

TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

October 21, 2010
TMS-NTC-10224

To: All Toyota Region General Managers/Vice Presidents

From: Bob Waltz, *BWaltz*
Vice President, Product Quality and Service Support

Subject: Safety Recall A0M – **Preliminary Notice**
2005 through 2006 Model Year Avalon Vehicles and
2004 through 2006 Model Year Highlander (Non Hybrid) Vehicles
Brake Master Cylinder Cup Replacement

On October 21, 2010, Toyota will file a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on 2005 through 2006 Model Year Avalon Vehicles and 2004 through 2006 Model Year Highlander (Non Hybrid) Vehicles to replace the Brake Master Cylinder Cup. This Safety Recall will also cover 2006 Lexus GS 300, IS 250, IS 350 and 2004 – 2006 Lexus RX 330.

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 contain 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

Covered Vehicles

- There are approximately 115,900 Avalon (2005 through 2006 model year) and 285,500 Highlander (2004 through 2006 model year) vehicles covered by this Safety Recall in the U.S.

Status

- A0M ("A1M" until the remedy is launched) Preliminary Notification documents will be visible on TIS shortly. **For reference purposes** only, VINs covered by this DIR will be searchable on TIS starting the evening of October 21, 2010 (Pacific Time).
- Toyota is currently preparing parts for the Safety Recall Campaign.
- Dealers will receive a Safety Recall Dealer package in **late October, 2010**.
- Owner notifications sent by first class mail will begin in **early November, 2010**. The owner notifications will be sent over several months consistent with parts availability and repair capacity.
- The attached Dealer Daily Message will be sent to all dealerships informing them of the DIR filing.

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 Brian Lyons (310) 468-2552 in Toyota Corporate Communications. (Please do not provide this number to customers. Please provide this contact to only media associates.)

Customer Contacts

- A Q&A has been attached for your use in the event you receive a customer contact. If a customer has further questions, please direct the inquiry to the Toyota Customer Experience Center at 1-800-331-4331.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.

Please review this preliminary notification with your staff to assure that all relevant personnel have been briefed regarding this subject.

Thank you for your cooperation.

Enclosures

- cc: Region/Private Distributor Assistant General Managers
- Region/Private Distributor Customer Service Operations Managers
- Region/Private Distributor Service Managers/Directors/VPs
- Region/Private Distributor Parts Managers/Directors/VPs
- Region/Private Distributor Customer Services Field Managers
- Region/Private Distributor Technical Services and Training Managers
- Region/Private Distributor District Service and/or Parts Managers
- Region/Private Distributor Customer Relations Managers
- Region/Private Distributor PDC Managers
- Region/Private Distributor Field Technical Specialists
- Region/Private Distributor Service Training Specialists
- Region/Private Distributor Vehicle Operations Managers
- All NAPC General Managers
- All TMS Sales Administration Managers
- All TMS Product Quality & Service Support Managers
- All Field Product Engineers

- | | | | |
|--------------|---------------|----------------|---------------|
| G. Borst | N. Fein | E. Matsuda | S. Sugawara |
| R. Broughman | F. Fontanella | M. Michels | M. Templin |
| G. Bryan | H. Fukui | T. Morrison | J. Tetherow |
| W. Burns | S. Haag | T. Nakagami | P. Turner |
| D. Camden | J. Hanson | D. Pettitt | P. Uribe |
| B. Carter | T. Hayakawa | R. Pflughaupt | K. Ura |
| G. Christoff | K. Higgins | C. Reynolds | A. Vaish |
| J. Colon | C. Hostetter | C. Roberts | R. Waltz |
| B. Cooper | M. Hosoe | R. Sakai | S. Yamaguchi |
| R. Daly | Y. Inaba | D. Sakakibara | M. Yamanami |
| F. Davidson | M. King | M. Setta | H. Yoshihashi |
| T. Doi | K. Kusakawa | A. Smith | D. Zellers |
| D. Esmond | J. Lang | R. Specht | |
| W. Fay | J. Lentz | J. Stempkowski | |



**Safety Recall Campaign A0M – Preliminary Notice
2005 through 2006 Model Year Avalon and 2004 through 2006 Model Year Highlander (Non Hybrid)
Brake Master Cylinder Cup – Q&A**

Q1: What is the condition?

A1: 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 contain 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 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 contain 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?

Q3: 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:

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

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

A6: Yes, 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

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.

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

A9: Toyota 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. Toyota 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 Toyota 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, Toyota will reimburse customers for both components.

Toyota 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 please contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, or Saturday 7:00 am through 4:00 pm Pacific Time.

Wayne Hutchinson / TMS Toyota Customer Services
Product Quality and Service Support, Quality Compliance
October 21, 2010
Approved By: Bob Waltz

To: All Toyota Dealers
From: Toyota Customer Services

Safety Recall A0M – Preliminary Notice
2005 through 2006 Model Year Avalon Vehicles and
2004 through 2006 Model Year Highlander (Non Hybrid) Vehicles
Rubber Seal (Brake Master Cylinder Cup Replacement)
*******URGENT*******

On October 21, 2010, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) informing the agency of our intent to conduct a voluntary Safety Recall on 2005 through 2006 Model Year Avalon Vehicles and 2004 through 2006 Model Year Highlander (Non Hybrid) 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 contain 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

Covered Vehicles

- There are approximately 115,900 Avalon (2005 through 2006 model year) and 285,500 Highlander (2004 through 2006 model year) vehicles covered by this Safety Recall in the U.S.

Status

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**Safety Recall Campaign A0M – Preliminary Notice
2005 through 2006 Model Year Avalon and 2004 through 2006 Model Year Highlander (Non Hybrid)
Brake Master Cylinder Cup – Q&A**

Q1: What is the condition?

A1: 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 contain 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 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 contain 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?

Q3: 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:

Model Year	Model Name	Approx UIO
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A6: Yes, there are approximately 335,300 Lexus vehicles affected by this condition (see chart below):

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Q8a: How many cases have been reported?

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A9: Toyota 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. Toyota 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?

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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, Toyota will reimburse customers for both components.

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