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Product Quality and Service Support, Quality Compliance
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Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Safety Recall B0G– *Remedy Available*
2001 to 2003 Model Year Prius Vehicles
Replacement of Electronic Power Steering (EPS) Pinion Shaft Nuts
*******URGENT*******

As previously announced on June 1, 2011, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on Certain 2001 - 2003 Model Year Prius vehicles.

- ***This communication is to inform you that the Safety Recall remedy is available and Toyota will begin notifying owners of vehicles covered by this Safety Recall.***
- A Dealer Letter containing additional information (i.e. Technical Instructions, reimbursement procedures, parts ordering information, etc.) has been posted on TIS.
- ***Please refer to TIS for vehicle applicability and additional information.***

Customer and Media Contacts

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- ***In the event you are contacted by the News media***, it is imperative that all media contacts (local and national) receive a consistent message. Please direct all media contacts to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers or call if you are a dealer associate. Please provide these contacts to only media associates.)



Safety Recall B0G

2001 to 2003 Model Year Prius Vehicles

Replacement of Electric Power Steering (EPS) Pinion Shaft Nuts Q&A

Background

As previously announced on June 1, 2011, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on Certain 2001 - 2003 Model Year Prius vehicles.

Q1: What is the condition?

A1: In the Electronic Power Steering (EPS) system of the 2001 through 2003 Prius, there is a possibility that the nuts that secure the pinion shaft in the steering gear box assembly may become loose if the steering wheel is repeatedly and strongly turned to the full-lock position. If the vehicle is continuously operated in this condition, the pinion shaft may become unstable which may cause power generated by the electric motor to not be fully transmitted. This could result in significant increased steering effort when making a left turn increasing the risk of a crash.

Q2: What is the EPS system?

A2: The Electric Power Steering (EPS) system provides power assistance to reduce steering effort. It generates torque using a power steering motor and a reduction mechanism which are assembled in the steering gear box assembly.

Q3: Are there any warnings that this condition exists?

A3: If the nuts start to loosen, over time, the customer will gradually notice that it takes more effort to turn the steering wheel in a left turn.

Q4: Which and how many vehicles are covered by this Safety Recall Campaign?

A4: There are approximately 52,000 Toyota Prius (2001 through 2003 model year) vehicles covered by this Safety Recall.

Q4a: What is the production period of the covered vehicles?

A4a: The covered Prius vehicles were produced from late January, 2000 to late May, 2003.

Q4b: Are there any other Toyota or Lexus vehicles covered?

A4b: No, this specific condition is limited to certain 2001 through 2003 model year Prius vehicles.

Q5: What is Toyota going to do?

A5: Any authorized Toyota dealer will replace the nuts which secure the pinion shaft with different ones at **NO CHARGE** to the vehicle owner. Owner notification letters sent by first class mail will begin mailing in early July, **2011**.

Q6: How long will the repair take?

A6: The repair will take approximately 4 hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

Q7: What if an owner has previously paid for repair to address the condition described above?

A7: Reimbursement consideration instructions will be provided in the remedy owner letter.

Q8: What should owners do if they experience the condition or have immediate concerns about the current safety of their vehicle?

A8: 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.