



PRIUS

**SSC 40A
2004 MODEL YEAR PRIUS HYBRID VEHICLE
ELECTRONIC CONTROL UNIT REPROGRAMMING
SPECIAL SERVICE CAMPAIGN**

Dear Prius Customer:

Thank you very much for your patronage of Toyota. We are dedicated to providing vehicles of outstanding quality and value. As part of our continuing efforts to provide superior customer satisfaction, Toyota is announcing a Special Service Campaign Program, which includes your Prius vehicle.

What is the potential problem?

On certain 2004 Model Year Toyota Prius vehicles, if the vehicle's Hybrid Vehicle Electronic Control Unit detects a system fault, the master warning light and/or the hybrid system warning light may illuminate, depending upon the error identified. If this should occur, the vehicle will enter a "fail-safe" mode. Due to a programming error, if the vehicle is restarted in the "fail-safe" mode, a secondary condition may occur where the vehicle transmission may not operate smoothly.

What is included in this Special Service Campaign?

Before you are inconvenienced by this condition, Toyota would like to reprogram the HV ECU in your vehicle. Any Toyota dealer will conduct this service at **NO COST** to you.

How do you take advantage of this Service Campaign?

Please contact your authorized Toyota dealer to make an appointment to reprogram the HV ECU as soon as possible. The labor time necessary to reprogram the HV ECU is approximately one hour. However, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. The Toyota dealer will make every effort to assure your utmost convenience during this service.

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 indicate so on the enclosed postage paid form, providing us with the name and address of the new owner.

What if you have other questions?

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

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 the Toyota Prius.

Sincerely,

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