



Gulf States Toyota, Inc.
P.O. Box 442168
Houston, Texas 77244-2168

**2012 – 2014 Toyota Prius v
Non-Toyota Seat Heater Wiring Connections
Special Service Campaign Notice**

**MR. SAMPLE A. SAMPLE
12345 SAMPLE STREET
ANYPLACE, USA 77551-1212**

Re: Vehicle Identification Number [VIN]

Dear Toyota Prius v Owner:

Our records indicate that you are the owner of a 2012 – 2014 Toyota Prius v that was equipped by independent distributor Gulf States Toyota, Inc. (GST) with a non-Toyota seat heater system. GST is initiating a Special Service Campaign to replace certain wiring connections. GST will replace the parts at no cost to you.

Why is GST conducting this Special Service Campaign?

GST is conducting this Special Service Campaign because the non-Toyota seat heater installed in vehicles by GST could stop working due to a failure of the wiring connectors. If this occurs, the seat heater will turn off and no longer work.

What will be done?

Your local Toyota dealer will replace all of the affected wiring connectors with upgraded connectors. The replacement is free of charge.

What should you do?

Contact your local Toyota dealer to schedule an appointment for installation if you are in Texas, Louisiana, Oklahoma, Arkansas, or Mississippi. Please note that an appointment will be necessary to confirm part availability. If you are outside these five states, then contact the GST Customer Assistance Center toll free at 1-800-444-1074. GST will ship the new parts to your preferred Toyota dealer and the dealer will call you to schedule an appointment for installation. The time to perform this service is approximately one hour; however, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

We have sent you this notice in the interest of your continued satisfaction with our products and sincerely regret any inconvenience this Special Service Campaign may cause you.

Sincerely,

Gulf States Toyota, Inc.
Re: SSC# 14R1