

◀ IMPORTANT UPDATE ▶

The attached Dealer Letter has been updated. Refer to the details below.

DATE	TOPIC
08/28/2019	The Customer Support Program Details section has been updated to clarify the condition covered under this Customer Support Program.

The most recent update in the attached Dealer Letter will be highlighted with a red box.

Please review this notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

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
Certain 2011-2015 Model Year Prius Vehicles
Certain 2012-2015 Model Year 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, certain 2011-2015 model year Prius vehicles and certain 2012-2015 model year 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. One or more of the following specific Diagnostic Trouble Codes (DTCs) C1391, C1252, C1256, or C1253 will 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.

2010 MY Prius and Prius PHV Vehicles – Phase 1

- 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.

2011-2015 MY Prius Vehicles and 2012-2015 MY Prius PHV Vehicles – Phase 2

- The **Primary Coverage** will be offered until August 31, 2021, 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 946,100 vehicles covered by this Customer Support Program. There are approximately 1,200 vehicles in Puerto Rico involved in this Customer Support Program.

Phase	Model	Model Year	Approximate UIO	Production Period
1	Prius	2010	250,500	Late October 2008 – Early November 2010
	Prius PHV	2010	200	Late November 2009 – Late October 2010
2	Prius	2011-2015	653,000	Late October 2010 – Early November 2015
	Prius PHV	2012-2015	42,400	Late July 2011 – Early July 2015

Owner Letter Mailing Date

Refer to the table below for additional details regarding owner notification timing. A sample of the owner notification letter has been included for your reference.

Phase	Approximate Owner Notification Start Date	Approximate Duration of Mailing
1	Late August, 2018	6 Months
2	Early April, 2019	6 Months

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](#) for 2010.
- [T-SB-0024-19](#) for 2011-2015.

Parts Ordering Process - Non SET and GST Parts Ordering Process

It is possible that parts for this campaign are either required to be ordered in Campaign Part Order Request (CPOR) on TIS or have been placed on Manual Allocation Control (MAC) due to potential limited part availability. Please check the CPOR/MAC report on Dealer Daily for the most up-to-date parts ordering information.

As this is a Customer Support Program, most customers will only request reimbursement from TMS for past replacements; dealers should not increase their stock of related repair parts. *Dealers are requested to only order parts for vehicles experiencing this condition only. DO NOT ORDER FOR STOCK.* As always, if a customer experiences the condition described, dealers should conduct appropriate diagnosis and order the applicable parts.

[Refer to Customer Support Program Bulletin CSPB# 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
Certain 2011-2015 Model Year Prius Vehicles
Certain 2012-2015 Model Year Prius PHV Vehicles
Coverage for Brake Booster and Brake Booster Pump Assemblies






Frequently Asked Questions
Original Publication Date: August 9, 2018

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(s) 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.

Q1: 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.

The owner mailing for this Customer Support Program is being performed in two phases as shown below:

Phase	Model	Model Year	Planned Owner Notification Start	Duration of Mailing
1	Prius and Prius PHV Vehicles	2010	Late August, 2018	6 Months
2	Prius Vehicles	2011-2015	Early April, 2019	6 Months
	Prius PHV Vehicles	2012-2015		

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.

Q2: Which and how many vehicles are covered by this Customer Support Program?

A3: There are approximately 946,100 vehicles covered by this Customer Support Program. There are approximately 1,200 vehicles in Puerto Rico involved in this Customer Support Program.

Model Name	Appx. Vehicles	Model Year	Production Period
Prius	250,500	2010	Late October 2008 – Early November 2010
Prius PHV	200	2010	Late November 2009 – Late October 2010
Prius	653,000	2011-2015	Late October 2010 – Early November 2015
Prius PHV	42,400	2012-2015	Late July 2011 – Early July 2015

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.

Q3: 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.

2010 MY Prius and Prius PHV Vehicles – Phase 1

- 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.

2011-2015 MY Prius Vehicles and 2012-2015 MY Prius PHV Vehicles – Phase 2

- The **Primary Coverage** will be offered until August 31, 2020, 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.

Q4: 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

Q5: 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 illuminate 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.

Q6: 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 place the notification tear off slip in 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.

TOYOTA

2010 Model Year Sample Letter

Toyota Motor Sales, USA, Inc.
6565 Headquarters Drive
Plano, TX 75024
(469) 292-4000

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. 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:

2010 Model Year Sample Letter

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




CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS	ZJB
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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.

	BRAKE		ABS	
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.

2010 Model Year Sample Letter

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

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 voluntary 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.

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.

If the following warning lamps are illuminated, your 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.

Primary Coverage	Secondary Coverage <i>(After Primary Coverage ends)</i>
Applicable until August 31, 2021 with no year/mileage limitation.	Applicable for 10 years from the date of first use or 150,000 miles, whichever occurs first.

What should you do?

Please tear off and insert the sheet at the bottom of the page into the back of your Owner's Manual for future reference. If you have not experienced the condition described in the Customer Support Program Details below, there is no other action necessary at this time.

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

2011-2015 Model Year Sample Letter

What if you have other questions?

- **Refer to the Frequently Asked Questions sheet included with this letter.**
- **Your local Toyota dealer will also be more than happy to answer any of your questions.**
- 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 would like to update your vehicle ownership or contact information, please visit www.toyota.com/owners. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have previously paid for repairs to your vehicle for this specific condition?

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. 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.

▼ Remove at perforation and place in the back of your owner's manual ▼

Customer Support Program Details

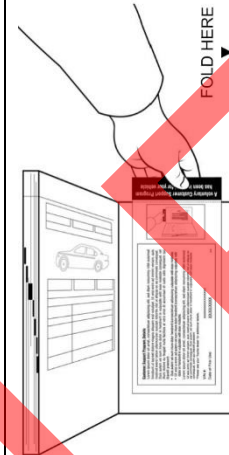
This Customer Support Program provides coverage as it applies to the brake booster and brake booster pump assemblies. The specific condition covered by this program is for certain internal malfunctions of the brake booster assemblies. If the condition is verified, the vehicle will be repaired with a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

- The **Primary Coverage** will be offered until August 31, 2021, 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 _____



A voluntary Customer Support Program has been initiated for your vehicle

TOYOTA

CUSTOMER SUPPORT PROGRAM FREQUENTLY ASKED QUESTIONS

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

A2: 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 tear off and insert the sheet from the bottom of the owner letter into the back of your owner's manual for future reference.**

Q3: Is the Customer Support Program coverage transferable if I sell my vehicle?

A3: Yes, this Customer Support Program coverage is fully transferrable to subsequent vehicle owners for the condition and terms specified in the notification letter.

Q4: What should I do if my vehicle has the condition described?

A4: If you experience this condition, please contact any authorized Toyota dealer and make arrangements for diagnosis and, if applicable, repair.

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

A5: Refer to the owner letter to find the specific component(s) covered by this program.

Q6: What if the diagnosis is performed and my vehicle is not covered by the Customer Support Program?

A6: Please be aware that, if the condition is not covered by this Customer Support Program, you may be responsible for the initial diagnostic fees and any other repairs you may decide to have performed. Any authorized Toyota Dealership can determine if a condition is covered by this Customer Support Program.