



Gulf States Toyota, Inc.
P.O. Box 442168
Houston, TX 77244-2168



Special Service Campaign
Non-Compliance Recall – Update to Load Carrying Capacity Modification (Addendum) Act

| VIN: | -2010 | Model Year | Toyota | PRIUS |
|------|-------|------------|--------|-------|
|------|-------|------------|--------|-------|

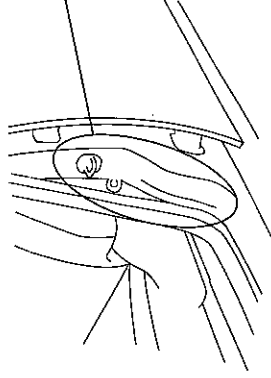
Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Gulf States Toyota, Inc. has decided that your vehicle (VIN listed above) fails to conform to a provision of the Federal Motor Vehicle Safety Standards (FMVSS) No. 110 as it relates to Load Carrying Capacity Modification (Addendum) Labels.

What is the condition?

The Addendum Label is a yellow label (see diagram below) located on the driver's side center pillar. The label provides the weight of accessories added to your vehicle which were not already taken into account in the vehicle occupant and cargo carrying capacity located on the Tire and Loading Information Label.

The affected vehicles' required Addendum Labels were not installed at all or the current Addendum Labels are not correct in that they overstate or understate the weight of accessories installed on the vehicles at our Vehicle Processing Center. In the worst case, a driver may overload a vehicle which may increase the risk of a crash.



CAUTION: LOAD CARRYING CAPACITY REDUCED
Modifications to this vehicle have reduced the original load carrying capacity by 0000 kg or 0000 lbs.

What will Gulf States Toyota, Inc. do?

Enclosed, you will find a new Addendum Label for your specific vehicle (VIN listed above). Please note that, if on your vehicle, the weight of accessories was already factored into the occupant and cargo carrying capacity before the accessories were installed, the corrected Addendum Label will reflect that the load carrying capacity was reduced by "0 kg or 0 lbs". In this case, you may rely on the Vehicle Capacity Weight stated on the Tire and Loading Information Placard on the driver's side door jamb, near the Addendum Label.

What should you do?

Please assist us by affixing the enclosed Addendum Label to your vehicle. Installation instructions are located on the following page.

- If you no longer own the vehicle, please call Gulf States Toyota, Inc. at 1-800-444-1074.
- If you are a vehicle Lessor, Federal law requires you to forward a copy of this notice to the Lessee within ten days.

What should you do if you have further questions or any problems?

If you have any further questions, or if you have a problem obtaining the needed service or repair, please contact either:

- Your local Toyota/Scion Dealer; or
- Gulf States Toyota Inc.'s Customer Assistance Center at 1-800-444-1074 Monday through Thursday, 8:30 am to 5:00 pm, or Friday 8:30 am to 4:00 pm Central Standard Time.

If you believe that the dealer or Gulf States Toyota, Inc. has failed, or is unable to remedy the noncompliance within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590 or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

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,
Gulf States Toyota, Inc.

CAUTION: LOAD CARRYING CAPACITY REDUCED
 Modifications to this vehicle have reduced the original load
 carrying capacity by 7.00 kg or 14 lbs.