

TOYOTA CUSTOMER SERVICES

INTEROFFICE MEMORANDUM

To: Region/Private Distributor General Managers & Vice Presidents
From: Dave Zellers *Dave*
Vice President Product Quality & Service Support

September 14, 2004
TMS-NTC-04169

Subject: 2000 Model Year Celica and Echo Brake Master Cylinder Inspection

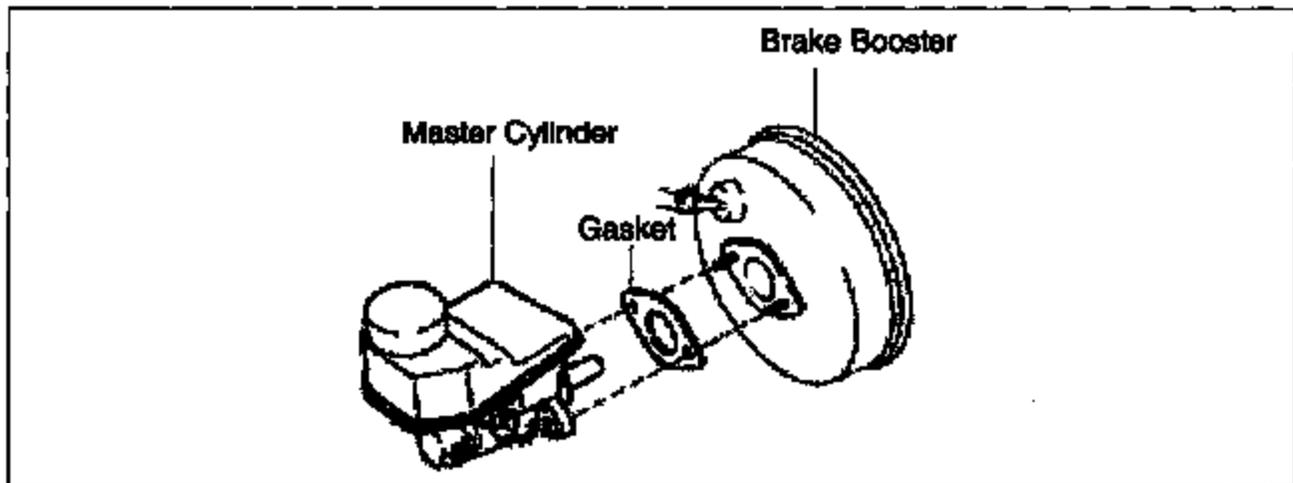
In mid-October, 2004, Toyota will initiate a voluntary Special Service Campaign (SSC) to inspect and if necessary replace the brake master cylinder and booster on certain 2000 Model Year (MY) Celica and Echo vehicles.

BACKGROUND

- On September 14, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake master cylinder on approximately 56,000 Celica and 53,000 Echo vehicles, with the intent to initiate an SSC.

CONDITION

- There is a possibility that the recess that retains a rubber seal ring, which is located at the end of the brake master cylinder, may be corroded due to an improper cleaning process. In this condition, brake fluid may leak from the seal, or a small amount of air may enter the master cylinder, which could lead to an increase of vehicle stopping distance and thus raise the possibility of a crash.



STATUS

- An SSC to inspect the brake master cylinder and, if necessary, replace the brake master cylinder and booster will be launched in early October 2004. Owner notifications will commence in mid-October, 2004.
- The attached Dealer Daily message will be sent to all dealers informing them of the issue and SSC launch timing.
- As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary inspections/replacements have been performed.
- If your staff should receive any contacts from owners experiencing issues with the brake master cylinder, please direct the owner to their local Toyota dealer for diagnosis and/or replacement.
- A Q&A has been attached for your reference.

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

E. Bastien	G. Fogg	D. Pettitt
J. Beseda	Y. Funo	J. Press
R. Broughman	J. Hanson	D. Schutte
G. Bryan	N. Kawakami	E. Taira
D. Camden	J. Lang	T. Takada
B. Carter	K. Masumoto	J. Tetherow
D. Ceccoli	E. Matsuda	M. Tomozoe
D. Cleveland	M. Michels	A. Walsh
R. Daly	I. Miller	M. Yamaguchi
C. Davis	T. Negata	
B. Ertmann	D. Ogilvie	
D. Esmond	J. Olson	



**Special Service Campaign (SSC) Q&A
2000 Model Year Toyota Celica and Echo Brake Master Cylinder Inspection**

Q1: What is the condition?

A1: In certain 2000 MY Celica and Echo vehicles, there is a possibility that the recess that retains a rubber seal ring, which is located at the end of the brake master cylinder, may be corroded due to an improper cleaning process. In this condition, brake fluid may leak from the seal, or a small amount of air may enter the master cylinder, which could lead to an increase of vehicle stopping distance and thus raise the possibility of a crash.

Q2: What is the cause of this condition?

A2: During the manufacturing process, a portion of the brake master cylinder may have been improperly cleaned, corroding the recess that retains a rubber seal ring.

Q3: Are there any warnings that this condition exists?

A3: Yes, the vehicle may exhibit a soft brake pedal condition and/or increased stopping distances.

Q4: Which and how many vehicles are involved?

A4: Only certain 2000 Model Year Celica and Echo are involved. There are approximately 109,000 vehicles in the U.S.

Q5: What is the production period of the affected vehicles?

A5: The affected vehicles were produced:

- Toyota Celica July, 1999 through June, 2000
- Toyota Echo August, 1999 through June, 2000

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

A6: No, this condition only affects certain 2000 Model Year Celica and Echo vehicles.

Q7: How many incidents of this condition have been reported?

A7: There have been no cases of this condition reported in the affected Celica and Echo vehicles.

Q8: Have there been any accidents reported?

A8: There have been no reported cases of accidents related to this condition.

Q9: What is Toyota going to do?

A9: Owners of the involved vehicles will receive a Special Service Campaign notification by first class mail beginning in mid-October, 2004. Toyota dealers will inspect and, if necessary, replace the brake master cylinder and booster at NO COST to the vehicle owners.

Q10: How long will the repair take?

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

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Toyota dealer for diagnosis and repair.

Stefan Brand/ TMS Customer Services Division

September 14, 2004

Approved By: David Zellers

To: All Toyota Dealers
From: Toyota Customer Services

2000 Model Year Celica and Echo Brake Master Cylinder Inspection

*******URGENT*******

On September 14, 2004, Toyota filed a Defect Information Report (DIR) with the National Highway Traffic Safety Administration (NHTSA) regarding the brake master cylinder on approximately 56,000 Celica and 53,000 Echo vehicles, with the intent to initiate an SSC.

There is a possibility that the recess that retains a rubber seal ring, which is located at the end of the brake master cylinder, may be corroded due to an improper cleaning process. In this condition, brake fluid may leak from the seal, or a small amount of air may enter the master cylinder, which could lead to an increase of vehicle stopping distance and thus raise the possibility of a crash.

This new SSC involves the inspection of the brake master cylinder and, if necessary, replacement of the master cylinder and booster. A dealer package including technical instructions and reimbursement procedures will be mailed to dealers in early October. Owner notifications will commence in mid-October, 2004.

As required by Federal Regulation, dealers are not to deliver any vehicle acquired in their inventory, which is involved in a safety recall, until the necessary repairs have been performed.

The following Q&A has been provided for your reference. All media inquiries should be directed to Julie Alfonso at (310) 468-4825, Sam Butto at (310) 468-7728 or Allison Takahashi at (310) 468-5315 in Toyota Corporate Communications.

Please contact your District Service/Parts Manager if you have any further questions.

Special Service Campaign (SSC) Q&A

2000 Model Year Toyota Celica and Echo Brake Master Cylinder Inspection

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Q2: What is the cause of this condition?

A2: During the manufacturing process, a portion of the brake master cylinder may have been improperly cleaned, corroding the recess that retains a rubber seal ring.

Q3: Are there any warnings that this condition exists?

A3: Yes, the vehicle may exhibit a soft brake pedal condition and/or increased stopping distances.

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Q9: What is Toyota going to do?

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

Q11: What should an owner do if they experience the condition?

A11: Owners are requested to contact their local Toyota dealer for diagnosis and repair.