

Safety Recall A0B - Certain 2010 Model Year Prius Vehicles
ABS Actuator ECU Update
SAFETY RECALL NOTICE

Dear Toyota Customer:

This notice is being 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 2010 model year Prius vehicles.

What is the condition?

Toyota 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 Toyota advises drivers to depress the brake pedal using firm pressure.

What will Toyota do?

Toyota has developed a software update for this condition. Any authorized Toyota 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?

This is an important Safety Recall

Please contact your authorized Toyota dealer to install the newly designed ABS ECU software as soon as possible. The installation will take approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary for you to make your vehicle available for a longer period of time.

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.toyota.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 Toyota 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 Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific 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, 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 Toyota.

Sincerely,

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