



Gulf States Toyota, Inc.
P.O. Box 442168
Houston, Texas 77244-2168

**2012 – 2014 Toyota Prius v
Non-Toyota Seat Heater Wiring Connections
Special Service Campaign Notice
CSC-10056127-1273**

MR. SAMPLE A. SAMPLE
12345 SAMPLE STREET
ANYPLACE, USA 77551-1212

Re: Vehicle Identification Number [VIN]

Dear Toyota Prius v Owner:

Our records indicate that you are the owner of a 2012 – 2014 Toyota Prius v that was equipped by independent distributor Gulf States Toyota, Inc. (GST) with a non-Toyota seat heater system. GST is initiating a Special Service Campaign to replace certain wiring connections. GST will replace the parts at no cost to you.

Why is GST conducting this Special Service Campaign?

GST is conducting this Special Service Campaign because the non-Toyota seat heater installed in vehicles by GST could stop working due to a failure of the wiring connectors. If this occurs, the seat heater will turn off and no longer work.

What will be done?

Your local Toyota dealer will replace all of the affected wiring connectors with upgraded connectors. The replacement is free of charge.

What should you do?

Contact your local Toyota dealer to schedule an appointment for installation if you are in Texas, Louisiana, Oklahoma, Arkansas, or Mississippi. Please note that an appointment will be necessary to confirm part availability. If you are outside these five states, then contact the GST Customer Assistance Center toll free at 1-800-444-1074. GST will ship the new parts to your preferred Toyota dealer and the dealer will call you to schedule an appointment for installation. The time to perform this service is approximately one hour; however, depending upon the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

We have sent you this notice in the interest of your continued satisfaction with our products and sincerely regret any inconvenience this Special Service Campaign may cause you.

Sincerely,

Gulf States Toyota, Inc.
Re: SSC# 14R1

Special Service Campaign- 14R1
Certain 2012 through 2014 Toyota Prius V Vehicles Equipped with LIO Installed Seat Heater
Seat Heater Wiring Update - Q&A Page 1 of 1
August 2014

Special Service Campaign (SSC) 14R1 covers certain 2012 – 2014 Toyota Prius V vehicles originally distributed in the Gulf States Toyota Region.

Q1: What is the condition?

A1: The non-Toyota seat heater installed in these vehicles by GST could stop working due to a failure of the wiring connectors. If this occurs, the seat heater will turn off and no longer work.

Q2: What is the remedy?

A2: The customer will be provided with, at no cost, an update to the seat heater wiring harness, which will replace the wiring connector.

Q3: Will any existing parts be re-used?

A3: Yes. The main components of the system including seat heater pads, switches and the main harness will remain intact. Wiring adaptors designed to improve the connection method will be added to the main harness.

Q4: Are there any warnings this condition exists?

A4: There are no specific warnings that a condition exists.

Q5: Have any accidents occurred as a result of the condition?

A5: There have been no reports of any failure that has resulted in an accident.

Q6: How many vehicles are involved?

A6: These non-Toyota seat heater systems were installed on approximately 682 vehicles at the Gulf States Toyota Vehicle Processing Center. The systems were installed on various 2012 through 2014 Prius V models only, and no other Toyota Models were equipped with this system by Gulf States Toyota.

Q7: What should an owner do if they have immediate concerns about their vehicle?

A7: All owners of Toyota Prius V vehicles equipped with these non-Toyota seat heater systems are eligible to receive at no cost, the parts and installation of the seat heater power harness update kit, and are encouraged to contact their local Toyota Dealer to schedule an appointment to perform the SSC .

Q8: Will the addition of the wiring adaptors change the appearance or functionality of my Prius V?

A8: The addition of the wiring update kit will have no effect on the appearance or the operation of the vehicle.

Q9: How long will the Service take?

A9: The installation of the power harness update kit will take approximately 1.0 hour. However, it may take longer based upon the dealer's work schedule.

Q10: What if a customer has previously paid for repair of this specific condition on their vehicle?

A10: Owners should contact the GST Customer Assistance Center toll free at 1 - 800 - 444 - 1074 for reimbursement consideration.