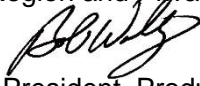

INTEROFFICE MEMORANDUM

Original Publication Date: October 25, 2017

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

From: Bob Waltz 
Group Vice-President, Product Quality and Service Support

Subject: Customer Support Program ZHB
Certain 2010- 2011 Model Year Prius
Coverage for Halogen Low Beam Headlamp Bulbs

Specific information for Region support is provided below.

Condition

Toyota has received a number of reports regarding the halogen head lamps on certain 2010 – 2011 model year Prius vehicles. In these reports, customers have indicated that their vehicle's halogen low beam headlamp bulb lifetime is shorter than expected.

Although the Halogen Low Beam Headlamp Bulbs are 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. Toyota is providing coverage related to the halogen head lamp bulbs due to these circumstances.

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

Dealer Notification

The attached dealer letter will be sent to all Toyota dealers on October 25, 2017.

Please reference the attached Dealer Letter for additional details.

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.