

Original Publication Date: August 9, 2018

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

Subject: Customer Support Program ZJB  
Certain 2010 Model Year Prius and Prius PHV Vehicles  
Coverage for Brake Booster and Brake Booster Pump Assemblies

In our continuing efforts to ensure the best in customer satisfaction, Toyota is announcing a Customer Support Program to provide coverage for brake booster and brake booster pump assemblies on certain 2010 model year Prius and Prius PHV vehicles.

### **Background**

Toyota has received reports about certain internal malfunctions of the brake booster assemblies in some of the subject vehicles.

Although the brake booster and brake booster pump assemblies are covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first) Toyota is now offering a voluntary Customer Support Program that applies to certain internal malfunctions of the brake booster assemblies.

The following information is provided to inform you and your staff of the program notification schedule and your degree of involvement.

### **Customer Support Program Details**

This Customer Support Program provides coverage as it applies to the brake booster and brake booster pump assemblies. The specific condition covered by this program refers to certain internal malfunctions of the brake booster and brake booster pump assemblies. In addition to certain internal malfunctions, specific Diagnostic Trouble Codes (DTCs) C1391, C1252, C1256 or C1253 may be stored in the vehicles memory to be used as verification. If the condition is verified, the vehicle will be repaired with a new brake booster and brake booster pump assemblies under the terms of this Customer Support Program.

- The **Primary Coverage** offers warranty enhancement until November 30, 2019, regardless of mileage.
- After the Primary Coverage, **the Secondary Coverage** is applicable for 10 years from the date of first use or 150,000 miles whichever occurs first.

*This coverage is for work performed at an authorized Toyota dealer only. It is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owner's Warranty Information booklet. For example, damage from abuse, an accident, theft and/or vandalism is not covered.*

### **Covered Vehicles**

There are approximately 250,700 vehicles covered by this Customer Support Program. There are approximately 220 vehicles in Puerto Rico involved in this Customer Support Program.

Model Name	Model Year	Production Period
Prius	2010	Late October 2008 – Early November 2010
Prius PHV	2010	Late November 2009 – Late October 2010

**Owner Letter Mailing Date**

Toyota will begin to notify owners in mid-August 2018 and will be mailed over several months. A sample of the owner notification letter has been included for your reference.

**Technician Training Requirements**

The repair quality of covered vehicles is extremely important to Toyota. All dealership technicians performing this repair are required to successfully complete the most current version of the E-Learning course "Safety Recall and Service Campaign Essentials". To ensure that all vehicles have the repair performed correctly; technicians performing this repair are required to currently hold at least one of the following certification levels:

- Expert Hybrid
- Master
- Master Diagnostic Technician

Always check which technicians can perform the repair by logging on to <https://www.uotdealerreports.com>. It is the dealership's responsibility to select technicians with the above certification level or greater to perform this repair. Carefully review your resources, the technician skill level, and ability before assigning technicians to this repair. It is important to consider technician days off and vacation schedules to ensure there are properly trained technicians available to perform this repair at all times.

**Remedy Procedures**

Technical instructions for this Customer Support Program can be found in [T-SB-0079-18](#).

**Parts Ordering Process - Non SET and GST Parts Ordering Process**

Due to potentially limited availability, the parts may have been placed on Manual Allocation Control (MAC). As the parts inventory changes, the ordering process may change. Please check the Toyota Special Activities MAC report on Dealer Daily for the most up-to-date parts ordering information.

*Refer to Policy Bulletin [POL18-03](#) for additional parts ordering information.*

*All Customer Support Program (CSP) parts are eligible for the Monthly Parts Return Program. Please refer to PANT Bulletin [2011-087](#) for campaign parts that are currently returnable under the Monthly Parts Return Program and for additional details.*

**Reimbursement Procedure**

Refer to the Policy Bulletin (Bulletin No. [POL18-03](#)) for claim processing instructions. *All parts replaced for this repair are subject to warranty part recovery.*

**Claim Filing Accuracy and Correction Requests**

It is the dealer's responsibility to file claims correctly for this Customer Support Program. This claim filing information is used by Toyota for various government reporting activities; therefore, claim filing accuracy is crucial. If it has been identified that a claim has been filed using an incorrect opcode or a claim has been filed for an incorrect VIN, refer to Warranty Procedure Bulletin [PRO17-03](#) to correct the claim.

**Customer Reimbursement**

Reimbursement consideration instructions will be included in the owner letter.

**Media Contacts**

It is imperative that all media contacts (local and national) receive a consistent message. In this regard, all media contacts must be directed to Tania Saldana (469) 292-2418 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

**Customer Contacts**

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or the Customer Support Program. 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) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

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

**Customer Support Program ZJB  
 Certain 2010 Model Year Prius and Prius PHV Vehicles  
 Coverage for Brake Booster and Brake Booster Pump Assemblies**






**Frequently Asked Questions  
 Original Publication Date: August 9, 2018**

**Q1: What is the condition?**

A1: Toyota has received reports about certain internal malfunctions of the brake booster assemblies in some of the subject vehicles. In these reports, customers have noted various brake system related warning lamps are illuminated.

**Q1a: Which brake system warning indicator may be related to these conditions?**

A1a: If the following warning lamps are illuminated, the vehicle may be experiencing a concern with the brake booster and brake booster pump assemblies which are covered by this Customer Support Program.

				
Master Warning Light (Yellow)	Brake System Warning Light and Warning Buzzer (Red)	Brake System Warning Light (Red)	ABS Warning Light (Yellow)	SLIP Indicator (Yellow)

**NOTE:** It is possible for the lights above to be illuminated and the condition not be related to this Customer Support Program.

**Q2: What is Toyota going to do?**

A2: Although the brake booster and brake booster pump assemblies are covered by Toyota's New Vehicle Limited Warranty for 3 years or 36,000 miles (whichever comes first), Toyota is now offering a voluntary Customer Support Program that applies to certain internal malfunctions of the brake booster and brake booster pump assemblies.

Toyota will send an owner notification by first class mail starting in mid-August 2018, advising owners of this Customer Support Program.

If the owner experiences the condition described above, they should contact their local authorized Toyota dealership for diagnosis. If the condition is verified, the vehicle will be repaired with a new brake booster and brake booster pump assemblies at **NO CHARGE** to the customer.

**Q3: Which and how many vehicles are covered by Customer Support Program?**

A3: There are approximately 250,700 vehicles covered by this Customer Support Program

Model Name	Model Year	Production Period
Prius	2010	Late October 2008 – Early November 2010
Prius PHV	2010	Late November 2009 – Late October 2010

**Q3a: Are there any other Lexus/Toyota/Scion vehicles covered by this Customer Support Program in the U.S.?**

A3a: No, there are no other Lexus/Toyota/Scion vehicles covered by this Customer Support Program.

**Q4: What are the details of this program?**

A4: This Customer Support Program provides coverage as it applies to the brake booster and brake booster pump assemblies. The specific condition covered by this program is for certain internal malfunctions of the brake booster assemblies. If the condition is verified, the vehicle will be repaired with new brake booster and brake booster pump assemblies under the terms of this Customer Support Program.

- The **Primary Coverage** will be offered until November 30, 2019, regardless of mileage.
- After the Primary Coverage, the **Secondary Coverage** is applicable for 10 years from the date of first use or 150,000 miles, whichever occurs first.

*This coverage is for work performed at an authorized Toyota dealer only. It is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owners Manual. For example, damage from abuse, an accident, theft and/or vandalism is not covered.*

**Q5: Which part(s) are covered by this Customer Support Program?**

A5: The specific components covered by this program are as follows:

- Brake Booster Assembly
- Brake Booster Pump Assembly

**Q6: What should an owner do if experiencing this condition?**

A6: If an owner thinks that he/she has experienced the condition described in this Customer Support Program, a local Toyota dealer should be contacted for appropriate diagnosis and repair. If the condition is verified as being in accordance with the terms of the Program, the repair will be performed at **NO CHARGE**.

**Q6a: What if the dealer performs diagnosis and determines that vehicle is not covered by this Customer Support Program?**

A6a: These warning lights can be due to conditions unrelated to the specific condition being covered by this program. These conditions may require diagnosis or repairs not specifically covered by this Customer Support Program. Please be aware that if the condition is not covered by this Program, owners may be responsible for the initial diagnostic fees and any other repairs they may decide to have performed. Any authorized Toyota Dealership can determine if a condition is covered by this Customer Support Program.

**Q7: What if an owner HAS NOT experienced this condition but would like to have the repair completed?**

A7: This Customer Support Program only applies to vehicles that have exhibited the condition described above. If an owner has not experienced the condition, he/she is asked to apply the notification label to the Owners Manual for future reference.

**Q8: How long will the repair take?**

A8: The repair takes approximately 6 hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

**Q9: *What if I previously paid for repairs related to this Customer Support Program?***

A9: Reimbursement consideration instructions will be provided in the owner letter.

**Q10: *How does Toyota obtain my mailing information?***

A10: Toyota uses an industry provider who works with each state's Department of Motor Vehicles (DMV) to receive registration or title information, based upon the DMV records. Please make sure your registration or title information is correct.

**Q11: *What if I have additional questions or concerns?***

A11: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

## CUSTOMER SUPPORT PROGRAM NOTIFICATION – ZJB

[VIN]

Dear Toyota Owner:

At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to ensure customer satisfaction, Toyota would like to advise you of a Customer Support Program that has been initiated for your vehicle.

Toyota has received reports about certain internal malfunctions of the brake booster assemblies in some of the subject vehicles. In these reports, customers have noted various brake system related warning lamps illuminated.

### **Customer Support Program Details**

This Customer Support Program provides coverage as it applies to the brake booster and brake booster pump assemblies. The specific condition covered by this program is for certain internal malfunctions of the brake booster assemblies. If the condition is verified, the vehicle will be repaired with a new brake booster and brake booster pump assemblies under the terms of this Customer Support Program.

- The **Primary Coverage** will be offered until November 30, 2019, regardless of mileage.
- After the Primary Coverage, the **Secondary Coverage** is applicable for 10 years from the date of first use or 150,000 miles, whichever occurs first.

Please note that this coverage is for work performed at an authorized Toyota dealer only.

*This coverage is subject to the same terms and conditions set forth in the New Vehicle Limited Warranty Section of the Owner's Warranty Information booklet. For example, damage from abuse, an accident, theft and/or vandalism is not covered.*

\*Please see your Toyota dealer for additional details

VIN# \_\_\_\_\_

Date of First Use \_\_\_\_\_

Peel and Stick  
Label onto  
Owner's Manual

### **What should you do?**

**Please apply the label above to your vehicle's Owner's Manual for future reference. If you have not experienced the condition described above, there is no action necessary at this time.**

**If you have experienced this condition, please contact any authorized Toyota dealer and promptly make arrangements for diagnosis and, if applicable, repair.**

If you would like to update your vehicle ownership or contact information, please go to [www.Toyota.com/owners](http://www.Toyota.com/owners). You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

Customers with additional questions or concerns are asked to please contact the Toyota Customer Experience Center (1-888-270-9371) - Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

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

Toyota Customer Experience Center - TSR  
Toyota Motor Sales, USA, Inc.  
c/o Toyota Motor North America, Inc.  
P O Box 259001 – SSC/CSP Reimbursements  
Plano, Texas 75025-9001

Please refer to the attached Reimbursement Checklist for required documentation details.

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






<b>CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS</b>	<b>ZJB</b>
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**Q1: Is this a recall?**

A1: No. This is not a recall. At Toyota, we are dedicated to providing vehicles of outstanding quality and value. As part of our continual efforts to help ensure customer satisfaction, Toyota is advising you of this Customer Support Program.

**Q2: Which brake system warning indicator may be related to these conditions?**

A2: If the following warning lamps are illuminated, the vehicle may be experiencing a concern with the brake booster and brake booster pump assemblies which are covered by this Customer Support Program.

	<b>BRAKE</b>		<b>ABS</b>	
Master Warning Light (Yellow)	Brake System Warning Light and Warning Buzzer (Red)	Brake System Warning Light (Red)	ABS Warning Light (Yellow)	SLIP Indicator (Yellow)

**NOTE:** It is possible for the lights above to be illuminated and the condition not be related to this Customer Support Program.

**Q3: If my vehicle does not have this condition, do I need to make an appointment with my dealership?**

A3: No, you do not need to take your vehicle to a dealership unless your vehicle is exhibiting the condition described in this letter. If you have not experienced this condition, please apply the label to your Owner's Warranty Information booklet for future reference.

**Q4: Is the Customer Support Program coverage transferable if I sell my vehicle?**

A4: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

**Q5: What should I do if my vehicle has the condition described?**

A5: If you experience this condition, please contact any authorized Toyota dealer and promptly make arrangements for diagnosis, and, if applicable, repair.

**Q6: How long will the repair take?**

A6: If the condition is present on your vehicle, the repair will take approximately six 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: Which part(s) are covered by this Customer Support Program?**

A7: The specific component(s) covered by this program are as follows:

- Brake Booster Assembly
- Brake Booster Pump Assembly

**Q8: What if I have additional questions or concerns?**

A8: If you have additional questions or concerns, please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 7:00 am to 7:00 pm, Saturday 7:00 am to 4:30 pm Central Time.

SAMPLE