

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

Subject: Limited Service Campaign (LSC) A0N
2004 through Certain 2007 Model Year Prius Vehicles
Electric Hybrid Water Pump Replacement

Toyota will initiate a Limited Service Campaign (LSC) to replace the Hybrid Electric Water Pump (HV Water Pump) on 2004 through certain 2007 model year Prius vehicles.

Background

On 2004 through certain 2007 model year Prius vehicles, there is a possibility that air may remain at the bearing of the Hybrid Electric Water Pump (HV Water Pump), causing pump actuation to be slow. In this condition, the temperature of the coolant could rise and become high, which will result in illumination of the Malfunction Indicator Light (check engine light "ON") for diagnostic code P0A93 with information code 346 (Inverter cooling system malfunction).

Limited Service Campaign (LSC) Remedy

Toyota dealers are requested to replace the Electric HV water pump at **NO CHARGE** to the customer.

All terms of the New Vehicle Limited Warranty will remain intact regardless of whether or not the customer takes advantage of this Limited Service Campaign. Additional details on the vehicle's 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 program notification schedule and your degree of involvement.

1. Owner Notification Mailing Date

The owner notification will commence in **early December**, 2010. We have attached a copy of the owner notification letter for your reference.

Please note that only owners of the affected vehicles will be notified. If a dealer is contacted by an owner who has not yet received a notification, please instruct them to **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.

2. Vehicle Applicability

This Limited Service Campaign will be available at **no charge** to the vehicle owners until **November 30, 2013**. All terms of the affected vehicle's applicable New Vehicle Limited Warranty will remain intact regardless of whether or not the customer takes advantage of the Limited Service Campaign.

3. Number of Involved Vehicles

There are approximately 378,000 Prius (2004 through certain 2007 model year) vehicles involved in the U.S.

Model	Approximate UIO by Model Year			
	2004	2005	2006	2007
Prius	48,009	121,047	87,388	121,852

4. Dealer/Owner Lists

For your reference, a summary report containing vehicles in your dealerships primary marketing area is included in the Service and Parts Manager paper copies:

5. Super Long Life Coolant

Chemical Part No.	Chemical Name	Qty/Unit
00272-SLLC2	Toyota Super Long Life Coolant (SLLC)	1 Gal.

NOTE:

- Toyota Super Long Life Coolant (SLLC) can be ordered through the Toyota Chemical Program and will be drop shipped from AMREP.

6. Technical Instructions/Repair Procedures

Please refer to the repair manual for the appropriate repair procedures.

7. Parts Ordering

The necessary parts can be ordered through the dealer's facing PDC. **Parts have been placed on Manual Allocation and will be released daily please see chart below. Additional ordering instructions will be sent in a separate communication.**

Model Application	Part No.	Part Name	Order Qty	Order Frequency
Prius	04000-32528	Hybrid Water Pump Kit	20	Daily

The necessary parts can be ordered through the dealer's facing PDC. Please refer to the table below and the Technical Instructions for part number information.

Model Application	Part No.	Part Name	Qty/Unit
Prius	04000-32528	Hybrid Water Pump Kit	1
<u>The kit above includes the following parts:</u> G9020-47031 = Hybrid Water Pump = Quantity 1 90430-18008 = Hybrid Water Pump Gasket = Quantity 1			

NOTE:

- Owners do not require the owner notification for the remedy to be performed. If your dealership is contacted by an owner who has not yet received a notification or did not bring it, please **verify eligibility and completion status by confirming through Dealer Daily/TIS prior to performing the remedy.**
- Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

STATE	UIO
AK	501
AL	2,216
AR	1,904
AZ	8,790
CA	107,538
CO	8,392
CT	5,498
DC	1,284
DE	1,234
FL	17,497
GA	5,878

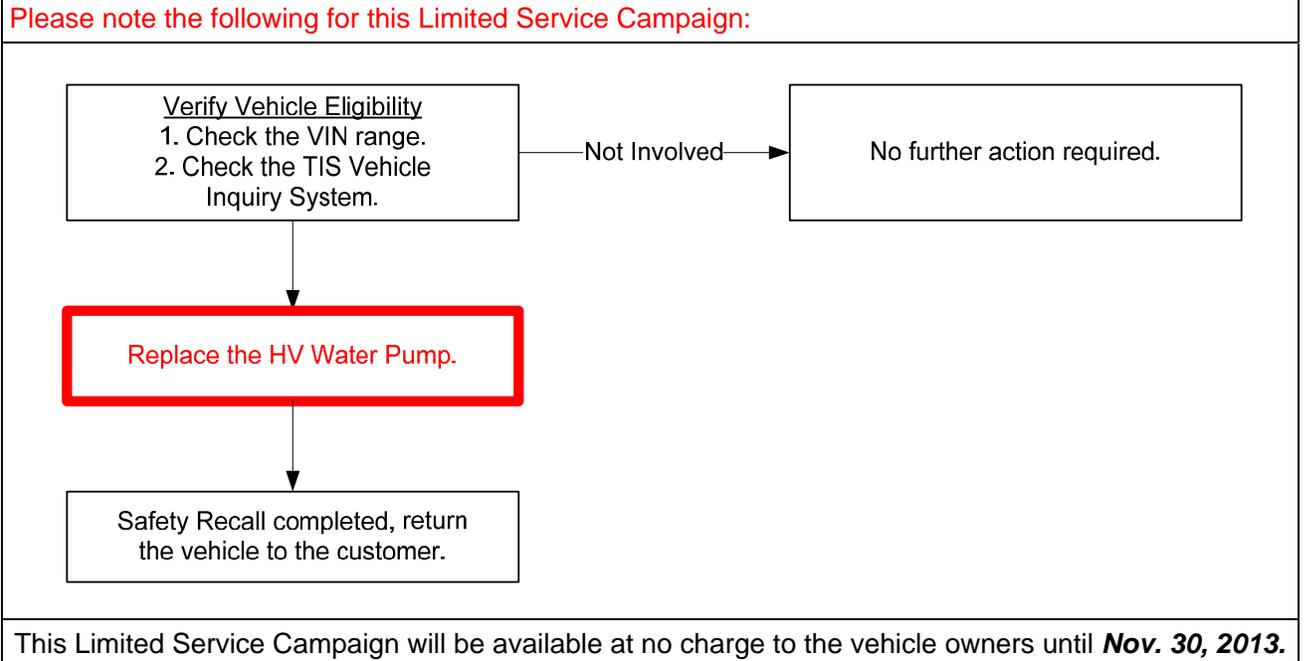
STATE	UIO
HI	262
IA	2,479
ID	1,618
IL	12,310
IN	4,596
KS	2,230
KY	2,180
LA	1,815
MA	11,579
MD	10,000
ME	2,424

STATE	UIO
MI	5,867
MN	6,121
MO	4,118
MS	892
MT	1,073
NC	9,177
ND	231
NE	1,039
NH	2,678
NJ	8,595
NM	2,862

STATE	UIO
NV	2,959
NY	16,352
OH	7,985
OK	2,287
OR	10,110
PA	12,563
RI	1,473
SC	2,577
SD	520
TN	3,445
TX	16,590

STATE	UIO
UT	2,623
VA	14,782
VT	1,683
WA	14,922
WI	6,941
WV	1,139
WY	580

8. Reimbursement Procedures



Submit Limited Service Campaign claims following the procedures described in the Toyota Warranty Policy and Procedures Manual.

The operation codes to be used for this campaign are:

LSC #	Model	Op. Code	Description	Flat Rate Hour
A0N	Prius	0615L1	Replace the Electric Hybrid Water Pump	1.2hr/vehicle

NOTE: The above flat rate time includes 0.1 hour for administrative costs per unit for the dealership.

Sublet:

- Coolant: Toyota Super Long Life Coolant (SLLC) 00272-SLLC2 may be claimed up to 1.4L per vehicle under OP. Code 0615L1

9. Customer Handling

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).

10. Media Contacts

For **News media inquiries only**:

Due to the nature of this Limited Service Campaign, 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 Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

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 LSC.

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

2004 through Certain 2007 Model Year Prius Vehicles
Electric Hybrid Water Pump Replacement – Limited Service Campaign
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 Program, which includes your vehicle.

What is the condition?

On 2004 through certain 2007 model year Prius vehicles, there is a possibility that air may remain at the bearing of the Hybrid Electric Water Pump (HV Water Pump), causing pump actuation to be slow. In this condition, the temperature of the coolant could rise and become high, which will result in illumination of the Malfunction Indicator Light (check engine light "ON") for diagnostic code P0A93 with information code 346 (Inverter cooling system malfunction).

What is included in this Limited Service Campaign?

To reduce any possible inconvenience caused by this condition, any Toyota dealer will replace the HV Water Pump at **NO CHARGE** to you for a limited time. This program will be offered until **November 30, 2013**, and will only be available at your authorized Toyota dealer.

All terms of your New Vehicle Limited Warranty will remain intact regardless of whether or not you take advantage of this Limited Service Campaign. Additional details on your vehicle's 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 to make an appointment to replace the HV Water Pump **before November 30, 2013**. The repair will take approximately 1.2 hours. 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.

If the MIL (check engine light) comes on due to this condition, you should promptly contact a Toyota dealer to arrange for a repair. If the vehicle is continually operated under this condition, the hybrid system will not be able to properly manage the heat that is created. If the temperature of the hybrid components becomes too high, the vehicle will enter fail-safe mode to prevent hybrid component damage. If this occurs, engine power output will be reduced. If this occurs, the vehicle should be pulled over where it is safe to do so and a Toyota dealership should be contacted.

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 7:00 am through 4:00 pm Pacific Time.

What if you have previously paid for repairs for this condition?

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

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC10
19001 South Western Avenue, Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. Please allow us 6-9 weeks to process your request.

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.

SAMPLE



**Limited Service Campaign (LSC) A0N
2004 through Certain 2007 Model Year Prius Vehicles
Hybrid Electric Water Pump Replacement**

Q1: What is the condition?

A1: On 2004 through certain 2007 model year Prius vehicles, there is a possibility that air may remain at the bearing of the Hybrid Electric Water Pump (HV Water Pump), causing pump actuation to be slow. In this condition, the temperature of the coolant could rise and become high, which will result in illumination of the Malfunction Indicator Light (check engine light "ON") for diagnostic code P0A93 with information code 346 (Inverter cooling system malfunction).

Q2: What is the cause?

A2: This condition is caused by air being introduced into the hybrid cooling system. When air is introduced into the hybrid cooling system, it may become trapped, causing the pump actuation to be slow. In this condition, the temperature of the coolant could rise and become high, which will result in illumination of the Malfunction Indicator Light.

Q2a: How is air being introduced into the hybrid cooling system?

A2a: If the amount of coolant for the inverter is insufficient or the air bleeding is inadequate during replacement of the coolant, air can be introduced into the system.

Q2b: What does Malfunction Indicator Light (check engine light) "ON" for diagnostic code P0A93 with information code 346 indicate?

A2b: This code indicates the inverter coolant temperature becomes higher than the vehicle's Hybrid Electronic Control Module's (HV ECM) expectations.

Q3: What is the Hybrid Electric Water Pump?

A3: The Hybrid Electric Water Pump (HV Water Pump) is an electrically driven coolant pump that circulates coolant through the hybrid components to provide cooling. ***The HV Water Pump serves a different purpose than the engine water pump.***

Q4: Are there any warning that this condition exists?

A4: Yes, if this condition has occurred on the vehicle, a check engine light "ON" condition may occur, resulting in diagnostic code P0A93, with information code 346.

Q5: What if a customer has the Check Engine Light illuminated?

A5: If the customer experiences a check engine light "ON" condition, the vehicle will continue to operate. However, the customer should contact their authorized Toyota dealer for diagnosis and if applicable repair. If the customer is not able to immediately service the vehicle, he or she should confirm that there is sufficient coolant for the Hybrid System before operating the vehicle. The vehicle should be serviced as soon as possible.

Q6: What happens if the vehicle is continually operated with check engine light "ON" for this condition?

A6: If the vehicle is continually operated under this condition, the hybrid system will not be able to properly manage the heat that is created. If the temperature of the hybrid components becomes too high, the vehicle will enter fail-safe mode to prevent hybrid component damage. During fail-safe mode, engine power output will be reduced. If this occurs, the vehicle should be pulled over where it is safe to do so and a Toyota dealership should be contacted.

Q7: What is Toyota going to do?

A7: Owners of vehicles that are covered by this LSC will receive a notification via first class mail starting in early December, 2010. Toyota will replace the HV Water Pump assembly with a newly designed one at **No Charge** to the vehicle owner. However, this offer only applies if the owner contacts a dealer to arrange for this service before November 30, 2013.

Q8: What is the countermeasure?

A8: The HV Water Pump has been newly designed to help prevent air bubbles from being trapped during the process of bleeding the hybrid system. If air is introduced into the system, the newly designed water pump also contains a bushing to ensure the impeller does not contact the pump housing.

Q9: Which models are covered by this LSC?

A9: The vehicles covered by this Limited Service Campaign are 2004 through certain 2007 Model Year Prius vehicles.
There are approximately 378,000 vehicles involved.

Q10: Have there been any cases of accidents or injuries reported due to this condition?

A10: Toyota has not received any reports of accidents or injuries related to this condition.

Q11: When will this Limited Service Campaign expire?

A11: This Limited Service Campaign will be offered until November 30, 2013.

Q12: How long will the repair take?

A12: The repair will take approximately 1.2 hours. However, depending upon the dealer's work schedule, it may be necessary for the owner to make the vehicle available for a longer period of time.

Q13: Are there any other Toyota, Lexus or Scion Vehicles involved?

A13: No, this condition only affects 2004 through certain 2007 model year Prius vehicles.

Q13a: Why aren't other HV models included in this campaign?

A13a: Other models have a HV Water Pump of a different design.

Q14: What if an owner has additional questions or concerns?

A14: 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.

Q15: What if an owner has previously paid for repairs for this condition?

A15: Owners that have previously paid for repairs to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration.