

Original Publication Date: May 20, 2021

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

CUSTOMER SUPPORT PROGRAM 21TE01**Certain 2012-2014 Model Year Prius c
Coverage for Brake Booster and Brake Booster Pump Assemblies**

Model / Years	Production Period	Approximate Total Vehicles
2012-2014 Model Year Prius c	Mid-July 2011 – Early December 2014	129,080

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 2012-2014 Model Year Prius c Vehicles.

Background

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), we at Toyota care about the customers' ownership experience. Toyota is providing coverage for repairs related to certain internal malfunctions of the Brake Booster and Brake Booster Pump Assemblies in some of the subject vehicles.

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 Brake Booster and Brake Booster Pump Assemblies on certain 2012-2014 Model Year Prius c Vehicles. The specific condition covered by this program is related to certain internal malfunctions of the Brake Booster Assembly. 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 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, 2022, regardless of mileage.
- After the Primary Coverage, the **Secondary Coverage** is applicable for 10 years or 150,000 miles from the date of first use, whichever comes 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 129,080 vehicles covered by this Customer Support Program. Approximately 3,198 vehicles involved in this Customer Support Program were distributed to Puerto Rico.

Owner Letter Mailing Date

Toyota will begin to notify owners in late May 2021 and will be mailed over several months. A sample of the owner notification letter has been included for your reference.

Customer Handling, Parts Ordering, and Remedy Procedures

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 Brand Engagement 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.

Salvage Title Vehicles

There is no New Vehicle Limited Warranty coverage or non-emission CSP coverage for vehicles that have been branded as salvage, total loss, true mileage unknown, or similar title under any state's law. Nonetheless, every attempt should be made to complete an open emission related CSP when circumstances permit, unless noted otherwise in the CSP dealer letter.

- This CSP **IS NOT** emission related; therefore, vehicles branded as salvage, total loss, true mileage unknown, or similar title are **NOT ELIGIBLE** for coverage under this CSP.

For complete details on this policy, refer to Toyota Warranty Policy [4.17](#), "What Is Not Covered by The Toyota New Vehicle Limited Warranty".

Customer Marketing

Direct marketing of this Customer Support Program is strictly prohibited pursuant to the Toyota Warranty Policy [5.22](#), "Warranty Solicitation." Non-compliance of this policy may result in a claim debit.

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 Ed Hellwig (469) 292-1165 in Toyota Corporate Communications. Please do not provide this number to customers. Please provide this contact only to media.

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 Service Lane, 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. Dealers can identify which parts ordering method to use by reviewing the parts information section of Dealer Daily and checking for a MAC code on the part numbers below. For MAC code C, order through CPOR. For MAC code D, refer to the MAC report for further instructions.

As this is a Customer Support Program, the condition **MUST** be verified by inspecting the vehicle. Therefore, 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.

Model Year	Part Number		Description
	Service	Campaign	
2012-2013	47050-52020	04000-23152	Brake Booster Kit
2012-2013	47050-52040	04000-23252	Brake Booster Kit
2013-2014	47050-52220	04000-23352	Brake Booster Kit
2013-2014	47050-52240	04000-23452	Brake Booster Kit
2012-2014	47070-52020	04006-74152	Brake Booster Pump Kit

NOTE: Each repair will require a brake booster kit **AND** a brake booster pump kit.

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.

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 recall repair are required to currently have completed all of the following courses:

- T553 – Brake Systems
- T071 – Toyota Hybrid Systems

It is the dealership's responsibility to select technicians that have completed the above courses to perform this recall 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.

NOTE: Claims for repairs that were performed by non-qualified technicians are subject to debit.

Remedy Procedures

Technical instructions for this Customer Support Program can be found in [T-SB-0028-21](#).

Parts Recovery Procedures

All parts replaced as part of this Customer Support Program must be turned over to the parts department until appropriate disposition is determined. The parts department must retain these parts until notification via the Parts Recovery System (PRS) is received indicating whether to ship or scrap the parts. These parts are utilized by various departments for defect analysis, quality control analysis, product evaluation, as well as other purposes.

To help minimize dealer storage challenges, Toyota recommends that dealers:

- File the campaign claim accurately and promptly. The time a dealer is required to hold parts is based on when the campaign claim is paid by Toyota.
- Monitor the Warranty Parts Recovery Notifications and Part Scrap Report regularly.

Refer to Warranty Policies [9.3](#) and [9.6](#) for additional details.

Warranty Reimbursement Procedures

Reimbursement Procedure

NOTE: If the vehicle is still under the New Vehicle Limited Warranty, submit the repair as a **Regular** warranty claim.

Op Code	Description	Flat Rate Hours
21AH01	Replace the brake booster assembly and brake booster pump assembly on 2012-2014 model year Prius c vehicles.	2.3

- 2.0 liters of brake fluid can be claimed at a maximum amount of \$44.00 per vehicle.

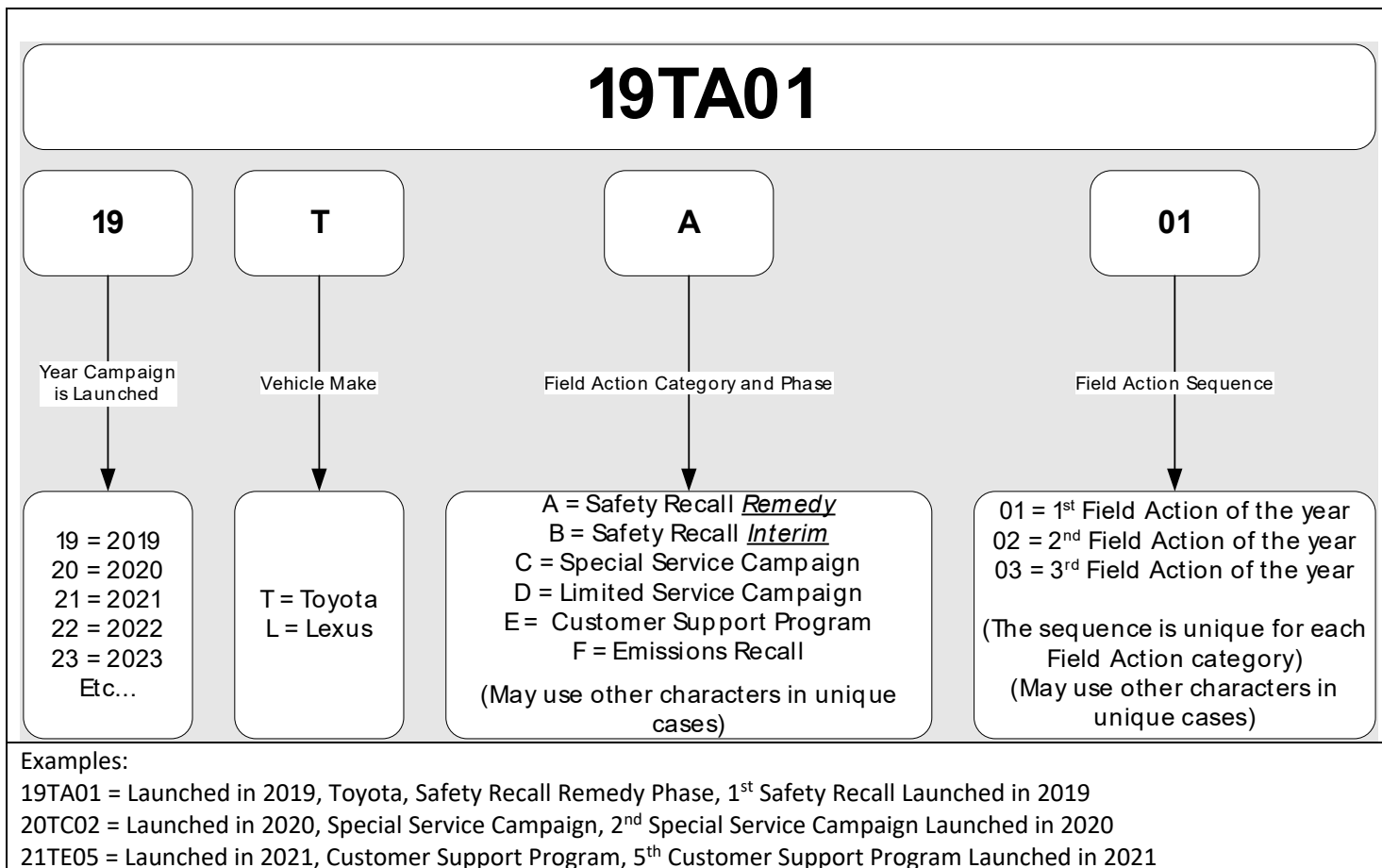
Claim Filing Accuracy and Correction Requests

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 Op Code 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.

Campaign Designation / Phase Decoder



Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Customer Support Program.

Thank you for your cooperation.

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

CUSTOMER SUPPORT PROGRAM 21TE01

**Certain 2012-2014 Model Year Prius c
Coverage for Brake Booster and Brake Booster Pump Assemblies**






Frequently Asked Questions
Original Publication Date: May 20, 2021

Q1: What is the condition?

A1: Toyota has received reports regarding the Brake Booster and Brake Booster Pump Assemblies on certain 2012 – 2014 model year Prius c 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 or Brake Booster Pump Assemblies that 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 normal warranty coverage period, 3 years or 36,000 miles (whichever comes first), we at Toyota care about the customers’ ownership experience. Toyota is providing coverage for repairs related to the certain internal malfunctions of the Brake Booster Assembly. Your dealer can determine if your vehicle is experiencing the condition covered by this Customer Support Program by confirming the presence of one or more of the following specific Diagnostic Trouble Codes (DTCs) C1391, C1252, C1256 or C1253 that will be stored in the vehicle’s memory.

Toyota will send an owner notification by first class mail starting in late May 2021, advising owners of this Customer Support Program.

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

A3: There are approximately 129,080 vehicles covered by this Customer Support Program.

Model Name	Model Year	Production Period
Prius c	2012-2014	Mid-July 2011 – Early December 2014

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

A3a: No. However, the following vehicles are covered for this condition. Please refer to the ZJB, ZKC, ZLM, ZKK, 20LE03, 20TE07 and 21LE01 Dealer Letters and FAQs for additional information.

- Certain 2010-2015 MY Prius and Prius PHV vehicles are covered for this condition under Customer Support Program ZJB.
- Certain 2008-2010 MY Highlander Hybrid vehicles are covered for this condition under Customer Support Program ZKC.
- Certain 2013-2015 MY ES300 h vehicles are covered for this condition under Customer Support Program ZLM.
- Certain 2012-2014 MY Camry Hybrid vehicles and certain 2013-2015 Avalon Hybrid vehicles are covered for this condition under Customer Support Program ZKK.
- Certain 2010-2012 MY RX450H vehicles are covered for this condition under Customer Support Program 20LE03.
- Certain 2012-2014 MY Prius V and certain 2015 MY Prius V vehicles are covered for this condition under Customer Support Program 20TE07.
- Certain 2011-2013 MY CT200H vehicles are covered for this condition under Customer Support Program 21LE01.

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. 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, 2022, regardless of mileage.
- After the Primary Coverage, the *Secondary Coverage* is applicable for 10 years or 150,000 miles from the date of first use, whichever comes 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.

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 *FREE OF CHARGE* to the owner.

Q6a: *What if the diagnosis is performed and my vehicle is not covered by the Customer Support Program?*

A6a: Please be aware that, if the condition is not covered by this Customer Support Program, the customer may be responsible for the initial diagnostic fees and any other repairs he/she 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 tear off the sheet included in the owner letter and insert it into the Owner's Warranty Information Booklet for future reference.

Q8: *How long will the repair take?*

A8: The repair takes approximately two and a half 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 Brand Engagement 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.

**Certain 2012-2014 Model Year Prius c
Coverage for Brake Booster and Brake Booster Pump Assemblies
CUSTOMER SUPPORT PROGRAM 21TE01 NOTIFICATION**






[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.

This Customer Support Program provides coverage as it applies to Brake Booster and Brake Booster Pump Assemblies on certain 2012-2014 Model Year Prius c Vehicles. The specific condition covered by this program is related to certain internal malfunctions of the Brake Booster Assembly. 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 new Brake Booster and Brake Booster Pump Assemblies under the terms of this Customer Support Program.

If the following warning lamps are illuminated, the vehicle may be experiencing a concern with the Brake Booster and Brake Booster Pump Assemblies that 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 November 30, 2022 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 action necessary at this time.

If you have experienced this condition, we recommend you contact any authorized Toyota dealer and make arrangements for diagnosis and, if applicable, repair. The repair will take approximately two and a half hours. However, depending upon the dealer's work schedule, it may be necessary to make the vehicle available for a longer period of time.

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 Brand Engagement 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 <https://www.toyota.com/recall/update-info-toyota>. 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 details (for example: a repair order), proof-of-payment, and ownership information to the following address for reimbursement consideration:

Toyota Brand Engagement 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 21TE01 Details

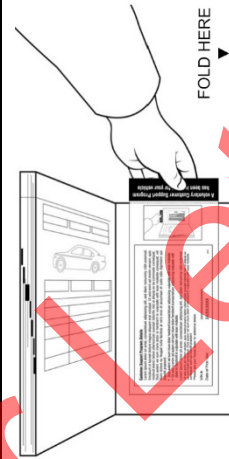
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- The **Primary Coverage** will be offered until November 30, 2022, regardless of mileage.
- After the Primary Coverage, the **Secondary Coverage** is applicable for 10 years or 150,000 miles from the date of first use, whichever comes first.

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

Sample Owner

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.

Sample

Owner Letter