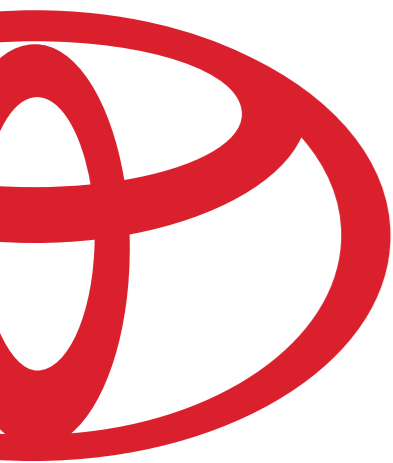




CLEAN. GREEN. RECYCLES THE SOUL.

**PRIUS 03**



Prius has been honoured by the Sierra Club as the first Green Family Car and has received its "Excellence in Environmental Engineering" award.



#### THE DAWN OF A NEW ERA

Toyota has always been committed to designing and building vehicles of the highest standards, while at the same time developing technologies that are ever more efficient, ever more environmentally conscious. This balance, between the needs of the driver and the needs of the planet, we call "eco logic". The Prius, a Super Ultra Low Emission Vehicle is a prime example and is targeted to get up to twice the mileage of conventional cars, and run 90% cleaner than the U.S. federally required average. So, too, is the day when these special vehicles won't seem like news, but will be the cars we are all driving. It is the dawn of a new era of automobiles. We're proud to help lead the way.



At right: The surprisingly accommodating Prius trunk holds suitcases, grocery bags, boxes and fits up to four golf bags.  
Middle right: There are several convenient storage compartments, as well as cup holders in the car of the future.  
Far right: The air conditioning system in the Prius is "layered" in upper and lower tiers of circulation for maximum efficiency.

#### PARK THE FUTURE IN YOUR DRIVEWAY

 Prius is a new kind of car called a hybrid, combining a sophisticated gasoline engine with a powerful electric  motor. The Prius power system is completely self-contained. So, unlike all electric-only vehicles, Prius never needs to be recharged from an outside source. You're free to go. With Prius, Toyota has realized a vision – to build a car that would change everything. A car that would travel gently in the environment, reducing noise and emissions, and maximize fuel economy beyond that of virtually any previous vehicle. A practical, real world car with four doors, a climate control system, plenty of storage space and seating for five – a car people would trust and love to drive, one that feels like a car, not an experiment.

Now you can park the future in your driveway.



One of the surest ways to get comfortable with the new technology is to sit in the Prius. You'll find the interior welcoming, logically arranged and full of conveniences. Prius has ample seating for five. It's easy on the mind and on the body.



The ultra-convenient centre multi-information display panel gives you at a glance readouts of fuel consumption, energy monitor, outside temperature, time and warning screens. It's all there in one central location – more like a commercial airliner than a typical car – to cut down on the amount of time your eyes need to look away from the road. The display's location also combines with seats that provide a high perspective for an excellent all-around field of view. Also displayed on the centre panel are the vital stats for the Prius audio system.



# PRIUS 03



PRIUS 03

## THE TOYOTA PRIUS HYBRID SYSTEM



In the Toyota Hybrid System (THS), a sophisticated power split device allows the engine and motor to work together in concert, like two skilled musicians performing

a duet. When the power energy demand is low (starting, traveling at low load or stopping), Prius is powered by the electric motor.



Then during normal traveling, the gasoline engine starts and is the primary power source: running the generator that powers the electric motor; the electric motor assists

the engine to drive the wheels. This ratio is controlled for maximum efficiency.



Next, at full acceleration, the normal traveling mode is boosted by additional power flowing to the motor from the High-Voltage (HV) battery. It's the result of a super-efficient

transaxle that is actually a Continuously Variable Transmission (CVT).

## INNOVATIONS AND SAFETY FEATURES

Prius was designed to incorporate the very latest technology while staying grounded in the realities of driving today. Nowhere is that more evident than in the areas of safety. Features that help you avoid an impact are combined with features that protect you should one occur. Ultimately, nothing is more important than your well-being.

A security system/engine immobilizer is standard. Unless your coded Prius key is used, the starter system disables, and your Prius cannot be started. Heat absorption window glass contributes to energy saving. Double weather stripping is used to further reduce wind noise.

Preceding page: Prius shown in Silver Sand Metallic.



040 Alpine White/Grey Interior



1C5 Silver Sand Metallic/  
Grey Interior



6R4 Electric Green Mica/  
Grey Interior



8K8 Brilliant Blue Pearl/  
Grey Interior



Finally, when decelerating or braking, the wheels drive the electric motor which acts as a generator and recharges the HV battery. When the vehicle is stopped,

the engine stops automatically. However, when it is necessary to charge the HV battery or run the air conditioner compressor in max mode, the engine will continue to run.



The HV battery charging continues while the vehicle is stopped until certain conditions are met, at which point the engine will shut off.

The gas engine runs the generator as needed to charge the HV battery back to a sustainable state of charge (between 40 – 80% charge is normal; ideal is 60%). The entire system is geared to benefit both the driver and the environment. That's Prius genius.

Standard lightweight aluminum wheels combined with low rolling resistance tires improve fuel economy.

The internal trunk release handle allows someone to release the trunk lock from inside the trunk compartment. The internal handle is phosphorescent, to remain visible for a time after the trunk has closed. Prius has SRS airbags as standard equipment for both driver and front passenger. 3-point seatbelts with pretensioners and force limiter functions are also standard on front seats with 3-point seatbelts in all rear seating positions.

## TOYOTA THE EASY AND AFFORDABLE WAY TO FINANCE OR LEASE YOUR TOYOTA.

Toyota Financial Services offers quality leasing and financing for your Toyota. We believe that your toughest decision should be choosing which Toyota model you want, so we've made purchasing and leasing your Toyota easy. You can count on us to provide the same superior level of service and quality that you know and expect from Toyota.

### Why choose Toyota Financial Services?

- Competitive interest rates
- Flexible terms of up to 60 months
- Convenient, one stop shopping available at all Toyota Dealerships
- Web services
- Save time and get pre-approved on-line before you shop
- Check out our competitive rates on-line.

You won't be disappointed!

Come visit us at [www.toyotafinancialservices.ca](http://www.toyotafinancialservices.ca) or call us at 1-888-TOYOTA-8.

**ECP**™ With Extra Care Protection, your new Toyota has inflation-protected coverage from mechanical failures, to road emergencies, and much more. It is the affordable and cost effective way to guarantee your peace of mind and to protect your investment whether you buy or lease. ECP is not a warranty... it's much more! It can provide you and your new Toyota with coverage such as Towing, Emergency Road Service, Rental Assistance, Tire Road Hazard Protection and also includes the 3 first factory recommended lubrication intervals. ECP Plans can cover you on up to 17 major mechanical component groups after the manufacturer's warranty expires. Please consult your Toyota Dealer for further details on this very valuable and affordable option.

## TOYOTA EXPERIENCE

The part you can't replace. Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. The satisfaction comes from knowing that highly skilled, Toyota-trained technicians using Toyota Genuine Parts are maintaining your vehicle at truly fair and competitive prices. The reward comes in the form of years of trouble-free driving in a vehicle that will hold its value remarkably well.

"That new Toyota feeling - we help you keep it."

## PRIUS FEATURES & SPECIFICATIONS 2003

PRIUS	
<b>INTERIOR:</b>	
• Illuminated Entry	•
• Map & Cargo Lamp	•
• Day/Night Rear View Mirror	•
• Driver & Front Passenger Sun Visor Mirrors	•
• Front Reclining Bucket Seats	•
• Front & Rear Headrests (4)	•
• Driver Footrest	•
• Rear Seat Heater Duct	•
• Full Fabric Seats, Semi-Fabric Door Trim	•
• Carpet Mats	•
• Multi-Information Display Screen	•
• AM/FM Cassette CD	•
• Tilt Steering Wheel	•
• Power Door Locks & Windows	•
• Digital Instrument Cluster	•
• Automatic Air Conditioning	•
<b>CONVENIENCE:</b>	
• Cruise Control	•
• Keyless Entry	•
• Seat Back Pockets	•
• Front & Rear Cup Holders	•
• Driver & Front Passenger Door Pockets	•
• Console Box	•
<b>SAFETY:</b>	
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	•
• Five, 3-Point Lap & Shoulder Belts	•
• Anchor Points for Child Restraint Seats	•
• Child Protector Rear Door Locks	•
• Theft Deterrent with Immobilizer & Alarm	•
• Assist Grips	•
• Door Ajar, Low Fuel Warnings	•

• Standard ○ Optional  
Information correct at time of printing. Subject to change without notice.

PRIUS	
<b>EXTERIOR:</b>	
• Side & Rear Window Defoggers	•
• Colour-Keyed Mirrors & Door Handles	•
• Colour-Keyed Bumpers & Rear Spoiler	•
• Splash Guards	•
• Intermittent Wipers	•
• Power Remote Rear View Mirrors	•
• Fuel Cap Hanger	•
<b>Additional Accessories:</b>	
• Block Heater	○
• Cargo Net	○
• Licence Plate Cover	○
• Wheel Locks	○
• 6-Disc Changer	○
<b>MECHANICAL</b>	
<b>Engine 1NZ-FXE</b>	• 1.5 Litre (1497 cc), In-line 4-Cylinder, DOHC, Sequential Multiport Electronic Fuel Injection, SULEV**
<b>Compression Ratio</b>	• 13.0:1
<b>Horsepower (kW)</b>	• 70 (52) @ 4500 rpm
<b>Torque (N.m)</b>	• 82 lb. ft. (111) @ 4200 rpm
<b>Electric Motor</b>	• Synchronous, Alternating Current
<b>Horsepower (kW)</b>	• 44 (33) @ 1040 - 5600 rpm
<b>Torque (N.m)</b>	• 259 lb. ft. (350) @ 0 - 400 rpm
<b>Suspension</b>	• <b>Front:</b> MacPherson Type, L-Shape Lower Arms • <b>Rear:</b> Torsion Beam
<b>Drivetrain</b>	• Front-Wheel Drive
<b>Transmission</b>	• Electronically Controlled CVT
<b>Brakes</b>	• Front Disc/Rear Drum with ABS (Hydraulic Antilock Braking System with Generative Braking Assist)
<b>Steering</b>	• Rack & Pinion with Variable Power Assist
<b>Tires</b>	• 175/65R14, Alloy Wheels (4)

PRIUS	
<b>DIMENSIONS</b>	
<b>Length</b>	4305 (169.5)
<b>Width</b>	1695 (66.7)
<b>Height (Unloaded)</b>	1465 (57.7)
<b>Wheelbase</b>	2550 (100.4)
<b>Tread</b>	<b>Front:</b> 1475 (58.1) <b>Rear:</b> 1480 (58.3)
<b>Seating Capacity</b>	5
<b>Headroom</b>	<b>Front:</b> 985 (38.8) <b>Rear:</b> 942 (37.1)
<b>Legroom</b>	<b>Front:</b> 1045 (41.1) <b>Rear:</b> 899 (35.4)
<b>Shoulder Room</b>	<b>Front:</b> 1343 (52.9) <b>Rear:</b> 1325 (52.2)
<b>CURB WEIGHT</b>	<b>kg (lbs.)</b> 1255 (2767)
<b>CARGO CAPACITY</b>	<b>m<sup>3</sup> (cu. ft.)</b> .354 (11.8)
<b>FUEL CAPACITY</b>	<b>litres (gal.)</b> 45 (10)
<b>FUEL CONSUMPTION RATING<sup>†</sup></b>	<b>L / 100 km</b> <b>mpg</b> City/Highway     4.5/4.7     63/60

\*Airbag Notice – The 2003 Prius features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a front-end collision of sufficient magnitude to inflate the bags. In moderate frontal collisions, the airbags may not inflate, in a rear or side collision the airbags are designed not to inflate, so the primary protection is provided by the lap and shoulder belt system.

Seatbelts must be worn at all times by all occupants.

\*\*Meets U.S. California Air Resources Board (CARB) Super Ultra Low Emission Vehicle (SULEV) standards.

<sup>†</sup>These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication – EnerGuide Fuel Consumption Guide.

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**NEW VEHICLE WARRANTY SUMMARY**

No Deductibles – No Transfer Fees

**COMPREHENSIVE COVERAGE – 3 YEARS OR 60,000 KM**

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

**POWERTRAIN COMPONENTS – 5 YEARS OR 100,000 KM**

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

**MAJOR EMISSION CONTROL COMPONENTS – 8 YEARS OR 130,000 KM**

This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

**CORROSION PERFORATION – 5 YEARS UNLIMITED DISTANCE**

Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

**HYBRID-RELATED COMPONENTS – 8 YEARS OR 160,000 KM**

This warranty covers repairs to specified Prius Hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**THE THINGS WE CARE ABOUT.**

No matter which Toyota you choose, you can be sure of two things. It will deliver the utmost in Quality, Durability and Reliability, the foundation of Toyota's reputation for excellence. And it will perform with maximum respect for the environment.

You see, when we build your Toyota, we strive not only to meet your expectations, but to exceed them. Our objective is to make your driving experience better, easier, safer, more convenient, more fun and more environmentally friendly than ever before.

**OUR COUNTRY. OUR WORLD.**

Fuel Efficiency, Low Emissions and Recyclability. These are cornerstones of Toyota's global vision, and we are constantly looking for ways to improve. All of our current vehicle line-up complies with Canada's strict low emissions standards.

And the remarkable Toyota Prius the world's first hybrid vehicle to achieve Super Ultra Low Emission Vehicle (SULEV)\* designation. Prius combines gasoline and electric power plants to redefine standards in fuel economy and energy efficiency.

Toyota is developing and implementing engineering technologies using materials and processes which will contribute to a vehicle recovery rate of at least 95% by 2015. However, our concern for the environment does not stop with our vehicles.

Toyota Canada Inc. shares the environmental commitment demonstrated by all the Toyota production facilities and like them our Head Office has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen

to launch the "Toyota Evergreen Learning Grounds Program". Worldwide, the results of our commitment to the Toyota Earth Charter can be seen in every facet of our business. All in all, it's more than you might expect from an automobile

manufacturer, but at Toyota it's the least we expect from ourselves!

For more details visit [www.toyota.ca](http://www.toyota.ca) \*California Air Resources Board (CARB).



Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.

CAA® PYRAMID AWARD Voted best for owner satisfaction, reliability and low repair frequency and cost, Toyota has earned this award 16 times in the last 20 years.



Toyota recognizes its duty to safeguard the environment. To support this concern, our brochure is printed on recycled paper with vegetable based inks to be fully recyclable. PRINTED IN CANADA 10M C0002-0523E-50