

**Certain 2001 to 2003 Model Year Prius Electronically-Assisted Power Steering  
Warranty Enhancement Notice**

**CSC-10041274-5802**

Re: <MY> <Prius> <VIN>

Dear Prius Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to meet your product expectations, Toyota would like to advise you of an extension to portions of your Prius's New Vehicle Limited Basic Warranty. This is separate from the Safety Recall notice which is also enclosed.

**Toyota cares about our customers**

Toyota has received reports of customer concerns regarding an unusual steering wheel vibration when the driver releases the steering wheel in certain 2001 to 2003 model year Prius vehicles.

Although the electronically-assisted power steering rack is generally covered by Toyota's New Vehicle Limited Basic Warranty for 3 years or 36,000 miles, whichever comes first, we at Toyota care about your overall experience with the Prius. To assure you that we stand behind our product, we are offering an extension of the warranty coverage on your vehicle's electronically-assisted power steering rack.

This warranty extension is available until December 31, 2013, with no mileage limitation, for the condition described above related to your Prius's electronically-assisted power steering rack assembly. The specific component(s) covered by this warranty extension are as follows:

- Electronically-assisted power steering rack assembly
- Miscellaneous bolts and cotter pins for the removal and installation of the power steering rack

This offer is limited to your specific Prius whose VIN is provided above and is subject to the same conditions set forth in the New Vehicle Limited Warranty section of your Owner's Warranty Information booklet, with the exception of the extended warranty coverage on the electronically-assisted power steering rack assembly. Please note that this coverage is for warranty work performed at an authorized Toyota dealer only.

*Please note that damage incurred from abuse, a crash, vandalism, or other similar events is not covered by the New Vehicle Limited Warranty or this Warranty Extension.*

**What should you do?**

If you have not experienced this condition, please insert this letter into your Prius's Owner's Warranty Information booklet for future reference.

In the event that you experience the condition described above related to your Prius's electronically-assisted power steering rack assembly prior to December 31, 2013, contact any Toyota dealer and make arrangements for diagnosis and, if applicable, repair. Please present this notice to the Toyota dealer when you bring the vehicle in for your appointment.

The repair will take approximately 3 hours; however, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

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

**What if you have previously paid for repair or replacement of your Electronically-Assisted Power Steering Rack?**

If you have previously paid for the repair or replacement of this component to address steering wheel vibration when releasing the steering wheel, please mail a copy of your repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc.  
Toyota Customer Experience, WC 10  
19001 South Western Avenue  
Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. Please allow 6 to 8 weeks to process your request.

We have sent this notice in the interest of your continued satisfaction with our products.

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

SAMPLE





**Customer Support Program (CSP) - ZTP  
Certain 2001 to 2003 Model Year Prius Vehicles  
Extension of Warranty Coverage for Electronically-Assisted Power Steering Rack**

**BACKGROUND**

In our continuing efforts to assure the best in customer satisfaction, Toyota is announcing a Customer Support Program (CSP) to extend the warranty coverage on the Electronically-Assisted Power Steering Rack of certain 2001 to 2003 model year (MY) Prius vehicles.

**Q1: What is the condition?**

Toyota has received reports of customer concerns regarding an unusual steering wheel vibration when the driver releases the steering wheel in certain 2001 to 2003 model year Prius vehicles.

Although the electronically-assisted power steering rack is generally covered by Toyota's New Vehicle Limited Basic Warranty for 3 years or 36,000 miles, whichever comes first, we at Toyota care about the overall ownership experience with the Prius. To assure our customers that we stand behind our product, we are offering an extension of the warranty coverage on the vehicle's electronically-assisted power steering rack.

**Q2: What is Toyota going to do?**

A2: Toyota is offering an Extension of the Warranty coverage for the Electronically-Assisted Power Steering Rack for this specific condition. The CSP is available until December 31, 2013, with no mileage limitation, for the condition described above. If the condition is verified, any Toyota dealer will replace the Electronically-Assisted Power Steering Rack under the terms of the CSP.

Owners of certain 2001 to 2003 Model Year Prius Vehicles covered by this CSP will receive an Owner Letter via first class mail starting in early July, 2011. Owners will be advised of the CSP coverage and, in the event they encounter this condition prior to December 31, 2013, to contact a Toyota dealership for diagnosis and repair. The repair will be conducted in accordance with the terms of the Warranty Extension (CSP).

**Q3: Which vehicles are covered by this CSP?**

A3: There are approximately 52,100 vehicles covered by this CSP.

Model	WMI	MY	VIN Range	
			VDS	UIO
Prius	JT2	2001	BK12U	15,810
			BK18U	
		2002	BK12U	22,740
			BK18U	
		2003	BK12U	13,827
			BK18U	

**Q4: What is the production period of the vehicles covered by this CSP?**

A4: The affected Toyota Prius vehicles were produced from early May, 2000 through Late May, 2003.

**Q5: Are there any other Toyota, Lexus or Scion vehicles involved in this CSP?**

A5: No. This specific condition only affects certain 2001 to 2003 Model Year Prius vehicles.

**Q6: What are the details of this coverage?**

A6: This warranty extension is available until December 31, 2013, with no mileage limitation, for a steering wheel vibration related to your Prius' electronically-assisted power steering rack assembly. The specific components covered by this warranty extension are as follows:

- Electronically-Assisted Power Steering Rack Assembly
- Miscellaneous bolts and cotter pins for the removal and installation of the power steering rack

Please note that damage incurred from abuse, a crash, vandalism, or other similar events is not covered by the New Vehicle Limited Warranty or this Warranty Extension.

**Q7: How long will the repair take?**

A7: The repair will take approximately 3 hours; however, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

**Q8: What should an owner do if they experience an unusual steering wheel vibration?**

A8: For problems that occur prior to December 31, 2013, owners are requested to contact their local Toyota dealer for appropriate diagnosis and repair.

**Q9: Is there a problem with the electronically-assisted power steering racks in the covered Prius vehicles?**

A9: All vehicles comply with Toyota's rigorous durability and quality standards. The condition impacts only a small number of electronically-assisted power steering racks. The warranty extension reflects Toyota's desire to assure our customers that Toyota stands behind its products.

**Q10: Why are only certain vehicles covered and not others?**

A10: The electronically-assisted power steering racks used in the Prius are unique to the Prius. Toyota continually makes changes and improvements to both the manufacturing process and the product as new technological innovations are made. Vehicles produced after May 2003 feature design and manufacturing changes to the electronically-assisted power steering rack.

**Q11: What if a customer has previously paid for repairs on their vehicle?**

A11: Owners that have previously paid for repairs for this specific condition should refer to the owner letter for reimbursement consideration instructions.

**Q12: What if an owner has additional questions or concerns?**

A12: Owners with questions or concerns are asked to please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time