

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

Subject: Safety Recall A0M – Rubber Seal (Brake Master Cylinder Cup)
Certain 2005 through 2006 Model Year Toyota Avalon Vehicles &
Certain 2004 through 2006 Model Year Highlander (Non Hybrid) Vehicles

As communicated 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 certain '05 through '06 Model Year Avalon and certain '04 through '06 Model Year Highlander (Non-Hybrid) Vehicles to replace a rubber seal (the Brake Master Cylinder Cup) located at the rear of the brake master cylinder.

Background

- 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. If the warnings provided by the lamp illumination and the change in pedal feel are not heeded, a vehicle crash could occur.
- Toyota original brake fluid which is applied at the manufacturing plant contains polymers and does not cause this phenomenon

Safety Recall Remedy

Toyota dealers will replace the rubber seal (Brake Master Cylinder Cup) with a newly designed one at **no charge** to the vehicle owners.

1. Owner Notification Mailing Date

The owner notification will commence in mid-November 2010 approximately one week following the dealer notification. The letters will be sent over several months consistent with parts availability and repair capacity.

Only owners of the vehicles covered by this Safety Recall will be notified. If you are contacted by an owner, who has not yet received a notification, please **verify eligibility by confirming through Dealer Daily/TIS prior to performing the repair**. Dealers should perform the Safety Recall as outlined in the Technical Instructions located on TIS.

2. Dealer Summary Reports

Summary Reports containing the **number** of covered vehicles in your dealership's primary marketing area (PMA) have been enclosed in the dealer package.

3. Number and Identification of Covered Vehicles

This Safety Recall covers approximately 115,800 Toyota Avalon (2005 through 2006 model year) and approximately 285,500 Toyota Highlander (2004 through 2006 model year) vehicles in the U.S.

Model	WMI	Year	VIN Range	
			VDS	Range
Avalon	4T1	2005	BK36B	U001003 - U062426
		2006	BK36B	U042154 - U124198
Highlander	JTE	2004	DD21A	0073058 - 0105659
			DP21A	0001001 - 0043214
			ED21A	0025894 - 0031832
			EP21A	0001008 - 0067233
			GD21A	0073656 - 0105684
			GP21A	0001006 - 0043210
			HD21A	0025363 - 0033057
		2005	DD21A	0105687 - 0132243
			DP21A	0043215 - 0091384
			ED21A	0033309 - 0039278
			EP21A	0067234 - 0136405
			GD21A	0105182 - 0132242
			GP21A	0042673 - 0091386
			HD21A	0033060 - 0040125
		2006	DD21A	0132256 - 0139663
			DP21A	0091388 - 0102288
			ED21A	0040139 - 0041931
			EP21A	0136406 - 0153766
			GD21A	0132244 - 0139662
			GP21A	0090882 - 0102287
			HD21A	0040128 - 0042017

NOTE:

- Owners do not require the owner notification for the remedy to be performed. If your dealership is contacted by an owner who has not yet received a notification or did not bring it, please **verify eligibility and completion status by confirming through Dealer Daily/TIS prior to performing the remedy.**
- Dealers should perform the remedy as outlined in the Technical Instructions found on TIS.

4. Remedy Procedures

Refer to TIS for the appropriate Technical Instructions, and for additional information.

Conduct all applicable Safety Recall and Service Campaigns on the vehicle during the time of appointment. Refer to each specific recall and/or campaign for specific instructions.

5. Brake Fluid

Chemical Part No.	Chemical Name	Qty/Unit
00475-1BF03	Toyota Genuine DOT 3 Brake Fluid (pint)	3

NOTE:

- Toyota Genuine DOT 3 Brake Fluid can be ordered through the Toyota Chemical Program and will be drop shipped from AMREP.

6. Parts Ordering

The repair will require the usage of Toyota Rubber Grease (1 gram/vehicle) and a Rubber Seal Kit (Brake Master Cylinder Cup Kit). These parts can be ordered through your dealership's facing PDC.

Part No.	Part Name	Qty/Unit
08887-01206	Toyota Rubber Grease (100 grams)	1 tube = 100 vehicles (1 gram/vehicle)

NOTE:

- Each dealership will be allocated two tubes at the start of the Safety Recall. They will be charged to the dealer's Parts Account.
- The Toyota Rubber Grease will be placed on Manual Allocation Control. Each dealership will be permitted to order additional tubes at a rate of one tube per week.

Model	Part No.	Part Name	Qty/Unit
Avalon / Highlander	04000-33158	Rubber Seal Kit (Brake Master Cylinder Cup Kit)	1
<p>The kit above includes the following parts:</p> <p>90029-20059 – Rubber Seal (Cylinder Cup) = Quantity 1</p> <p>90947-01322 = O-Ring = Quantity 1</p> <p>Wire Tie = Quantity 1</p>			

NOTE:

- Dealers will receive a small initial stock quantity beginning Wednesday, November 10, 2010. These orders will be charged to the dealer's Parts Account.
- Maximum daily order quantity = 10 pieces per day up to dealers total allocation quantity.
- The total allocation quantity is the dealer's repair order percentage x PDC affected UIO.
- Dealers requiring additional inventory above their total allocation quantity must contact their Facing PDC Customer Support Leader (CSL) and request that a Special Request Form be submitted to the NAPO Special Activities Group.
- Dealers will receive a separate communication illustrating their initial stock quantity, total allocation quantity and their daily allowable order quantity in a separate email from their facing PDC Manager.

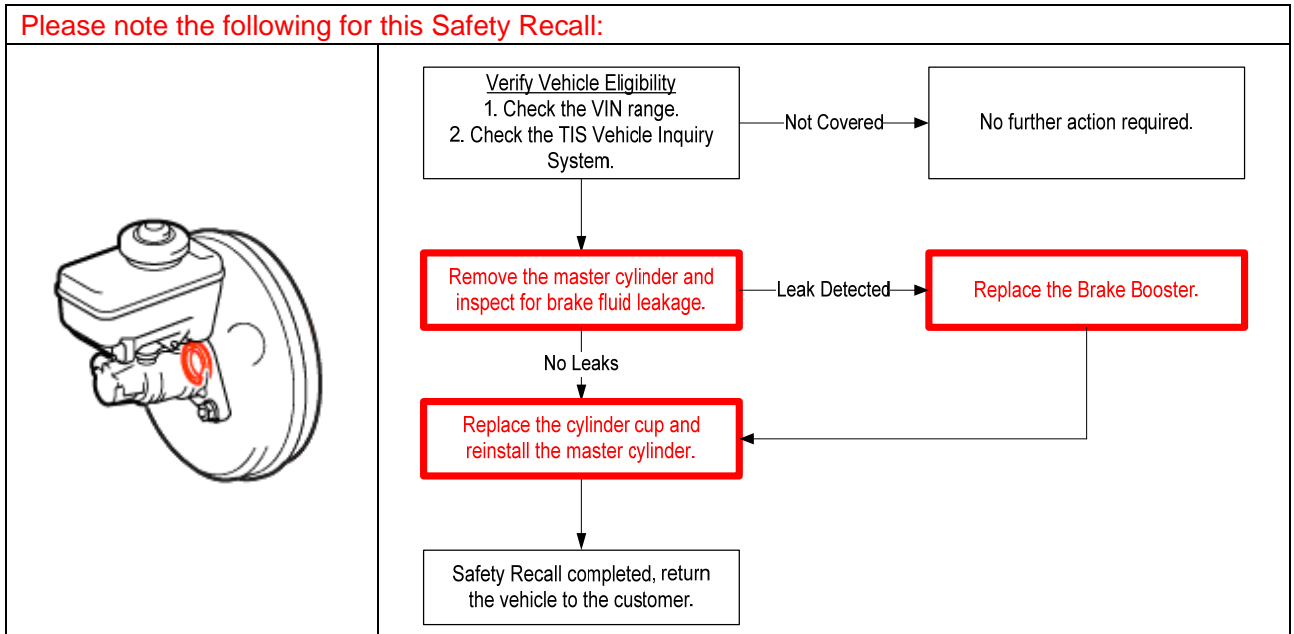
IMPORTANT PARTS ORDERING REMINDER

Effective March 1, 2009, Safety Recall, Service Campaign (SSC/LSC) and Customer Support Program (CSP) parts do not earn Parts Return Credit Accrual and are not returnable under the Monthly Return Program. It is recommended that you order these parts based on appointments or immediate customer needs using a "Sell One-Buy One" ordering pattern. Please refer to PANT Bulletin 09-12 for additional details.

A UIO matrix by state is provided to inform your dealership of the number of vehicles in your state.

ST	UIO	ST	UIO	ST	UIO	ST	UIO	ST	UIO	ST	UIO
AK	479	FL	27,678	LA	5,933	NC	15,135	OK	3,071	VA	14,983
AL	5,378	GA	13,023	MA	16,461	ND	575	OR	4,251	VT	892
AR	2,958	HI	241	MD	13,013	NE	1,708	PA	15,972	WA	7,623
AZ	7,208	IA	3,137	ME	1,796	NH	3,031	RI	1,889	WI	6,205
CA	57,705	ID	1,332	MI	4,980	NJ	15,028	SC	6,910	WV	1,628
CO	6,586	IL	16,913	MN	6,232	NM	2,015	SD	699	WY	575
CT	5,952	IN	5,207	MO	5,487	NV	3,335	TN	7,220		
DC	554	KS	3,134	MS	2,682	NY	21,097	TX	24,494		
DE	1,313	KY	5,609	MT	951	OH	10,819	UT	2,575		

7. Warranty Processor Instructions



The operation codes to be used for this Safety Recall are:

Safety Recall	Model	Op. Code	Description	Flat Rate Hour
A0M	Avalon/ Highlander	0516K1	Replace Rubber Seal (Brake Master Cylinder Cup)	1.9 hr/vehicle

- The above flat rate time includes 0.1 hour for administrative cost per unit.
- See the Appendix for additional reimbursement instructions in the event brake fluid leakage into the brake booster is found.

Available Sublets:

- Rental Car: Use sublet type "RT" for Op. Code 0516K1. Customer rental car through the Toyota-Rent-A-Car (TRAC) Program is available for a maximum of **one day** at a maximum rate of \$35 per day.
- Toyota Genuine Rubber Grease: Up to \$1.00 per vehicle may be claimed for the use of Toyota Genuine Rubber Grease. Use sublet type "OF" for Op. Codes 0516K1.
- Brake Fluid: Toyota Genuine DOT 3 Brake Fluid (00475-1BF03) may be claimed up to 3 pints under Op. Code 0516K1.

8. Customer Handling

Customers who receive the owner letter may contact your dealership with questions regarding the letter and/or Safety Recall remedy. 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 Customer Experience Center (1-888-270-9371).

9. **Media Contacts**

For ***News media inquiries 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 in Corporate Communications. (Please do not provide these numbers to customers or direct dealership associates to call).

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 Safety Recall.

Thank you for your cooperation.
TOYOTA MOTOR SALES, U.S.A., INC.

APPENDIX

If brake fluid has leaked into the brake booster and the technician has determined that the brake booster needs to be replaced (refer to the Technical Instructions for brake booster judgment criteria); the following parts and Operation Codes will need to be utilized:

1. Part number

The necessary parts can be ordered through your dealership's facing PDC. Parts have been placed on Manual Allocation and will be released daily per the dealer repair order percentage PDC affected UIO. Dealers will receive a separate communication illustrating their daily allowable order quantity and maximum order allocation amount in a separate email from their facing PDC Manager.

Model	Part No.	Part Name	Qty/Unit
Avalon	44610-07121	Brake Booster Assy	1
	44785-07010	Brake Booster Gasket	1
	90468-16035	Clip	1
Highlander 4 Cylinder Engine	44610-48271	Brake Booster Assy	1
	44785-16020	Brake Booster Gasket	1
	90468-16142	Clip	1
Highlander 6 Cylinder Engine	44610-48271	Brake Booster Assy	1
	44785-16020	Brake Booster Gasket	1
	90468-16142	Clip	1
	17176-20010	Air Surge Tank to Intake Manifold Gasket	1
	22271-20040	Throttle Body Gasket	1

2. Operation Codes:

Model	Op. Code	Description	Flat Rate Hour
Avalon	0516K2	Replace the Rubber Seal (Brake Master Cylinder Cup) and Brake Booster Assembly	3.1 hr/vehicle
Highlander 4 Cylinder Engine	0516K4	Replace the Rubber Seal (Brake Master Cylinder Cup) and Brake Booster Assembly	2.8 hr/vehicle
Highlander 6 Cylinder Engine	0516K5	Replace the Rubber Seal (Brake Master Cylinder Cup) and Brake Booster Assembly	3.8 hr/vehicle

- The above flat rate time includes 0.1 hour for administrative cost per unit.

Available Sublets:

- Rental Car: Use sublet type "RT" for Op. Code 0516K2, 0516K4, or 0516K5. Customer rental car through the Toyota-Rent-A-Car (TRAC) Program is available for a maximum of **one day** at a maximum rate of \$35 per day.
- Toyota Genuine Rubber Grease: Up to \$1.00 per vehicle may be claimed for the use of Toyota Genuine Rubber Grease. Use sublet type "OF" for Op. Codes 0516K2, 0516K4, or 0516K5.
- Brake Fluid: Toyota Genuine DOT 3 Brake Fluid (00475-1BF03) may be claimed up to 3 pints under Op. Code 0516K2, 0516K4, or 0516K5.



***The usage of these Part Numbers and Op. Codes will be closely monitored.
Inappropriate usage will result in the claim being debited.***



Safety Recall Campaign A0M

Certain '05 through '06 Model Year Avalon and Certain '04 through '06 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. If the warnings provided by the lamp illumination and the change in pedal feel are not heeded, a vehicle crash could occur.

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 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. If the warnings provided by the lamp illumination and the change in pedal feel are not heeded, a vehicle crash could occur.

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: What is Toyota going to do?

- A8: Owners of vehicles covered by this Safety Recall will receive a notification by first class mail beginning in mid-November 2010. The owner notifications will be mailed over several months consistent with parts availability and repair capacity. Any Toyota dealer will replace the rubber seal (Brake Master Cylinder Cup) with a newly designed one at **NO CHARGE** to the vehicle owner.

If during the rubber seal replacement, it is determined that brake fluid leakage has damaged the brake booster it will also be replaced at **NO CHARGE** to the vehicle owner.

Q8a: What if a customer has the brake warning lamp illuminated?

- A8a: The brake pedal feel and braking performance does not change immediately after the brake warning lamp illuminated. However, we request such a customer to make an appointment with a Toyota dealer for diagnosis and appropriate repair.

Q9: How long will the repair take?

- A9: The repair will take approximately 2 hours. However, depending upon the dealer's work schedule, it may be necessary for the owner to make the vehicle available for a longer period of time.

Q10: What if an owner has previously paid for repairs for this condition?

- A10: 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) 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.

Q11: What if an owner has additional questions or concerns?

- A11: 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.


**Certain 2005 through 2006 Avalon Vehicles & Certain 2004 through 2006 Highlander Vehicles
Brake Master Cylinder Cup (Rubber Seal)
Safety Recall Notice**

[VIN]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect, which relates to motor vehicle safety, exists in a rubber seal (the Brake Master Cylinder Cup) on certain 2005 through 2006 model year Avalon vehicles and certain 2004 through 2006 model year Highlander (Non Hybrid) vehicles.

What is the 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 (the 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 [**BRAKE** or ].

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. If the warnings provided by the lamp illumination and the change in pedal feel are not heeded, a vehicle crash could occur.

What is Toyota going to do?

Any Toyota dealer will replace the rubber seal (Brake Master Cylinder Cup) with a newly designed one at **NO CHARGE** to you.

If during the rubber seal replacement, it is determined that brake fluid leakage has damaged the brake booster it will also be replaced at **NO CHARGE** to you.

What should you do?

This is an important Safety Recall

Please contact your authorized Toyota dealer to make an appointment to have this important remedy performed on your vehicle as soon as possible.

The rubber seal (Brake Master Cylinder Cup) replacement will take approximately two hours. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time.

In the event the brake warning light has illuminated and/or you notice the feel of the brake pedal change, please verify the brake fluid level in the reservoir. If the brake fluid level is low it is an indication that brake fluid is leaking. Please add DOT3 brake fluid and make an appointment to have this remedy completed immediately.

You do not need an owner letter to have this recall completed; however, to assist the dealer in confirming vehicle eligibility, we request that you present this notice at the time of your service appointment.

If you would like to update your vehicle ownership or contact information, please go to www.toyota.com/ownersupdate. You will need your full 17-digit Vehicle Identification Number (VIN) to input the new information.

What if you have other questions?

Your local Toyota dealer will be more than happy to answer any of your questions and set up an appointment to perform this Safety Recall. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

If you believe that the dealer or Toyota has failed or is unable to remedy the defect within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590 or call the toll free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

What if you have previously paid for repairs for this condition?

If you have previously paid for repairs to address this specific condition, please mail a copy of the repair order, proof-of-payment, and proof-of-ownership to the following address for reimbursement consideration:

Toyota Motor Sales, U.S.A., Inc
Toyota Customer Experience, WC10
19001 South Western Avenue, Torrance, CA 90509

Include your name, address, and telephone number(s) in your request. Please allow us 6-8 weeks to process your request.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the vehicle lessee within ten days of your receipt of this letter.

Thank you for driving a Toyota.

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