



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

June 2, 2011

MR. VINNIE VENUGOPAL
GENERAL MANAGER
TOYOTA MOTOR ENGINEERING &
MANUFACTURING NORTH AMERICA, INC.
601 THIRTEENTH STREET, NW, SUITE 910 SOUTH
WASHINGTON, DC 20005

NVS-215dgl
11V-304

SUBJECT: ELECTRIC POWER STEERING SYSTEM

DEAR MR. VENUGOPAL:

This letter serves to acknowledge Toyota Motor North America, Inc.'s (Toyota) notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall campaign which will be conducted pursuant to Federal law for the vehicles listed below.

Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
TOYOTA/PRIUS/2001-2003

NHTSA Campaign Number: 11V-304 **Mfg's Report Date:** June 1, 2011

Components: STEERING:ELECTRIC POWER ASSIST SYSTEM

Potential Number of Units Affected: 52,377

Summary:

TOYOTA IS RECALLING CERTAIN MODEL YEAR 2001 THROUGH 2003 PRIUS PASSENGER CARS MANUFACTURED FROM JANUARY 28, 2000, THROUGH MAY 30, 2003. THE STEERING LINKAGE MAY LOOSEN, RESULTING IN REDUCED ELECTRIC STEERING ASSISTANCE WHEN MAKING A LEFT TURN.

Consequence:

LOSS OF POWER STEERING, PARTICULARLY WHEN AN OPERATOR IS ACTIVELY INTENDING TO A STEER THE VEHICLE, MAY INCREASE THE RISK OF A CRASH.

Remedy:

TOYOTA WILL NOTIFY OWNERS AND DEALERS WILL REPLACE THE NUTS IN THE STEERING LINKAGE FREE OF CHARGE. THE SAFETY RECALL IS EXPECTED TO BEGIN IN EARLY JULY 2011. OWNERS MAY CONTACT TOYOTA AT 1-800-331-4331.

Notes:

CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

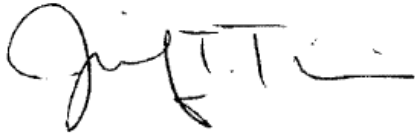
Please provide the following additional information and be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on or before 30 days after the close of the calendar quarter.

Your contact for this recall will be Delia Lopez who may be reached by phone at 1-202-366-9525, or by email at Delia.lopez@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you toward a successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is written in a cursive style with a large initial "J" and a long horizontal stroke at the end.

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigation
Enforcement