



LSC 30D
2001 MODEL YEAR PRIUS ELECTRIC MOTOR POWER STEERING (EMPS)
ELECTRONIC CONTROL UNIT (ECU)
LIMITED SERVICE CAMPAIGN

PRIUS

Dear Prius Customer:

Thank you very much for your patronage of Toyota. We are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Limited Service Campaign Program, which includes your Prius vehicle.

What is the potential problem?

The innovative and environmentally friendly Prius uses an advanced electrically assisted power steering system rather than a traditional hydraulically-assisted system. On certain 2001 Model Year Prius vehicles, due to the sensitivity of the diagnostic logic in the Electric Motor Power Steering (EMPS) Electronic Control Unit (ECU), there is a possibility that the master warning light and power steering warning light may illuminate along with an audible warning chime while the steering wheel is in the straight (neutral) position. If the warning lights are on, then the failsafe system will be activated and the driver may experience a higher than normal steering effort based upon vehicle speed.

If this should occur, it may be *temporarily* corrected in certain cases if the vehicle is parked, the ignition is turned "OFF" and then turned back "ON".

What is included in this Limited Service Campaign?

Before you are inconvenienced by these symptoms, Toyota would like to replace the EMPS ECU. Any Toyota dealer will conduct this service at **NO COST** to you for a limited time. This program will be offered until **June 30, 2006**, and will only be available at your authorized Toyota dealer.

All terms of your Toyota Basic Warranty will remain intact regardless of whether you take advantage of this Limited Service Campaign. Additional details on your vehicle's Toyota Basic Warranty coverage can be found in your Owner's Warranty Information booklet.

How do you take advantage of this Service Campaign?

As your dealer must make arrangements to assure he has the necessary parts in stock, please contact your authorized Toyota dealer to make an appointment to replace the EMPS ECU as soon as possible. The labor time necessary to replace the EMPS ECU is approximately 30 minutes. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. The Toyota dealer will make every effort to assure your utmost convenience during this service.

Please present this notice to the Toyota Dealer when you bring the vehicle in for your service appointment.

If you no longer own the vehicle, please indicate so on the enclosed postage paid form, providing us with the name and address of the new owner.

What if you have other questions?

Please contact any Toyota dealer or call the Toyota Customer Assistance Center at 1-800-331-4331.

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 the Toyota Prius.

Sincerely,

TOYOTA MOTOR SALES, U.S.A., INC.

