



Via Overnight Mail
October 21, 2010

To: Lexus Area Managers
From: Al Smith, Vice President - Lexus Customer Services
Subject: Safety Recall ALG - Preliminary Notice
Certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
Brake Master Cylinder Cup

On Thursday, October 21, 2010, Lexus will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a Safety Recall on certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 vehicles.

During vehicle assembly, Toyota uses brake fluids containing polymers that act as lubricants for certain brake system components. If replacement brake fluid is used that does not contain such polymers, or contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the rubber seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

If the vehicle continues to be operated in this condition, the brake pedal feel could change, and braking performance could eventually begin to gradually degrade.

Toyota original brake fluid, which is applied at the manufacturing plant, contains polymers and does not cause this phenomenon.

Lexus dealers will be requested to install a newly designed rubber seal (brake master cylinder cup) when parts become available.

The following information is provided to inform you and your staff of the preliminary phase of the Safety Recall and your degree of involvement.

Dealer and Owner Notification Mailing Dates

The attached Dealer Daily message will be sent to all dealerships informing them of the filing and the attached dealer letter will be e-mailed to all dealerships (dealer principal, general manager, sales manager, service manager, parts manager and warranty administrator).

The owner notification will commence when parts become available in early November 2010. The Lexus Q&A is attached for your use when responding to dealer and customer questions.

Only owners of the affected vehicles will be notified. If your dealers are contacted by owners who would like to know if their vehicle is affected, please ask them to verify vehicle eligibility by confirming through TIS. The affected VINs will be posted on TIS on Friday, October 22, 2010.

Implementation at Dealerships

Technical instructions, part information, and warranty claim submission instructions will be provided when parts become available. All area and dealer associates who have a part in this Safety Recall should be familiar with the contents of this letter.

Pre-Owned Vehicles in Dealer Inventory

Lexus requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Safety Recall until the defect has been remedied. If a dealer wishes to sell or deliver a pre-owned vehicle covered by this Safety Recall, it is important the dealer clearly

communicate to the consumer that the vehicle has been identified by Lexus as subject to recently announced Preliminary Safety Recall and that the consumer will be notified by Lexus when the remedy is available.

Also, as a reminder, Lexus CPO policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall, such as this Safety Recall ALG. Thus, no affected units may be sold or delivered as a CPO vehicle until the Safety Recall has been completed on that vehicle.

Parts Ordering

Part number information for the newly designed rubber seal (brake master cylinder cup) will be provided when it is available.

Customer Handling

This Safety Recall is a great opportunity for your dealers to focus on assuring our customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealers and the Lexus brand. Please ask your dealers to welcome these customers and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Media Contacts

For *news media inquires only*. Due to the nature of this Safety Recall, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, *all media contacts* must be directed to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

Please review this entire package with your staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your understanding and cooperation.

Attachment

CC: Assistant Area General Managers
Customer Satisfaction Managers District Technical Managers
Customer Services Field Managers Field Product Engineers
Customer Services Operations Managers Vehicle Field Sales Managers
District Service and Parts Managers
District Technical Managers
Field Product Engineers
Pre-Owned Managers
Vehicle Field Sales Managers



Safety Recall Campaign ALG - Preliminary Notice
2004 through 2006 Model Year RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
Brake Master Cylinder Cup - Q&A

Q1: What is the condition?

A1: During vehicle assembly, Lexus uses brake fluids containing polymers that act as lubricants for certain brake system components. If replacement brake fluid is used that does not contain such polymers, or contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the rubber seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

If the vehicle continues to be operated in this condition, the brake pedal feel could change, and braking performance could eventually begin to gradually degrade.

Toyota original brake fluid, which is applied at the manufacturing plant, contains polymers and does not cause this phenomenon.

Q2: What is the cause of this condition?

A2: If replacement brake fluid is used that does not contain polymers, or that contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

Q3: What is a Brake Master Cylinder and what purpose does the Brake Master Cylinder Cup provide?

A3: The vehicles covered by this Safety Recall Campaign utilize a hydraulic system to slow and stop the vehicle under normal braking conditions. When the brakes are applied the master cylinder converts the non- hydraulic pressure, applied to the brake pedal, into hydraulic pressure used in the braking system.

The Brake Master Cylinder Cup is a seal located inside the master cylinder that allows the piston to move back and forth in the cylinder while preventing fluid from escaping past the piston.

Q4: Are there any warnings that this condition exists?

A4: Yes. If sufficient brake fluid seeps out, the brake warning light will illuminate.

If the vehicle is continued to be operated in this condition, the driver may also notice the brake pedal feel change.

Q5: Which and how many vehicles are covered by this Safety Recall Campaign?

A5: There are approximately 335,300 Lexus vehicles affected by this condition (see chart below):

Model Year	Model Name	Approx U/O
2006	GS 300	28,700
2006	IS 250	8,200
2006	IS 350	12,400
2004 - 2006	RX 330	286,000

Q6: *Are there any other Toyota or Lexus vehicles involved?*

A6: Yes, there are approximately 400,000 Toyota vehicles affected by this condition (see chart below):

Model Year	Model Name	Approx UIO
2005 - 2006	Avalon	115,800
2004 - 2006	Highlander	285,500

Q7: *What is the production period of the covered vehicles?*

A7: The vehicles covered by this Safety Recall Campaign were produced from early-February 2003 to late February 2006.

- Lexus vehicles covered by this Safety Recall Campaign were produced from early-February 2003 to mid-February 2006.
- Toyota vehicles covered by this Safety Recall Campaign were produced from late May 2003 to late February 2006.

Q8: *How many accidents have been reported?*

A8: There have been no reports of accidents or injuries confirmed to be caused by this condition in the U.S.

Q8a: *How many cases have been reported?*

A8a: Due to the nature of the brake warning lamp illumination, it is very difficult to determine the number of cases.

Q9: *What is Lexus going to do?*

A9: Lexus is currently preparing parts for the Safety Recall Campaign. Owners of the covered vehicles will be notified by first class mail beginning in early November 2010. Lexus dealers will replace the rubber seal (Brake Master Cylinder Cup) with a newly designed one at no charge to the vehicle owners.

Q9a: *What if a customer has the brake warning lamp illuminated?*

A9a: The brake pedal feel and braking performance does not change immediately after the brake warning lamp is illuminated. However, we request the customer make an appointment with their local Lexus dealership for diagnosis and appropriate repair.

Q10: *How long will the repair take?*

A10: The repair will take approximately 2 hours. However, depending upon the dealers work schedule, it may be necessary for the owner to make the vehicle available for a longer period of time depending upon the dealer's schedule.

Q11: *What if an owner has previously paid for repairs for this condition?*

A11: Owners that have previously paid for the replacement of the Brake Master Cylinder due to brake fluid leakage from the rubber seal (Brake Master Cylinder Cup) to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration. If during the replacement of the brake master cylinder, it was determined that the brake booster also required replacement due to damage caused by this specific condition, Lexus will reimburse customers for both components.

Lexus anticipates that owner letters will begin mailing in early November, 2010.

Q12: *What if an owner has additional questions or concerns?*

A12: Owners with questions or concerns are asked to contact their local Lexus dealer for diagnosis and repair if applicable. Owners may also contact Lexus Customer Satisfaction at 1-800-255-3987.



Via Overnight Mail
October 21, 2010

**Subject: Safety Recall ALG - Preliminary Notice
Certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
Brake Master Cylinder Cup**

Dear Dealer Principal:

On Thursday, October 21, 2010, Lexus will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a Safety Recall on certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 vehicles.

During vehicle assembly, Toyota uses brake fluids containing polymers that act as lubricants for certain brake system components. If replacement brake fluid is used that does not contain such polymers, or contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the rubber seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

If the vehicle continues to be operated in this condition, the brake pedal feel could change, and braking performance could eventually begin to gradually degrade.

Toyota original brake fluid, which is applied at the manufacturing plant, contains polymers and does not cause this phenomenon.

Lexus dealers will be requested to install a newly designed rubber seal (brake master cylinder cup) when parts become available.

The following information is provided to inform you and your staff of the preliminary phase of the Safety Recall and your degree of involvement.

Owner Notification Mailing Dates

The owner notification will commence when parts become available in early November 2010. The Lexus O&A is attached for your use when responding to customer questions.

Only owners of the affected vehicles will be notified. If your dealership is contacted by an owner who would like to know if their vehicle is affected, please verify vehicle eligibility by confirming through TIS. The affected VINs will be posted on TIS on Friday, October 22, 2010.

Implementation at Dealerships

Technical instructions, part information, and warranty claim submission instructions will be provided when parts become available. All associates who have a part in this Safety Recall should be familiar with the contents of this letter.

Pre-Owned Vehicles in Dealer Inventory

Lexus requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Safety Recall until the defect has been remedied. If a dealer wishes to sell or deliver a pre-owned vehicle covered by this Safety Recall, it is important the dealer clearly communicate to the consumer that the vehicle has been identified by Lexus as subject to recently announced Preliminary Safety Recall and that the consumer will be notified by Lexus when the remedy is available.

Also, as a reminder, Lexus CPO policy prohibits the certification of any vehicle with an outstanding Special Service Campaign or Safety Recall, such as this Safety Recall ALG. Thus, no affected units may be sold or delivered as a CPO vehicle until the Safety Recall has been completed on that vehicle.

Parts Ordering

Part number information for the newly designed rubber seal (brake master cylinder cup) will be provided when it is available.

Customer Handling

This Safety Recall is a great opportunity to focus on assuring your customers that their safety remains Lexus' highest priority, which will go a long way toward preserving their faith in your dealership and the Lexus brand. Please welcome these customers and answer any questions they may have. The attached Q&A is provided to assure a consistent message is communicated.

Media Contacts

For *news media inquires only*. Due to the nature of this Safety Recall, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, *all media contacts* must be directed to Brian Lyons (310) 468-2552 or John Hanson (310) 468-4718 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

Please review this entire package with your staff to familiarize them with the proper step-by-step procedures required to implement this Safety Recall.

Thank you for your understanding and cooperation.

Lexus, a Division of Toyota Motor Sales, USA, Inc.

Attachment

Cc: Customer Satisfaction Manager
General Manager
Parts Manager
Pre-Owned Manager
Sales Manager
Service Manager



Safety Recall Campaign ALG - Preliminary Notice
2004 through 2006 Model Year RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
Brake Master Cylinder Cup - Q&A

Q1: What is the condition?

A1: During vehicle assembly, Lexus uses brake fluids containing polymers that act as lubricants for certain brake system components. If replacement brake fluid is used that does not contain such polymers, or contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the rubber seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

If the vehicle continues to be operated in this condition, the brake pedal feel could change, and braking performance could eventually begin to gradually degrade.

Toyota original brake fluid, which is applied at the manufacturing plant, contains polymers and does not cause this phenomenon.

Q2: What is the cause of this condition?

A2: If replacement brake fluid is used that does not contain polymers, or that contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

Q3: What is a Brake Master Cylinder and what purpose does the Brake Master Cylinder Cup provide?

A3: The vehicles covered by this Safety Recall Campaign utilize a hydraulic system to slow and stop the vehicle under normal braking conditions. When the brakes are applied the master cylinder converts the non- hydraulic pressure, applied to the brake pedal, into hydraulic pressure used in the braking system.

The Brake Master Cylinder Cup is a seal located inside the master cylinder that allows the piston to move back and forth in the cylinder while preventing fluid from escaping past the piston.

Q4: Are there any warnings that this condition exists?

A4: Yes. If sufficient brake fluid seeps out, the brake warning light will illuminate.

If the vehicle is continued to be operated in this condition, the driver may also notice the brake pedal feel change.

Q5: Which and how many vehicles are covered by this Safety Recall Campaign?

A5: There are approximately 335,300 Lexus vehicles affected by this condition (see chart below):

Model Year	Model Name	Approx UIO
2006	GS 300	28,700
2006	IS 250	8,200
2006	IS 350	12,400
2004 - 2006	RX 330	286,000

Q6: *Are there any other Toyota or Lexus vehicles involved?*

A6: Yes, there are approximately 400,000 Toyota vehicles affected by this condition (see chart below):

Model Year	Model Name	Approx UIO
2005 - 2006	Avalon	115,800
2004 - 2006	Highlander	285,500

Q7: *What is the production period of the covered vehicles?*

A7: The vehicles covered by this Safety Recall Campaign were produced from early-February 2003 to late February 2006.

- Lexus vehicles covered by this Safety Recall Campaign were produced from early-February 2003 to mid-February 2006.
- Toyota vehicles covered by this Safety Recall Campaign were produced from late May 2003 to late February 2006.

Q8: *How many accidents have been reported?*

A8: There have been no reports of accidents or injuries confirmed to be caused by this condition in the U.S.

Q8a: *How many cases have been reported?*

A8a: Due to the nature of the brake warning lamp illumination, it is very difficult to determine the number of cases.

Q9: *What is Lexus going to do?*

A9: Lexus is currently preparing parts for the Safety Recall Campaign. Owners of the covered vehicles will be notified by first class mail beginning in early November 2010. Lexus dealers will replace the rubber seal (Brake Master Cylinder Cup) with a newly designed one at no charge to the vehicle owners.

Q9a: *What if a customer has the brake warning lamp illuminated?*

A9a: The brake pedal feel and braking performance does not change immediately after the brake warning lamp illuminated. However, we request the customer make an appointment with their local Lexus dealership for diagnosis and appropriate repair.

Q10: *How long will the repair take?*

A10: The repair will take approximately 2 hours. However, depending upon the dealers work schedule, it may be necessary for the owner to make the vehicle available for a longer period of time depending upon the dealer's schedule.

Q11: *What if an owner has previously paid for repairs for this condition?*

A11: Owners that have previously paid for the replacement of the Brake Master Cylinder due to brake fluid leakage from the rubber seal (Brake Master Cylinder Cup) to address this specific condition should refer to the owner letter for instructions regarding reimbursement consideration. If during the replacement of the brake master cylinder, it was determined that the brake booster also required replacement due to damage caused by this specific condition, Lexus will reimburse customers for both components.

Lexus anticipates that owner letters will begin mailing in early November, 2010.

Q12: *What if an owner has additional questions or concerns?*

A12: Owners with questions or concerns are asked to contact their local Lexus dealer for diagnosis and repair if applicable. Owners may also contact Lexus Customer Satisfaction at 1-800-255-3987.



Kathy Wachs / Service & Parts Operations
Lexus Customer Services
October 21, 2010
Approved by: Al Smith

To: All Lexus Dealers
From: Lexus Customer Services

Voluntary Safety Recall ALG - Preliminary Notice
Certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
Brake Master Cylinder Cup

On Thursday, October 21, 2010, Lexus will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a Safety Recall on certain 2004 - 2006 RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 vehicles to replace the Brake Master Cylinder Cup.

Condition

During vehicle assembly, Toyota uses brake fluids containing polymers that act as lubricants for certain brake system components. If replacement brake fluid is used that does not contain such polymers, or contains only small amounts, a part of the rubber seal (Brake Master Cylinder Cup) located at the rear of the brake master cylinder may become dry, and the rubber seal may curl during movement of the piston. If this occurs, a small amount of the brake fluid could slowly leak from the seal into the brake booster, resulting in illumination of the brake warning lamp.

If the vehicle continues to be operated in this condition, the brake pedal feel could change, and braking performance could eventually begin to gradually degrade.

Toyota original brake fluid, which is applied at the manufacturing plant, contains polymers and does not cause this phenomenon.

Status

- Lexus is currently preparing parts for the Safety Recall Campaign. Lexus dealers will be requested to install a newly designed rubber seal (brake master cylinder cup) when parts become available.
- We will continue to keep you apprised of the situation as it progresses.
- A O&A is attached for your use when responding to customer questions.

Involved Vehicles

There are approximately 335,300 Lexus vehicles involved.

Model Year	Model Name	Approximate UIC
2006	GS 300	28,700
2006	IS 250	8,200
2006	IS 350	12,400
2004 - 2006	RX 330	286,000

Pre-Owned Vehicles in Dealer Inventory

Lexus requests that dealers not deliver any pre-owned vehicles in their inventory which are involved in this Safety Recall until the defect has been remedied. If a dealer wishes to sell or deliver a vehicle covered by this Safety Recall, it is important the dealer clearly communicate to the consumer that the vehicle has been identified by Lexus as subject to recently announced Preliminary Safety Recall and that the consumer will be notified by Lexus when the remedy is available.

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Safety Recall Campaign ALG - Preliminary Notice
2004 through 2006 Model Year RX 330, 2006 GS 300, 2006 IS 250 and 2006 IS 350 Vehicles
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Q4: Are there any warnings that this condition exists?

A4: Yes. If sufficient brake fluid seeps out, the brake warning light will illuminate.

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