

Original Publication Date: October 25, 2017

To: All Toyota Dealer Principals, General Managers, Service Managers, and Parts Managers

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

In our continuing efforts to ensure the best in customer satisfaction, Toyota is announcing a Customer Support Program to provide coverage for Halogen Low Beam Headlamp Bulbs on Certain 2010- 2011 Model Year Prius vehicles.

Background

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.

Customer Support Program Details

This Customer Support Program provides coverage as it applies to the halogen headlamp bulbs. The specific condition covered by this program is that the halogen low beam headlamp bulb lifetime is shorter than expected. If the condition is verified, the dealer will install voltage adjustment wire harnesses and replace both halogen low beam headlamp bulbs under the terms of this Customer Support Program.

NOTE: Right and left side bulbs and harnesses will be installed even if only one side is exhibiting the condition.

- ***This coverage will be offered until October 31, 2019, regardless of mileage.***

This coverage is for work performed at an authorized Toyota dealer only. It is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owner's Warranty Information booklet. For example, damage from abuse, an accident, theft and/or vandalism is not covered.

Covered Vehicles

There are approximately 390,000 Vehicles covered by this Customer Support Program. There are approximately 400 vehicles distributed to Puerto Rico covered by this Customer Support Program.

Please refer to Warranty Policy Bulletin (Bulletin [No. POL17-15](#)) for identification of vehicles covered by this Customer Support Program.

Model Name	Model Year	Production Period
Prius	Certain 2010-2011	End-March, 2009 - Mid-December, 2011

Owner Letter Mailing Date

Toyota will begin to notify owners in early November 2017 and will be mailed over several months. A sample of the owner notification letter has been included for your reference.

Remedy Procedures

Technical instructions for this Customer Support Program can be found in [TSB-0204-12](#)

Parts Ordering Process - Non SET and GST Parts Ordering Process

Due to potentially limited availability, the parts may have been placed on either Manual Allocation Control (MAC) or Dealer Ordering Solutions (DOS). As the parts inventory changes, the ordering process may change. Please check the Toyota Special Activities MAC/DOS report on Dealer Daily for the most up-to-date parts ordering information.

As this is a customer support program, most customers will only request reimbursement from TMNA for past replacements; dealers should not increase their stock of related repair parts. *Dealers are requested to only order parts for vehicles experiencing this condition only. DO NOT ORDER FOR STOCK.* As always, if a customer experiences the condition described, dealers should conduct appropriate diagnosis and order the applicable parts.

Refer to Warranty Policy Bulletin WPB# [POL17-15](#) for additional parts ordering information.

All Customer Support Program (CSP) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin 2011-087 for campaign parts that are currently returnable under the Monthly Parts Return Program and for additional details.

Technician Training Requirements

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course "Safety Recall and Service Campaign Essentials". To ensure that all vehicles have the repair performed correctly; technicians performing this repair are required to currently hold at least one of the following certification levels:

- Certified Electrical Technician
- Expert Electrical Technician
- Master Technician
- Master Diagnostic Technician (MDT)

Always check which technicians can perform the recall remedy by logging on to <https://www.uotdealerreports.com>. It is the dealership's responsibility to select technicians with the above certification level or greater to perform this repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

Reimbursement Procedure

Refer to the Warranty Policy Bulletin (Bulletin No. [POL17-15](#)) for claim processing instructions. *All parts replaced for this repair are subject to warranty part recovery.*

Claim Filing Accuracy and Correction Requests

It is the dealer's responsibility to file claims correctly for this Customer Support Program. This claim filing information is used by Toyota for various government reporting activities; therefore, claim filing accuracy is crucial. If it has been identified that a claim has been filed using an incorrect opcode or a claim has been filed for an incorrect VIN, refer to Warranty Procedure Bulletin [PRO17-03](#) to correct the claim.

Customer Reimbursement

Reimbursement consideration instructions will be included in the owner letter.

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 Victor Vanov (469) 292-1318 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

Customer Contacts

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Customer Support Program. 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) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

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



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

**Frequently Asked Questions
Original Publication Date: October 25, 2017**

Q1: What is the condition?

A1: 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.

Q2: What is Toyota going to do?

A2: 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.

Toyota will send (in phases consistent with parts availability and repair capacity) an owner notification by first class mail starting in early-October, 2017, advising owners of this Customer Support Program.

If the owner experiences the condition described above, he/she should contact a local authorized Toyota dealership for diagnosis. If the condition is verified, the dealer will install voltage adjustment wire harnesses and replace the halogen low beam headlamp bulbs with new ones at **NO CHARGE** to the customer.

NOTE: Right and left side bulbs and harnesses will be installed even if only one side is exhibiting the condition.

Q3: Which and how many vehicles are covered by this Customer Support Program?

A3: There are approximately 390,000 vehicles covered by this Customer Support Program. Approximately 400 vehicles involved in this Customer Support Program were distributed to Puerto Rico.

Model Name	Model Year	Production Period
Prius	2010-2011	End-March, 2009 - Mid-December, 2011

Q3a: Are there any other Lexus/Toyota/Scion vehicles covered by this Customer Support Program in the U.S.?

A3a: Yes, the Lexus CT200h (MY2011-2013) and Lexus HS250 (MY2010-2012) vehicles are both covered by this Customer Support Program.

Q4: What are the details of this program?

A4: This Customer Support Program provides coverage as it applies the halogen headlamp bulbs. The specific condition covered by this program is that the halogen low beam headlamp bulb lifetime is shorter than expected. If the condition is verified, the dealer will install voltage adjustment wire harnesses and replace both halogen low beam headlamp bulbs under the terms of this Customer Support Program.

NOTE: Right and left side bulbs and harnesses will be installed even if only one side is exhibiting the condition.

- **This coverage will be offered until October 31, 2019 regardless of mileage.**

This coverage is for work performed at an authorized Toyota dealer only. It is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owner’s Warranty Information booklet. For example, damage from abuse, an accident, theft and/or vandalism is not covered.

Q5: Which part(s) are covered by this Customer Support Program?

A5: The specific component(s) covered by this program are as follows:

- Halogen Low Beam Headlamp Bulbs
- Halogen Low Beam Headlamp Bulb Wire Harnesses

Q6: What should an owner do if experiencing this condition?

A6: If an owner thinks that he/she has experienced the condition described in this Customer Support Program, a local Toyota dealer should be contacted for appropriate diagnosis and repair. If the condition is verified as being in accordance with the terms of the program, the repair will be performed at **NO CHARGE**.

Q7: What if an owner HAS NOT experienced this condition but would like to have the repair completed?

A7: This Customer Support Program only applies to vehicles that have exhibited the condition described above. If an owner has not experienced the condition, he/she is asked to apply the notification label to the Owners Warranty Information Booklet for future reference.

Q8: How long will the repair take?

A8: The repair takes approximately 3 hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q9: What if I previously paid for repairs related to Customer Support Program?

A9: Reimbursement consideration instructions will be provided in the owner letter.

Q10: How does Toyota obtain my mailing information?

A10: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information, based upon the DMV records. Please make sure your registration or title information is correct.

Q11: What if I have additional questions or concerns?

A11: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

CUSTOMER SUPPORT PROGRAM NOTIFICATION – ZHB

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to provide vehicles of outstanding quality and value. As part of our continual efforts to ensure customer satisfaction, Toyota would like to advise you of a Customer Support Program that has been initiated for your vehicle.

Toyota has received a number of reports regarding the halogen headlamps on certain 2010 – 2011 model year Prius vehicles. In these reports, customers have indicated that halogen low beam headlamp bulb lifetime is shorter than expected. While the majority of vehicles will not experience this condition, we are offering the following Customer Support Program:

Customer Support Program Details

This Customer Support Program provides coverage as it applies the halogen headlamp bulbs. The specific condition covered by this program is that the halogen low beam headlamp bulb lifetime is shorter than expected. If the condition is verified, the dealer will install voltage adjustment wire harnesses and replace both halogen low beam headlamp bulbs under the terms of this Customer Support Program.

NOTE: Right and left side bulbs and harnesses will be installed even if only one side is exhibiting the condition.

- ***This coverage will be offered until October 31, 2019 regardless of mileage.***

Please note that this coverage is for work performed at an authorized Toyota dealer only.

This coverage is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owner's Warranty Information booklet. For example, damage from abuse, an accident, theft and/or vandalism is not covered.

*Please see your Toyota dealer for additional details

VIN# _____

Peel and Stick
Label onto the
Owner's Warranty
Information Booklet

What should you do?

Please apply the label above to your Owner's Warranty Information Booklet for future reference. If you have not experienced the condition described above, there is no action necessary at this time.

If you have experienced this condition, please contact any authorized Toyota dealer and make arrangements for diagnosis and, if applicable, repair.

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.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

If you have previously paid for repairs related to this condition, please mail a copy of your repair order, proof-of-payment, and ownership information to the following address for reimbursement consideration:

Toyota Customer Experience Center - TSR
Toyota Motor Sales, USA, Inc.
c/o Toyota Motor North America, Inc.
P O Box 259001 – SSC/CSP Reimbursements
Plano, Texas 75025-9001

Please refer to the attached Reimbursement Checklist for required documentation details.

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.

SAMPLE

CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS
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ZHB

Q1: *Is this a recall?*

A1: No. This is not a recall. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to help ensure customer satisfaction, Toyota is advising you of this Customer Support Program.

Q2: *If my vehicle does not have this condition, do I need to make an appointment with my dealership?*

A2: No, you do not need to take your vehicle to a dealership unless your vehicle is exhibiting the condition described in this letter. **If you have not experienced this condition, please apply the label to your Owner's Warranty Information booklet for future reference.**

Q3: *Is the Customer Support Program coverage transferable if I sell my vehicle?*

A3: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

Q4: *What should I do if my vehicle has the condition described?*

A4: If you experience this condition, please contact any authorized Toyota dealer and make arrangements for diagnosis and, if applicable, repair.

Q5: *How long will the repair take?*

A5: The repair will take approximately 3 hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q6: *Which part(s) are covered by this Customer Support Program?*

A6: The specific component(s) covered by this program are as follows:

- Halogen Low Beam Headlamp Bulbs
- Halogen Low Beam Headlamp Bulb Wire Harnesses

Q7: *What if I have additional questions or concerns?*

A7: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.