



Toyota Motor Sales, U.S.A., Inc.
Owner Notification Processing Center
19001 South Western Avenue, T200
Torrance, CA 90501

February 25, 2010

Based on the results of a recently completed, long-term study, Toyota has begun the transition to a synthetic lubrication standard (SAE 0W-20) and we are pleased to inform you that your new 2010 Prius is among the first of our models to be certified with this new oil.

This change addresses recent and more stringent government emission requirements for which all automobile manufacturers are ultimately accountable. Toyota's transition to this low viscosity synthetic oil is intended to provide the following benefits to our vehicles, the environment and you, our valued owner:

- Maximized emission performance on cold start-ups;
- Enhanced engine protection in a wide variety of operating temperatures;
- Reduced environmental burden on recycling and disposal of waste oil; and
- Lower cost of ownership through improved fuel economy and extended oil drain intervals.

To this last point, use of the new synthetic 0W-20¹ Genuine Toyota Motor Oil in your Prius allows for the oil change interval to be extended to 10,000 miles/1 year (from 5,000 miles/6 months) under normal operating conditions². Your Dealer has already been informed of this change and will be happy to counsel you on the appropriate oil change interval based on your specific driving habits. However, for most owners, a smart investment just got a little smarter...and greener.

Although your vehicle may not require oil changes as frequently, the "Maintenance Required" indicator light will continue to illuminate every 5,000 miles as an important reminder of the need to have other maintenance performed on your Prius. Regular inspection/rotation of your vehicle's tires and inspection of your vehicle's brakes, for example, which generally do not wear out at prescribed intervals, helps ensure your vehicle's safety. This may also be a good time to re-examine your driving habits to assess whether or not the extended interval is the most appropriate.

Enclosed for your use, is an **updated** Warranty and Maintenance Guide which thoroughly details your vehicle's **new** factory recommended maintenance.

Thank you for your patronage.

Respectfully,

Toyota Motor Sales, U.S.A., Inc.

Note: It is especially important to both routinely check your vehicle's engine oil level (once a month) and regularly replace the engine oil and oil filter. Failure to do so can cause oil starvation and/or oil gelling, which can result in severe damage to your vehicle and require costly repairs that are not covered by the New Vehicle Limited Warranty.

¹If SAE 0W-20 is not available, SAE 5W-20 oil may be used, however, it must be replaced with 0W-20 within 5,000 miles/6 months.

²Normal operating conditions are any other than: driving **mainly** on dirt or dusty roads; used **consistently** to tow a trailer, using a car-top carrier, or for heavy loads; **primarily** used for repeated trips of less than five miles in temperatures below 32°F/0°C; and/or **constant** use with extensive idling and/or low speed driving for a long distance such as police, taxi, or door-to-door delivery.