



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
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Torrance CA 90509-2991

**Specific 2012 MY Prius Vehicles
Lane-Keeping Assist System Update
LIMITED TIME OFFER FOLLOW-UP NOTICE**

URGENT

[VIN]

Dear Toyota 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 announce a Limited Service Campaign, which includes your vehicle. Our records indicate that you own a vehicle that has not yet had this limited time offer performed.

What is the condition?

On your 2012 model year Prius vehicle, the Lane-Keeping Assist (LKA) system may not activate the lane departure warning (beep) when the vehicle begins to deviate from the marked lane. All other features of the LKA system operate as designed.

What is included in this Limited Service Campaign?

Before you are inconvenienced, any authorized Toyota dealer will update the calibration ID for the Lane-Keeping Assist System at **NO CHARGE** to you for a limited time. ***This program will be offered until May 31, 2015, and will only be available at an authorized Toyota dealer.***

All other terms of your New Vehicle Limited Warranty will remain in effect whether or not you take advantage of this Limited Service Campaign. Additional details on the New Vehicle Limited Warranty coverage can be found in your Owner's Warranty and Service Guide booklet.

How do you take advantage of this Limited Service Campaign?

Please contact your authorized Toyota dealer as soon as possible to make an appointment to have the Lane-Keeping Assist System updated before **May 31, 2015**. The repair will take approximately 20 minutes; however, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

If your vehicle is covered by this Limited Service Campaign, you do not need an owner letter to have this campaign completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice 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 the repair.
- You can find additional information and locate a Toyota dealer in your area by going online and visiting www.toyota.com/recall.
- Additional information is also available by contacting 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.

If you are a vehicle lessor, please assist us by forwarding this notice to the lessee.

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.