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## Prius Recall

Dear Customer

We have today announced a recall on the latest, third-generation Prius built before 27 January 2010 for a software update to the anti-lock braking system. We would like to sincerely apologise for the concern and inconvenience that this matter may cause.

The recall is being taken in response to reports of inconsistent brake feel during slow and steady braking on bumpy or slick road surfaces when the anti-lock braking system (ABS) is actuated.

Please be assured that **at no time are drivers without brakes and the cars are safe to drive**. To date, there have been no accidents linked to this issue reported in Europe. **No** other vehicles are affected.

This recall will consist of a software upgrade in the anti-lock braking system. The procedure will be carried out free of charge and will take approximately 40 minutes using standard test equipment in use at all authorised Toyota service centres.

In keeping with VOSA's code of practice, Toyota will write individually to every owner or keeper in the next few days having obtained their contact details from the DVLA.

Toyota GB guarantees to every customer its utmost attention to making this upgrade as quickly and efficiently as possible.

If customers have any questions or concerns regarding the above, please ring Toyota Customer Relations on 0800 1388 744 or visit our website at [www.toyota.co.uk](http://www.toyota.co.uk) for updates.

For your information we have also attached the latest frequently asked questions and answers below.

Once again, thank you for your patience in this matter and we apologise for any inconvenience or concern that may cause.

Yours faithfully



Mark Roden  
General Manager Toyota and Lexus Fleet Services

### FREQUENTLY ASKED QUESTION PRIUS

**1: What is the problem?**

Due to the way the ABS (Anti Lock Brake System) is programmed drivers may experience inconsistent brake feel during slow and steady application of brakes on bumpy or slick road surfaces when the ABS is actuated.

**2: Have there been accidents related to this in Europe?**

To date, there have been no accidents linked to this issue reported in Europe.

**3: Is my vehicle safe to Drive?**

The cars are safe to drive. At no time are drivers without brakes.

**3: What is the cause of this condition?**

The instant the ABS system begins to activate during consistent light pedal application, the brake fluid pressure increase may be slightly delayed in the hydraulic brake system. This causes a delayed reaction in the brakes.

**4: Which vehicles are affected in the UK?**

New (third Generation) Prius built before 27<sup>th</sup> January.

**5: Are there any warnings that this condition has occurred?**

This condition only occurs at the moment that the ABS begins to activate. However, should you feel that the deceleration is lower than you expected, please steadily increase the force on the brake pedal.

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

Toyota authorised Service Centres will install a software upgrade to the anti-lock braking management program using standard test equipment and at no charge to you.

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

The check and reprogramming will take **approximately 40 minutes**.

**8: Why are first and second generation Prius vehicles not involved in this campaign?**

The third generation Prius is an all-new vehicle built from the ground-up. The ABS management program is different from the previous generation Prius vehicles.

**9: Why are other Toyota and Lexus Hybrids not involved?**

ABS management programs for other models are different from the affected subject models.

**10: How and when will Toyota be contacting affected UK customers?**

Toyota will begin the process involved in obtaining the registration details of these vehicles from the DVLA. We will take all reasonable action to contact the owners or registered keepers of the vehicles affected as quickly as possible.

This conforms to the terms of the VOSA (Vehicle and Operator Services Agency) code of practice which applies to vehicle recalls in the UK.

Obtaining all the relevant contact details may take up to four weeks. Toyota will contact vehicle owners/keepers by letter to set out the details of the recall process. This process will be expedited as quickly as possible.

**Toyota advises customers who have concerns to contact Toyota GB Customer Relations on 0800 1388 744 for assistance.**

**Further information and any updates will also be available on the Toyota website <http://www.toyota.co.uk/>**