



TO: ALL TOYOTA DEALER PRINCIPALS,
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: CUSTOMER SUPPORT PROGRAM
SUPPLEMENTAL TIRE WARRANTY COVERAGE FOR CERTAIN 2001 MY PRIUS

Toyota will initiate a Customer Support Program (CSP) to provide supplemental tire warranty coverage to certain 2001 MY Prius owners.

Toyota has received a small number of reports regarding rapid uneven tire wear on some factory-equipped Bridgestone Potenza P175/65R14XL low-rolling-resistance tires: the outer edges of the tire were reported as wearing more quickly than the center section.

As part of our dedication to continuous improvement, changes were incorporated in the production process to make the tires more resistant to this type of condition. These new tires can be identified by the letter "JDH" on the sidewall of the tire.

Although the tires are covered by the tire manufacturer's (Bridgestone/Firestone) warranty, we at Toyota care about the customer's overall Prius experience and want to reassure them that we stand behind our products. To this end, we have made arrangements for a special supplement to the vehicle's Warranty Coverage.

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 Letter Mailing Date

The owner notification will commence in early May, 2002. We have attached a copy of the owner notification letter for your reference.

2. Identification of Involved Vehicles

Nationally, there are approximately 11,100 MY 2001 Prius vehicles involved in this program.

Model	Year	VIN Range		
		WMI	VDS	Ranges
Prius	2001	JT2	BK12U	10002009 – 10030664
			BK18U	10002023 – 10030158

Note: Not all vehicles in the VIN ranges are eligible for this Supplemental Tire Warranty Coverage.

3. Applicability Period

This supplemental Warranty Coverage is offered until April 30, 2003, for uneven tire wear between the outer edges and center portion of the tire under normal use for a period of 25,000 miles from the date of first vehicle use. This offer is limited to the original factory equipped Bridgestone Potenza P175/65R14XL low-rolling-resistance tires, identifiable by the letters "CHA" on the sidewall of the tire.

4. Repair Procedures

Refer to the attached Technical Instructions.

5. Parts Ordering

As this is **not** a Special or Limited Service Campaign, and most customers will only request reimbursement for past replacements, dealers should not stock tires. However, if tires are required, you must order the tires (Article #096040) through your local Bridgestone tire distributor. If you do not already have an established distributor, you may visit www.Bridgestone-USA.com to locate the nearest distributor.

Part Number	Part Description	Qty/Vehicle
N/A	Tire (Bridgestone Potenza P175/65R14XL)	4
Supplied by Dealer	Wheel Weight	As required
Supplied by Dealer	Valve	4

6. Customer Reimbursement

If the customer has previously replaced a tire at their own expense for the “uneven wear” condition, please have them contact the Toyota Customer Assistance Center at 1-800-331-4331 for information regarding reimbursement for the cost of the tire(s), balancing, mounting, wheel weights and installation.

7. Claim Procedures for Tire Inspection and Replacement

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

The operation codes to be used are as follows:

Model	Op. Code	Description	Flat Rate Hour
Prius	2724A1	Inspect the tires for uneven wear	0.6 Hr/Veh
	2724A2	Inspect and replace four tires	2.0 Hr/Veh

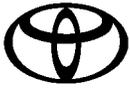
NOTE: The above flat rate time includes 0.1 hours of administrative cost per unit for the dealership.

Dealers will be reimbursed for the actual cost of the tire and costs up to \$10.00 per wheel for wheel weights, valve stems and tire disposal for each tire replaced. These costs are to be claimed as sublet type ‘TY’ on the warranty claim. (NOTE: Valves may not be listed as replacement parts if claimed as a sublet.)

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 CSP.

Thank you for your cooperation.

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



PRIUS

**2001 MODEL YEAR TOYOTA PRIUS
CUSTOMER SUPPORT PROGRAM
SUPPLEMENTAL TIRE WARRANTY COVERAGE**

Dear Prius Customer:

We at Toyota are dedicated to you the driver as well as the environment that we all share. The Toyota Prius is a balance of those commitments, offering a vehicle which drives much like any other sedan while being highly fuel efficient and emitting fewer air pollutants. In this same manner, the vehicle itself is finely balanced with special tires which offer both excellent performance and low rolling resistance.

Toyota has received a small number of reports regarding rapid uneven tire wear on some factory-equipped P175/65R14 low rolling-resistance tires: the outer edges of the tire were reported as wearing more quickly than the center section.

As part of our dedication to continuous improvement, changes were incorporated in the production process to make the tires more resistant to this type of condition. These new tires can be identified by the letters "JDH" on the side-wall of the tire.

Toyota cares about our customers

Although the tires are covered by the tire manufacturer's warranty, we at Toyota care about your overall Prius experience and want to reassure you that we stand behind our product. To this end, we have made arrangements for a special supplement to your vehicle's Warranty Coverage.

This supplemental Warranty Coverage is offered until April 30, 2003, for uneven tire wear between the outer edges and the center portion of the tire under normal use for a period of 25,000 miles from the date of first vehicle use. This offer is limited to the original factory equipped P175/65R14 low rolling-resistance tires, identifiable by the letters "CHA" in the side-wall of the tire, is available only at your Toyota dealership, and while your original tire manufacturer's warranty is in effect.

If you have previously replaced a tire at your own cost for the "uneven wear" condition, please contact the Toyota Customer Assistance Center at 1-800-331-4331 for information regarding reimbursement for the cost of the tire(s), mounting, balancing, wheel weights and installation.

What should you do?

If you have not experienced this condition, you do not need to contact Toyota. Simply insert this letter in your Prius Owner's Warranty Information Booklet's Tire Limited Warranty section for future reference. In the event you experience the conditions described above in the future and are within the limits of this supplemental coverage, please contact any Toyota dealer to schedule an appointment for confirmation and if applicable replacement of your tires. The inspection and appropriate replacement will be performed at **no cost** to you. 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 utilize the enclosed postage-paid form to provide us with the name and address of the new owner.

We are confident that the majority of Toyota Prius customers do not require any reminder, but as indicated in your Scheduled Maintenance Guide, please be sure to rotate the tires every 5,000 miles and check the tire pressure at regular intervals. Also, please note the tire pressures (front 35 psi, rear 33 psi) as indicated on your glove box door are higher than most other 4-door sedans.

What if you have other questions?

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

Thank you for driving the Toyota Prius.

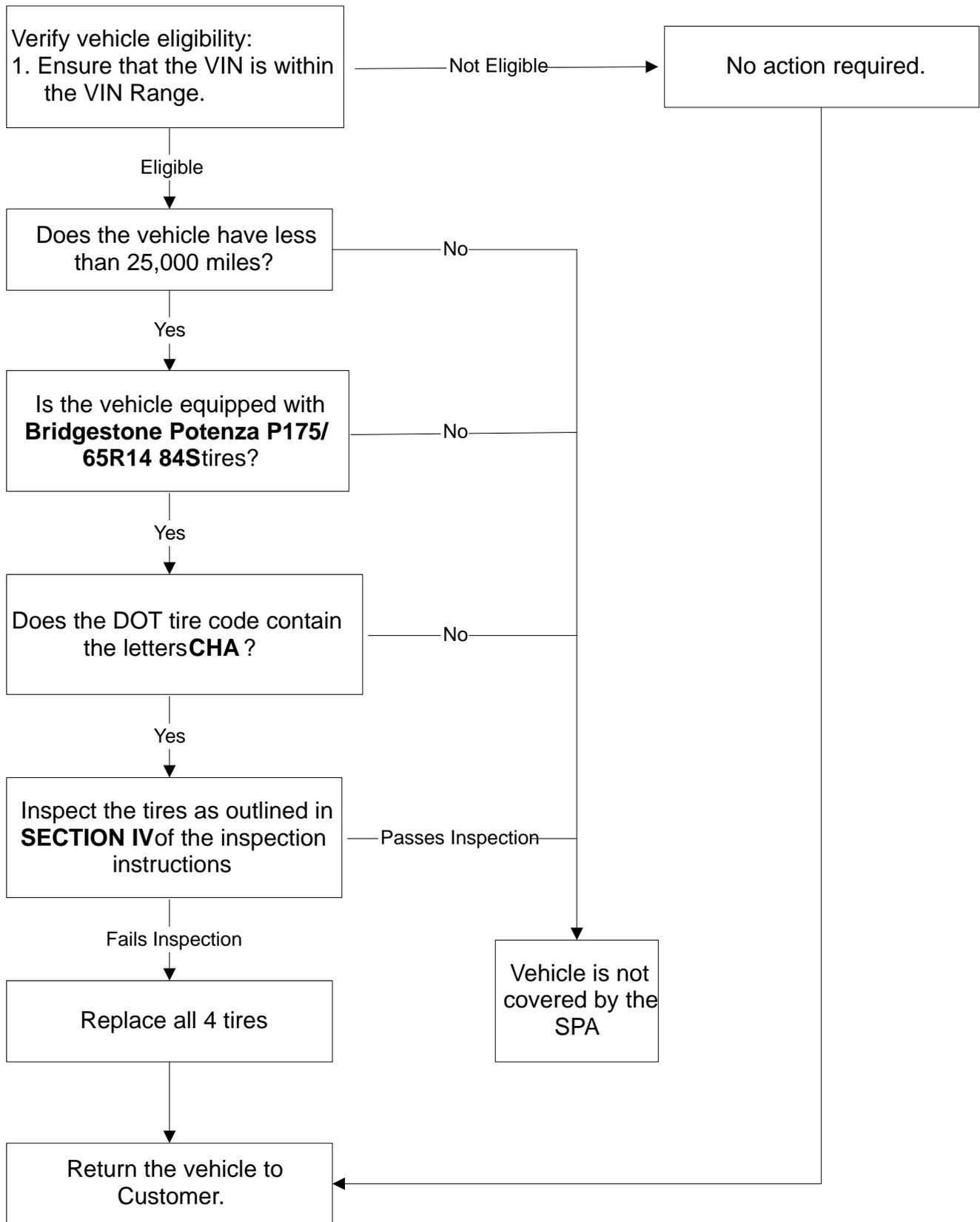
Sincerely,

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



CUSTOMER SUPPORT PROGRAM
2001 MY PRIUS
TIRE INSPECTION INSTRUCTIONS

III. OPERATION FLOW CHART



IV. AFFECTED VIN RANGE

Model	Year	VIN Range	
		VDS	Ranges
Prius	2001	BK12U	10002009 – 10030664
		BK18U	10002023 – 10030158

III. PREPARATION

C. PARTS

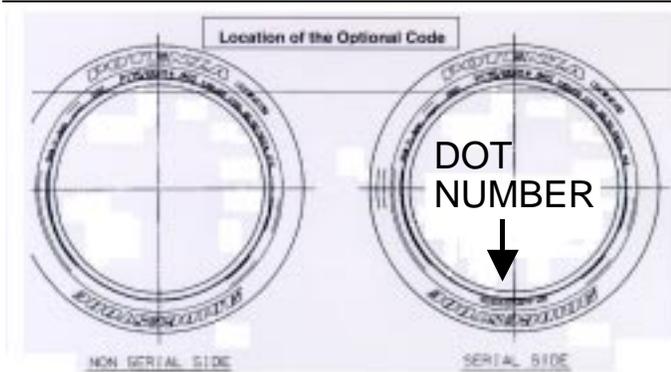
Bridgestone Article Number	Part Description	Qty/Vehicle
096-040	Bridgestone Potenza P175/65R14 XL	4

Note: Tires must be ordered through your local Bridgestone tire distributor. If you do not already have a established distributor, please visit www.Bridgestone-USA.com to locate the nearest distributor. Actual tire cost, wheel weights, valve stems and tire disposal costs are to be submitted as sublet type 'TY' on the Warranty claim.

D. TOOLS

- Standard Hand Tools
- Tire Mounting Equipment
- Tire Balancing Equipment

IV. TIRE INSPECTION



1. INSPECT ALL FOUR TIRES

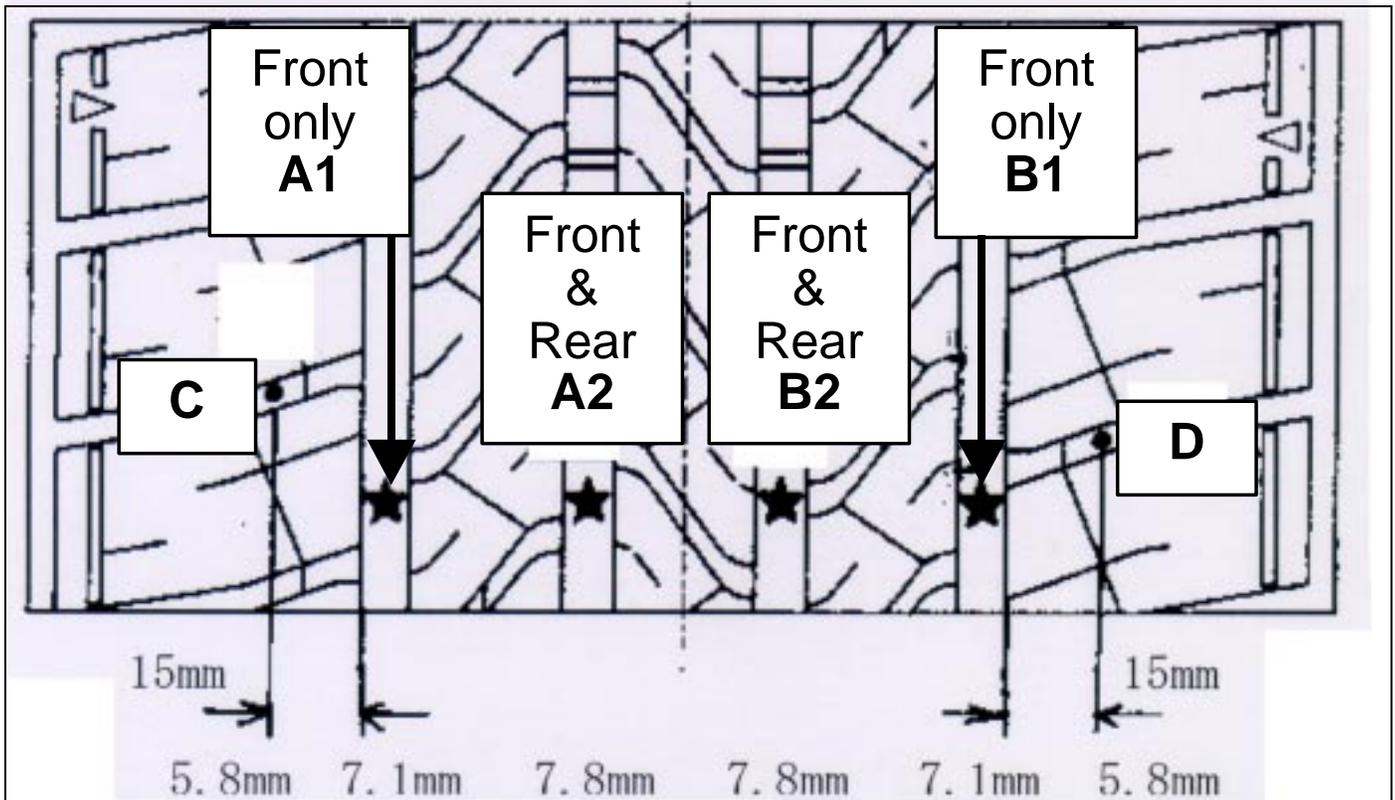
(a) Inspect tire number on each tire to ensure it is eligible for this program:

Tire brand: Bridgestone Potenza
Tire size: P175/65R14 84S
Tire code: ****CHA****

NOTE:

The tire code is part of the DOT number.

(*) could represent any combination of numbers or letters.



2. TIRE TREAD DEPTH INSPECTION

- Using a copy of the attached tire inspection sheet, measure the tread depth at points A and B and calculate the average of the two points. Measure points A1, A2, B1 and B2 on the front tires. On the rear tires, measure points A2 and B2 only.
- Measure the tread depth at points C and D.
- Compare the results to the wear chart on page 5 to determine if tire replacement is necessary.
- If any of the tires are determined to have uneven wear proceed to **Section V TIRE REPLACEMENT**.
- If all tires pass inspection, file an inspection claim and return the vehicle to owner.

NOTE:

The numbers in the picture represent the tread depth of a new tire.

V TIRE REPLACEMENT

2. REPLACE TIRES

- If any one tire fails the inspection, all 4 tires must be replaced.
- Mount and balance the new tires following the tire equipment manufacture's instructions.
- Dispose of old tires following local or state regulations.

PRUIS TIRE INSPECTION SHEET

(Attach a copy of this form to the R.O. and keep in Dealer records)

VIN:	J	T	2	B	K	1		U		1							
Mileage																	
R.O. #																	

Tread depth measurements (*check front tires first*):

1. Measure at points A and B as shown on page 4.
2. Calculate the average of A and B.
3. Measure at points C and D as shown on page 4.

Tire Thread Depth Measurements									
	Center Tread Depth		Average (A+B)/2	Value from Wear Chart *	Shoulder Tread Depth		PAS S	FAIL	
	A	B			C	D			
Left Front	1								
	2								
Right Front	1								
	2								
Left Rear									
Right Rear									

4. Compare results to the wear chart below.

Average of A & B	Minimum Tread Depth at points C & D *	Average of A & B	Minimum Tread Depth at points C & D *
7.8 mm (new)	5.5	4.6	0.7
7.4	5.2	4.4	0.4
7.2	4.9	4.2	0.1
7.0	4.6	4.0	0.0
6.8	4.2	3.8	0.0
6.6	3.9	3.6	0.0
6.4	3.6	3.4	0.0
6.2	3.3	3.2	0.0
6.0	3.0	3.0	0.0
5.8	2.6	2.8	0.0
5.6	2.3	2.6	0.0
5.4	2.0	2.4	0.0
5.2	1.7	2.2	0.0
5.0	1.4	2.0	0.0
4.8	1.0		

5. If the measurements of C or D are less than the average of the Minimum Tread Depth at points C & D the tire should be judged as exhibiting uneven wear.
6. If either front tire exhibits uneven wear, proceed to **SECTION V TIRE REPLACEMENT.**
7. If the front tires does not exhibit uneven wear, repeat steps 1 through 4 on the rear tires.
7. If either rear tire exhibits uneven wear, proceed to **SECTION V TIRE REPLACEMENT.**
8. If all 4 tires do not exhibit uneven wear, file inspection claim and return vehicle to owner.