



COG Expired on May 31, 2015

To: All Toyota Dealer Principals, Service Managers, and Parts Managers
Subject: Limited Service Campaign C0G
Certain 2012 MY Prius Vehicles
Lane-Keeping Assist System Update

In our continuing efforts to assure the best in customer satisfaction, Toyota is launching a Limited Service Campaign to update the Lane-Keeping Assist system on 335 specific 2012 MY Prius Vehicles.

Background

On 335 Specific 2012 model year Prius vehicles, the Lane-Keeping Assist (LKA) system does 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.

Limited Service Campaign (LSC) Remedy

Toyota dealers are requested to update the calibration ID for the Lane-Keeping Assist system at **NO CHARGE** to the customer. This Limited Service Campaign will be available until **May 31, 2015**.

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

The following vital information is provided to inform you and your staff of the owner notification timing and your degree of involvement.

1. Owner Notification Letter Mailing Date

The owner notification will commence in Late May, 2012, approximately 1 week after the dealer notification.

Please note that only owners of the covered vehicles will be notified. If you are contacted by an owner who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing repairs**. Dealers should perform the repair as outlined in the Technical Instructions found on TIS.

Toyota tries very hard to obtain current customer name and address information from each state through industry resources when mailing owner letters. In the event your dealership receives a notice for a vehicle that was sold prior to the Limited Service Campaign announcement, it is the dealership's responsibility to forward the owner letter to the customer who purchased the vehicle.

2. Vehicle Applicability

This Limited Service Campaign will be available at **NO CHARGE** to vehicle owners until **May 31, 2015**. All other terms of the covered vehicle's applicable New Vehicle Limited Warranty will remain in effect whether or not the customer takes advantage of the Limited Service Campaign.

3. New and Used Vehicles in Dealership Inventory (In-Stock Vehicles)

To ensure customer satisfaction Toyota requests that dealers perform the Limited Service Campaign Remedy on any New or Used Vehicle in dealer inventory that is covered by this Limited Service Campaign prior to customer delivery.

4. Toyota Rent-A-Car (TRAC) Vehicles

Toyota requests that dealers verify whether their TRAC vehicles are covered by Limited Service Campaign C0G. If a vehicle is covered, please perform the Limited Service Campaign at an opportune time.

5. Dealer Summary Reports

Summary Reports, containing the number of covered vehicles in your dealership's primary marketing area, have been enclosed in the dealer package.

6. Number and Identification of Covered Vehicles

There are 335 specific 2012 Model Year Prius vehicles covered by this Limited Service Campaign in the U.S.

Model	WMI	MY	VDS	Serial Start	Serial Finish
Prius	JTD	2012	KN3DU	C1479552	C1525657
				C5369651	C5424495

Please note that **not all vehicles in the VIN range are covered** by this Limited Service Campaign. If you are contacted by an owner who has not yet received the notification, please **verify coverage by confirming through Dealer Daily/TIS**. Dealers should perform the procedure as outlined in the Technical Instructions located on TIS.

A UIO matrix by state is provided to inform your dealership of the number of covered vehicles in your state.

STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO	STATE	UIO
AK	0	HI	0	MI	2	NV	5	UT	3
AL	0	IA	0	MN	0	NY	8	VA	11
AR	9	ID	2	MO	1	OH	0	VT	0
AZ	8	IL	1	MS	2	OK	11	WA	5
CA	96	IN	1	MT	0	OR	6	WI	1
CO	2	KS	0	NC	8	PA	11	WV	0
CT	2	KY	3	ND	0	RI	0	WY	0
DC	0	LA	7	NE	0	SC	2		
DE	1	MA	8	NH	1	SD	0		
FL	17	MD	7	NJ	4	TN	4		
GA	8	ME	1	NM	1	TX	76		

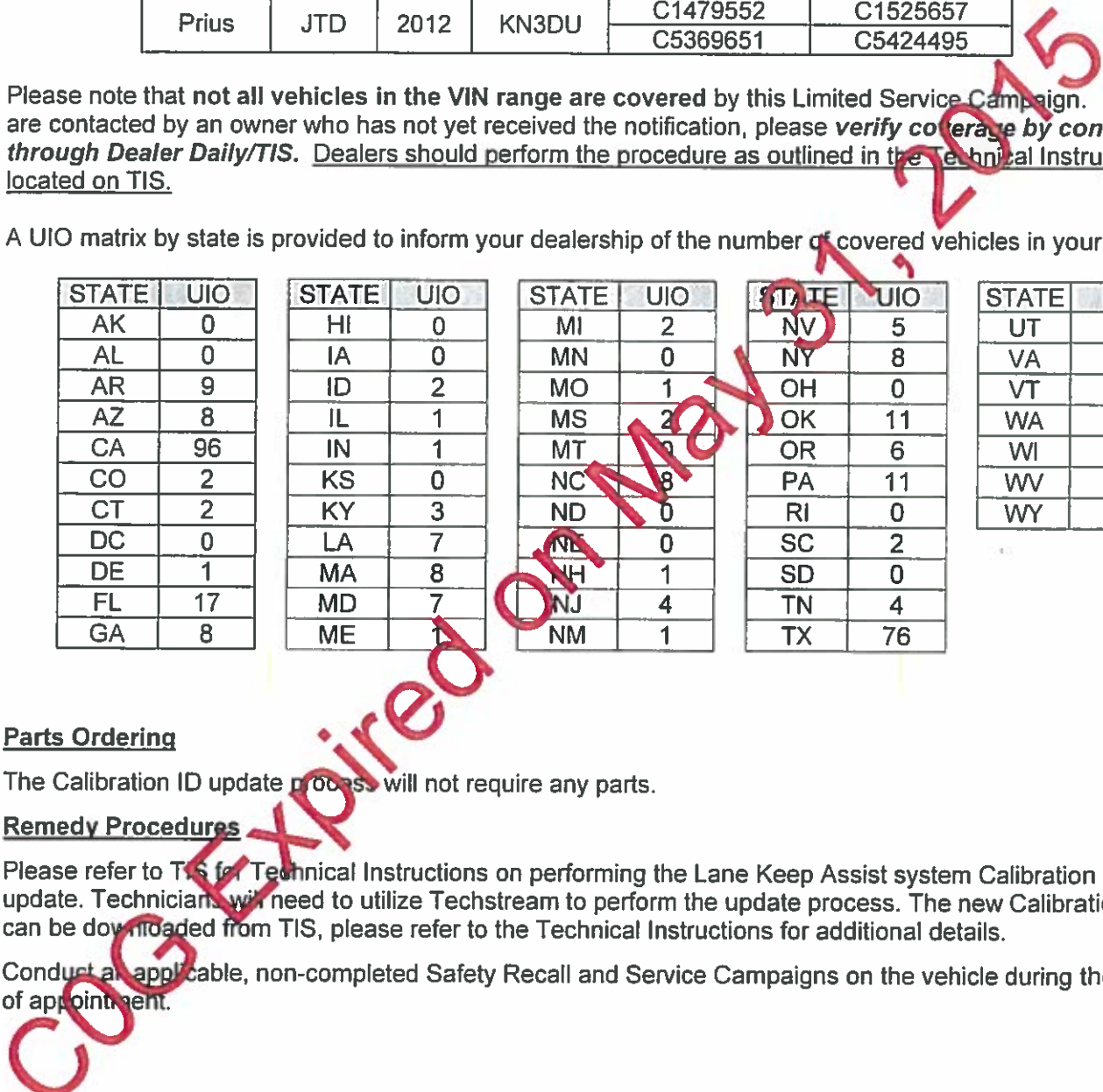
7. Parts Ordering

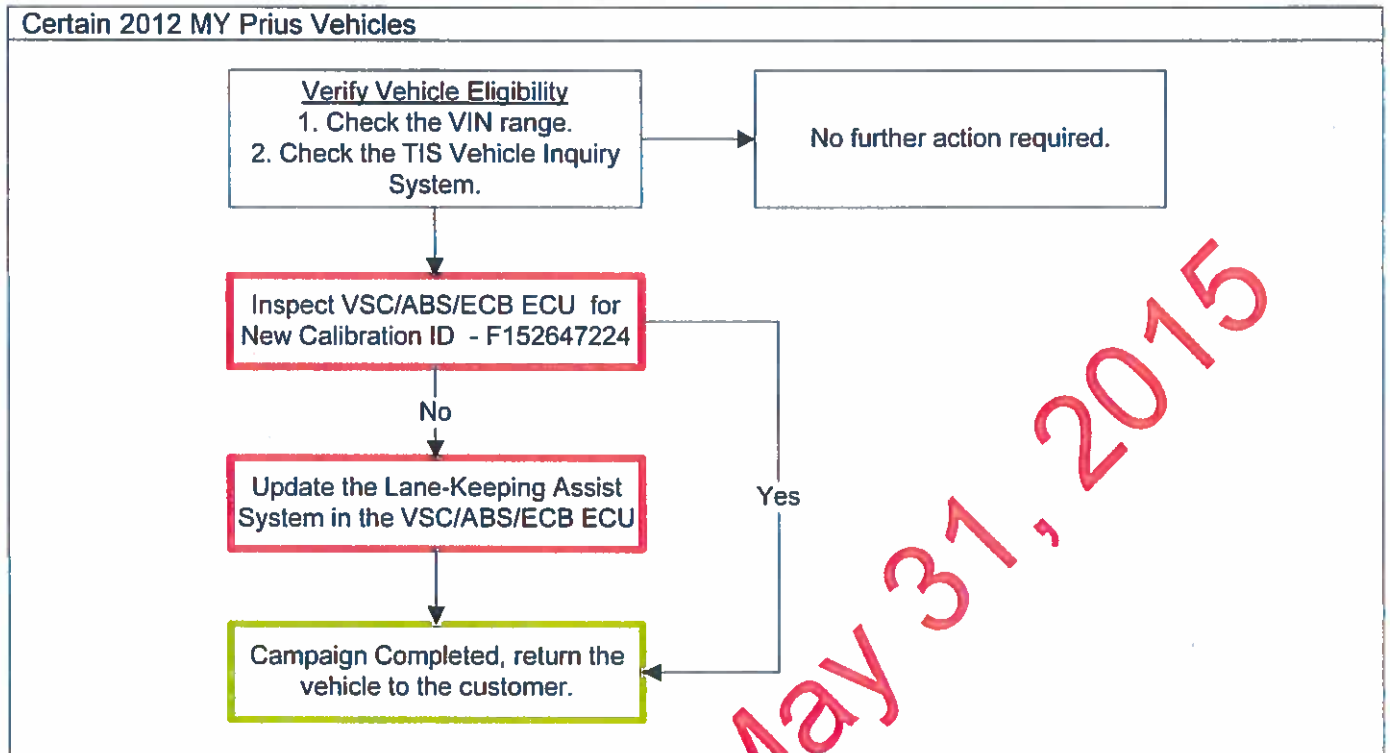
The Calibration ID update process will not require any parts.

8. Remedy Procedures

Please refer to TIS for Technical Instructions on performing the Lane Keep Assist system Calibration ID update. Technicians will need to utilize Techstream to perform the update process. The new Calibration ID can be downloaded from TIS, please refer to the Technical Instructions for additional details.

Conduct all applicable, non-completed Safety Recall and Service Campaigns on the vehicle during the time of appointment.





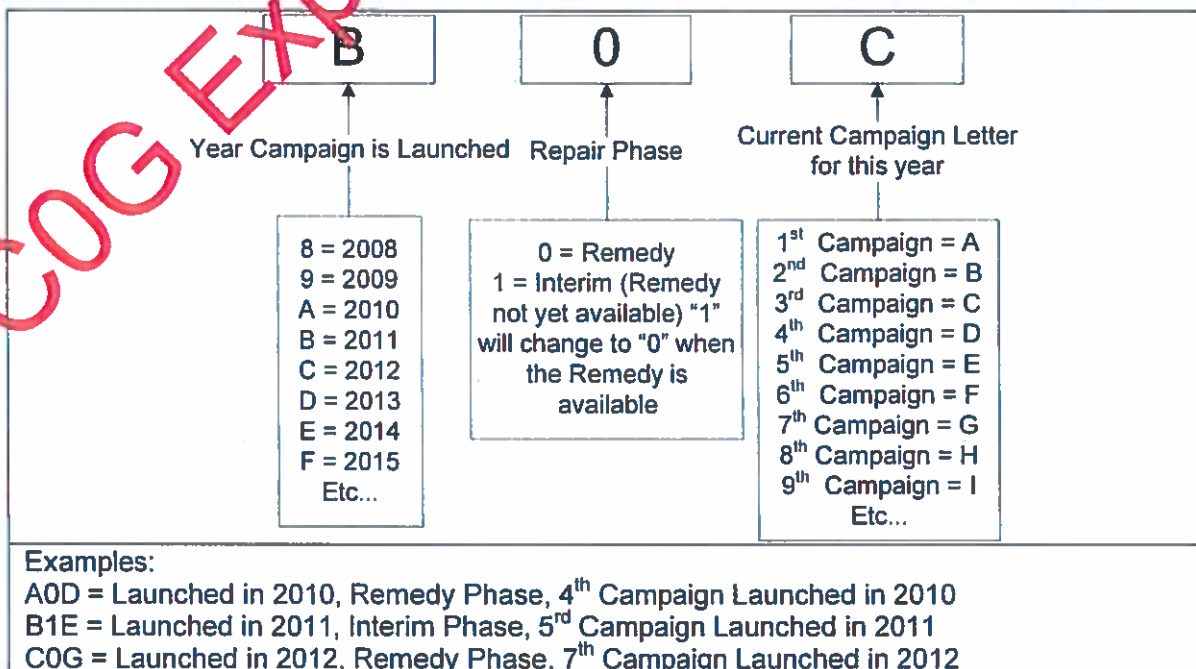
9. Warranty Reimbursement Procedure

The operation codes to be used for this campaign are:

LSC	Model	Op. Code	Description	Flat Rate
COG	Prius	2630C1	Perform Lane-Keeping Assist System Calibration ID Inspection	0.3 hr/vehicle
		2630C2	Perform Calibration ID Inspection and Update Lane-Keeping Assist System Calibration ID	0.4 hr/vehicle

- The above operation codes include 0.1 hour for administrative cost per unit for the dealership.

Campaign Designation Decoder



10. Repair Quality Confirmation

The repair quality of covered vehicles is extremely important to Toyota. To help ensure that all vehicles have the repair performed correctly, please designate at least one associate (someone other than the individual who performed the repair) to verify the repair quality of every vehicle prior to customer delivery.

11. Media Contacts

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Brian Lyons (310) 468-2552 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

12. Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or LSC remedy. Please welcome them to your dealership and answer any questions that they may have. A Q&A is provided to assure a consistent message is communicated.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371).

Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Limited Service Campaign.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.

COG Expired on May 31, 2015



Limited Service Campaign C0G
Specific 2012 MY Prius Vehicles
Lane-Keeping Assist System Update – Q&A

Q1: What is the condition?

A1: On 335 Specific 2012 model year Prius vehicles, the Lane-Keeping Assist (LKA) system does 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.

Q1a: How does Lane-Keeping Assist system work?

A1a: The Lane-Keeping Assist system uses a lane recognition camera sensor to detect lane markers on the road surface. The system assists the driver's steering operation by using the Electronic Power Steering (EPS), and activates the lane departure warning when needed.

Q1b: What is the cause of the condition?

A1b: The cause of this condition is an error in the programming of the ABS/ESC/ECB ECU which controls the Lane-Keeping Assist Departure warning.

Q2: What is Toyota going to do?

A2: Owners of vehicles covered by this LSC will receive a notification letter by first mail starting in late May, 2012. Any authorized Toyota dealer will update the calibration ID for the Lane-Keeping Assist system at **NO CHARGE** to the vehicle owner.

Q3: Which and how many vehicles are covered by this Limited Service Campaign?

A3: There are 335 Specific 2012 Model Year Prius vehicles covered by this Limited Service Campaign in the U.S. The vehicles were produced from mid-December 2011 through mid-March 2012.

Q3a: When will this Limited Service Campaign Expire?

A3a: This Limited Service Campaign will be available until **May 31, 2015**.

Q3b: Are there any other Toyota or Lexus vehicles covered?

A3b: No, this condition only affects 335 specific 2012 Model Year Prius vehicles.

Q3c: Why are other vehicles equipped with Lane-Keeping Assist not covered by this Limited Service Campaign?

A3c: Toyota has identified the 335 specific Prius vehicles have the incorrect Lane-Keeping Assist System Calibration ID installed.

Q4: How long will the repair take?

A4: The repair will take approximately 20 minutes. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q5: What if a customer has previously paid for repairs to his/her vehicle for this condition?

A5: Owners are requested to 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 for reimbursement consideration.

Q6: What if an owner has additional questions or concerns?

A6: 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.

Specific 2012 MY Prius Vehicles
Lane-Keeping Assist System Update
LIMITED TIME OFFER

[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.

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 this Limited Service Campaign. 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 and Sunday 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.

