


TOYOTA CUSTOMER SERVICES

Volume: XIX
Number: TC12-026
Date: 10/11/2012
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INTEROFFICE MEMORANDUM

To: All Region/Private Distributor General Managers/Vice Presidents

From: Bob Waltz, 
Vice President, Product Quality & Service Support

Subject: Warranty Enhancement – ZTV
2004 to Certain 2009 Model Year Prius Vehicles
Extension of Warranty Coverage for Combination Meter

In our continuing efforts to ensure the best in customer satisfaction, Toyota is announcing a Warranty Enhancement Program to extend the warranty coverage for the Instrument Panel Combination Meter (Combination Meter) on 2004 to certain 2009 Model Year Prius Vehicles.

Background

Toyota has received a limited number of reports from high mileage 2004 to certain 2009 model year Prius vehicles regarding the Combination Meter display not illuminating when the vehicle's ignition is turned "ON". This condition may occur in certain cold weather conditions and is identified during vehicle start-up.

Although the Combination Meter is covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever occurs first), we at Toyota care about the customers' ownership experience. To ensure our customers' satisfaction with that ownership experience, we are offering an extension of the warranty coverage for the covered vehicle's combination meter.

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

1. Dealer Letter Mailing Date

The attached Dealer Letter will be mailed to all Toyota dealers in mid-October, 2012.

2. Owner Notification Mailing Date

The owner notification will commence in late October, 2012 and will be mailed over several weeks. We have attached a sample owner letter for your reference.

3. Warranty Enhancement Coverage Details

Toyota is offering a Warranty Coverage Extension for the Combination Meter for **9 years with no mileage limitation from the date of first use or before September 30, 2013** whichever is longer for the condition described above. If this condition exists, the dealer will replace the Combination Meter under the terms of this warranty enhancement program.

Please note that damage incurred from abuse, an accident, vandalism or non-warrantable causes are not covered by the New Vehicle Limited Warranty or this Warranty Extension.

4. Number of Vehicles Covered

There are approximately 669,000 Prius Vehicles (2004 to certain 2009 Model Year) covered by this Warranty Extension.

5. Region/District Summary Reports

We have enclosed the following Warranty Enhancement Summary Reports in the Region/Private Distributor (PD) Service Manager/Customer Operations Manager/Director of Service Package:

- Region/PD Summary Reports that provides an overview of the entire Region/PD for this Warranty Extension.
- District Summary Reports that indicate the number of involved vehicles registered in each dealership's primary market area for this Warranty Extension.

Please note that dealerships will not receive reports as this is not a Special or Limited Service Campaign.

Please review this entire Warranty Enhancement Package with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.

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

G. Borst	N. Fein	E. Matsuda	J. Tetherow
R. Broughman	F. Fontanella	M. Michels	P. Turner
G. Bryan	H. Fukui	T. Morrison	K. Ura
W. Burns	S. Haag	T. Nakagami	P. Uribe
D. Camden	J. Hanson	D. Pettitt	A. Vaish
B. Carter	K. Higgins	R. Pflughaupt	R. Waltz
G. Christoff	C. Hostetter	C. Reynolds	S. Watanabe
J. Colon	M. Hosoe	C. Roberts	M. Kosugi
B. Cooper	Y. Inaba	R. Sakai	M. Yamanami
R. Daly	K. Ito	M. Setta	H. Yoshihashi
F. Davidson	M. King	R. Specht	D. Zellers
T. Doi	K. Kusakawa	J. Stempkowski	
D. Esmond	J. Lang	S. Sugawara	
W. Fay	J. Lentz	M. Templin	

