there are some accidents which suggest relation to this condition, it is difficult to identify each case.

Q11: What if an owner has additional questions or concerns?

A11: Owners with questions or concerns are asked to contact their local Lexus dealer for diagnosis, and if applicable, repair.
Owners may also contact the Lexus Customer Assistance Center (1-800-255-3987).

Safety Recall ALA - Certain 2010 Model Year HS 250h Vehicles
ABS ECU Update
SAFETY RECALL NOTICE

Dear Lexus Owner:

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 2010 model year HS 250h vehicles.

What is the condition?

Lexus has received complaints of inconsistent brake feel during slow and steady application of brakes on rough or slick road surfaces when the anti-lock brake system (ABS) is activated in an effort to maintain tire traction. The system, in normal operation, engages and disengages rapidly (many times per second) as the control system senses and reacts to tire slippage. If the same brake pedal force is applied under these conditions, in the worst case, this may lead to an increase of vehicle stopping distance and thus raise the likelihood of a crash.

Each circumstance may vary, and drivers must use their best judgment, but until the remedy is completed on your vehicle Lexus advises drivers to depress the brake pedal using firm pressure. Also, please allow additional distance between your vehicle and the vehicle in front of you so as to provide additional stopping distance.

What will Lexus do?

Lexus has developed a software update for this condition. Any authorized Lexus dealer will update the ABS Electronic Control Unit ("ECU") with the newly designed software at **no charge** to the vehicle owner.

What should you do?

We request that you present this notice to the dealer at the time of your service appointment.

If you would like to update your vehicle ownership or contact information, please go to www.lexus.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Lexus dealer will be more than happy to answer any of your questions and set up an appointment to perform this important Safety Recall. If you require further assistance, you may contact the Lexus Customer Assistance Center at 1-800-255-3987 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.

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, 1200 New Jersey Avenue S.E., Washington, DC 20590 or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

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 inconvenience this condition may have caused you.

Thank you for driving a Lexus.

Sincerely,

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



February 17, 2010

To: Lexus Area Managers
From: Al Smith, Vice President - Lexus Customer Services
Subject: Safety Recall - ALA
Certain 2010 Model Year HS 250h Vehicles
ABS Actuator ECU Update – Reflash Software Available

As you were previously informed, Lexus filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on certain 2010 model year HS 250h vehicles.

Lexus has received complaints of inconsistent brake feel during slow and steady application of brakes on rough or slick road surfaces when the anti-lock brake system (ABS) is activated in an effort to maintain tire traction. The system, in normal operation, engages and disengages rapidly (many times per second) as the control system senses and reacts to the tire slippage. If the same brake pedal force is applied under these conditions, in the worst case, this may lead to an increase of vehicle stopping distance and thus raise the likelihood of a crash.

Lexus dealers will install a newly designed software update (reflash) to the ABS actuator electronic control unit (ECU) at **no charge** to the vehicle owner.

The following vital information is provided to inform you and your staff of the dealer and owner notification phase of the recall and your Area's degree of involvement. Additional information may be found in the attached dealer letter which contains the Lexus Q&A and customer notification letter.

Dealer and Owner Notification Mailing Date

Dealer notifications regarding the availability of the reflash software will be sent via E-mail and Next Day UPS delivery to the attention of the service manager on February 17, 2010.

The owner notification will commence in late February, 2010. A sample of the owner letter is attached for your reference.

Only owners of the affected vehicles will be notified. If a dealer is contacted by an owner who has not yet received a notification letter, please instruct the dealer to verify vehicle eligibility by confirming through Dealer Daily/TIS prior to performing repairs. Dealers should perform the reflash program as outlined in the Technical Instructions which will be posted on TIS.

Identification of Involved Vehicles

There are approximately 14,550 Lexus HS 250h (2010 model year) vehicles involved. The final VIN range will be provided in late February*.

Model	WMI	Year	VIN Range	
			VDS	Range
HS 250h	JTH	2010	BB1BA	2000104 – TBD*

NOTE:

- Not all vehicles in the VIN range are affected by this Safety Recall.
- If a dealership is contacted by an owner who has not yet received a notification, the dealership should **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs.**
- Dealers should perform the repair as outlined in the Technical Instruction posted on TIS.

Implementation at Dealerships

The dealer communication contains technical instructions, warranty claim submission instructions and affected VIN lists. All associates who have a part in this safety recall should be familiar with its contents.

Vehicles in Dealer Inventory

As required by Federal law, dealers are not to deliver any new vehicles in their inventory which are involved in a safety recall unless the defect has been remedied. Vehicle safety recall applicability and completion can be verified through TIS.

Parts Ordering

The reflash process will not require any parts.

Warranty Claim Procedures

Dealers are required to submit recall claims using the information described below:

SSC	Opcode	Description	Labor Hours
ALA	0509B1	Check the current ID of the ABS control ECU	0.3
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- Above flat rate time(s) include 0.1 hour for campaign administrative cost per unit for the dealership. Lexus warranty will only accept one claim per vehicle under the terms of the recall. Please ensure that your dealership checks Dealer Daily or TIS to see if the vehicle has been repaired under this recall prior to servicing a vehicle.

Warranty operation codes and VIN flagging will be available via your DMS system and TIS on February 19, 2010.

Customer Handling

Please consider this safety recall as a great opportunity to focus on assuring customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealers and the Lexus brand. Dealers should continue to welcome these customers to their dealerships and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Lexus' usual customer care amenities of car wash and fuel fill-up apply to this safety recall. Additionally, one day of rental vehicle expense (to a maximum of \$45) or the cost of pick-up and delivery of the customer's vehicle may be claimed if required and subject to the guidelines published in the Safety Recall/Special Service Campaign/Limited Service Campaign General Procedures document on TIS.

As a special measure of care and convenience for our customers, Lexus will reimburse dealers \$70 per vehicle for the expense of providing remote repair service. This fee may be claimed in addition to the flat rate time to reprogram the ABS control ECU (opcode 0509B2). Lexus requests that a vehicle test drive follow the remote repair procedure and that the vehicle's fuel tank be filled and the car washed as is practical. Please note that the usual limits for fuel fill and car wash will apply to remotely repaired vehicles. Rental/loaner car and pick-up and delivery expense will not be allowed on claims where the remote repair fee is claimed.

Please review this entire package with your staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your understanding and cooperation.

Lexus, A Division of Toyota Motor Sales, USA, Inc.

Attachments

CC:	Assistant Area General Managers	District Service and Parts Managers
	Customer Satisfaction Managers	District Technical Managers
	Customer Services Field Managers	Field Product Engineers
	Customer Services Operations Managers	Vehicle Field Sales Managers



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Attachments

CC:	Customer Satisfaction Manager	Sales Manager
	General Manager	Service Manager
	Parts Manager	



**Safety Recall ALA – Certain 2010 Model Year HS 250h Vehicles
ABS Actuator ECU Update – Q&A**

Q1: What is the condition?

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Q2: What is the cause of the condition?

A2: The condition is caused by improper programming of the ABS Actuator Electronic Control Unit (ECU). Due to this programming, there is a possibility that the braking force after the ABS activation may slightly degrade as compared to the braking force before the activation.

Q3: Are there any warnings that this condition exists?

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Q3a: Are there any steps a driver may take if they experience this condition?

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A4: There are approximately 14,550 HS 250h (2010 model year) vehicles involved in the U.S.

MODEL	MY	UIO
HS 250h	2010	14,550

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

A5: The vehicles specific to this Safety Recall were produced beginning in 2009 through late February, 2010.

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A6: Yes, there are approximately 133,000 Toyota Prius vehicles (2010 model year) involved.

Q6a: Why are other Toyota and Lexus Hybrids not involved?

A6a ABS management programs for other models are different from the subject models.

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A7: Owners will be notified by first class mail beginning in late February. Lexus dealers will install a newly designed software update (reflash) to the ABS Actuator ECU at no charge to the vehicle owner.

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**Safety Recall ALA - Certain 2010 Model Year HS 250h Vehicles
ABS ECU Update
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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 a Lexus.

Sincerely,

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