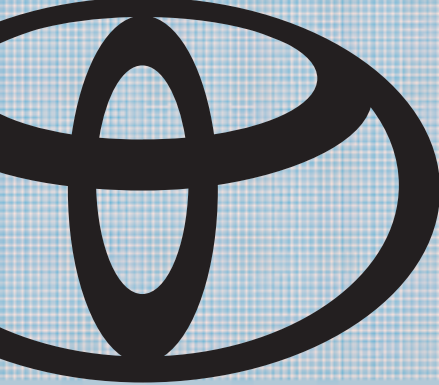


TOYOTA
the feeling never ends



2004 Prius



TOYOTA
the feeling never ends

What if you could build a feeling?
You know, like a standard feature on a vehicle.
Power steering.
ABS brakes.
Love.
And not just build it once, but mass produce it.
So this feeling could live inside every car and truck that was built.
Anyone could have it.
You could have it.


And every time you got inside your car,
bracing your hands around the steering wheel,
your mouth curled up.
Your eyes widened.
Your heart skipped a beat.
You felt alive.

That's the Toyota feeling.
Along with the quality, durability and reliability you've come to expect.
Because feeling alive isn't just about love.
It's about having the freedom to go anywhere and do anything,
knowing that you're driving a vehicle you can trust.

So step inside and find your feeling.
We've built it into our entire line of cars and trucks.
But be forewarned.
The feeling of driving a Toyota stays with you long after you step out of the driver's seat.
The feeling never ends.



2004 Prius

It's not difficult to see how one can be easily misled by Prius' sleek, aerodynamic profile. The exhilaration of a spirited test drive will only further the impression that this futuristic 5-door liftback is simply one very powerful statement of well-appointed responsiveness. But be warned, Prius is no ordinary next-generation mid-size. The point of departure is Prius' Hybrid Synergy Drive™ , a state-of-the-art gas/electric hybrid powerplant that gives Prius more power and the best fuel efficiency in its class – over 800 km on one tank! Welcome to the 21st century.
Prius. So much more than meets the eye.

Left: The all new 2004 Prius shown in Millennium Silver Metallic.

Page 3



2004 Prius shown in Millennium Silver Metallic.


Going beyond.

The Prius experience goes well beyond first impressions. Something you'll discover in the time it takes to say "WHOA!" when you settle in behind the wheel and encounter a jaw-dropping array of amenities.

Like an amazingly sensible push-button starter. Or steering wheel mounted controls and available Smart Entry & Start,



which lets you magically unlock and start your car without even using the key. You can even take in the

wonders of Hybrid Synergy Drive™  on an in-dash display screen. And as if Prius isn't already the most technically-advanced car in its class, there's an available JBL premium AM/FM, cassette, 6-disc CD changer with 9-speakers and a diversity antenna for a sound you – and your ears – simply will not believe.

Prius. Another word for "tomorrow".





Comfort zone.

Just before you hit the start button, take a look around you. It's called space – and because there's so much of it, you can actually take it for granted. Same goes for the four other people who can also sit comfortably inside. And on the subject of comfort, you can look forward to a host of amenities on every Prius. Like 4-way adjustable front bucket seats, automatic air conditioning, rear adjustable headrests, power door locks and windows, tilt steering wheel and a multi-information display screen that's like having your own in-dash entertainment centre. As for storage, you've got an amazing 30% more cargo room (.35 cubic metres) than our previous model,



plus the convenience of 60/40 split fold-down rear seats. There's even a hidden storage compartment (which will be yours to discover).

Prius. Your own personal comfort zone.



Top inset: Prius' 60/40 split fold-down rear seats.
Above left: Prius' Grey interior shown with optional equipment.



Innovation meets luxury.



2004 Prius shown in Millennium Silver Metallic.

What the world needs now.



Ultimately, you will discover that Prius is much more than just an elegant way of getting from A to B. That's because extraordinary fuel economy, outstanding performance and environmental sensitivity are all part of the equation thanks to Prius' revolutionary Hybrid Synergy Drive™ . Soon many models in our Toyota lineup will be powered the same way and it's entirely possible that one day Hybrid Synergy Drive™  might be as commonplace as the V-6 engine. Peace of mind is also standard equipment on Prius 2004 – with safety features like driver and front passenger multi-stage airbags (SRS). For the ultimate in worry-free driving, every Prius has Complimentary Roadside Assistance. So slide behind the wheel, buckle up and push the power button. *You're about to drive the future.*



HYBRID SYNERGY DRIVE™ IN A NUTSHELL.

- Without getting too technical, the new Prius' powertrain is controlled by a sophisticated energy-splitting device that allows the powerful VTI gas engine and the zero-emissions electric motor to work either independently or together.
- At start-up or low speeds when the energy demand is low, Prius is powered by the electric motor.
- As speed increases the gas engine kicks in, also generating electricity to power the electric motor and charge the battery.
- At full acceleration the gas engine gets additional power from the electric motor, improving performance, saving fuel and reducing emissions.
- When slowing down or braking, Prius' regenerative braking system uses kinetic energy to produce electricity and recharge the battery.
- The result: 90% fewer emissions than conventional cars and a lot less quality time spent in gas stations (no wonder it's called fossil fuel).

¹ Meets California Air Resources Board (CARB) Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) designation.

Dress it up. Drive it out.

Prius colours:

Hood deflector



Side window visors



Licence plate cover



Make your statement. Your new Toyota Prius can very easily become a reflection of your personality and lifestyle. All you have to do is select which of the Toyota Accessories you'd like to add to your Prius to make it truly yours. Your Toyota Dealer will gladly assist you in customizing your new vehicle. To find the Toyota Dealer nearest you, go to www.toyota.ca or call **1-888-TOYOTA-8**.

Enhance the look and functionality of your new Prius by choosing from the following list of Accessories*:

- Ashtray • Block heater • Cargo mat
- * See your Toyota Dealer for availability



Prius all dressed up with hood deflector and side window visors.



040 Alpine White
Ivory Interior



1C0 Millennium Silver Metallic
Grey Interior



202 Black
Grey Interior



303 Salsa Red Pearl
Ivory Interior



4S2 Driftwood Pearl
Ivory Interior



6S9 Tideland Pearl
Ivory Interior



8S2 Seaside Pearl
Ivory Interior

2004 Prius Features and Specifications¹

PRIUS	
INTERIOR:	
• AM/FM CD Player, 6-Speakers, Roof-Mounted Antenna	1
• Automatic Air Conditioning, Clean Air Filter	1
• Rear Seat Heater Ducts	1
• Front Bucket Seats	1
• Driver & Front Passenger Seat Adjustments: Recline, Headrest-Vertical	1
• Rear Seat Adjustments: Fold-Down Rear Seat (60/40), Headrest-Vertical, Fold-Down Centre Armrest	1
• Full Fabric Seats, Semi-Fabric Door Trim, Fabric Headliner	1
• Multi-Information Display, Outside Temperature Gauge, Dual Trip Odometer	1
• Dual Illuminated Vanity Mirrors	1
• Day/Night Rear View Mirror	1
• Driver Footrest	1
• Tilt Steering Wheel	1
• Push Button Start	1
• Electronic Shift Lever	1
• Power Door Locks & Windows with Driver Side Auto Up/Down	1
• Key Lockout Protection	1
• Carpeted Rear Cargo Area	1
• Carpet Mats	1
• Tonneau Cover	1

¹ - Standard **1** - Optional * See Airbag Notice

PRIUS	
CONVENIENCE:	
• Cruise Control	1
• Keyless Entry	1
• Illuminated Entry	1
• Front Seat Back Pockets	1
• Front & Rear Cup Holders	1
• Door Map Pockets	1
• Map, Cargo & Glove Box Lamps	1
• Retained Accessory Power	1
• Accessory Power Outlets	1
• Digital Clock	1
• Cargo Net	1
• Cargo Area Side Panel & Under Floor Storage	1
• Overhead Console Box	1
• Centre Console Box with Armrest	1
• Dual Compartment Glove Box	1
SAFETY:	
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	1
• Driver & Front Passenger Seatbelt Pre-Tensioners & Force Limiters	1
• All-Position 3-Point Lap & Shoulder Belts	1
• Adjustable "B" Pillar Shoulder Belt Anchors	1
• Anchor Points for Child Restraint Seats	1
• Child Protector Rear Door Locks	1
• Engine Immobilizer	1
• Assist Grips	1
• Low Engine Oil, Low Fuel, Low Coolant, Low Washer Fluid, Door Ajar, Headlamps On Warning Indicators	1
• Remote Fuel Lid Release	1

PRIUS	
EXTERIOR:	
• Aluminum Alloy Wheels, Wheel Locks	1
• Colour-Keyed Mirrors, Door Handles & Grille	1
• Colour-Keyed Bumpers & Rear Spoiler	1
• Dual Remote Control, Power, Heated Mirrors	1
• Halogen Headlamps	1
• Light Control System	1
• Variable Intermittent Wipers, Rear Intermittent Window Wiper/Washer	1
• Electric Rear Window Defroster with Timer	1
• Side Window Defoggers	1
• High Solar Energy Absorbing Window Glass	1
• Tinted Glass	1
• Splash Guards	1
• Fuel Cap Hanger	1
PACKAGES:	
PACKAGE B:	
• Vehicle Stability Control (VSC), Premium JBL Audio, AM/FM Cassette, In-Dash 6-Disc CD Autochanger, 9-Speakers, Front Seat Mounted Side Airbags (SRS)*, Front & Rear Head/Side Curtain Airbags (SRS)*, Smart Key System, Garage Door Opener, Electrochromic Rear View Mirror, Anti-Theft System, Fog Lamps	1
ACCESSORIES:	
• Ashtray	
• Block Heater	
• Cargo Mat	
• Hood Deflector	
• Licence Plate Cover	
• Side Window Visors	

Accessories: See your Toyota Dealer for availability.

PRIUS		
MECHANICAL		
Engine 1NZ-FXE	• 1.5 Litre, In-Line 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing with Intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, AT-PZEV ¹	1
Compression Ratio	• 13.0:1	1
Horsepower (kW)	• 76 (57) @ 5000 rpm	1
Torque (N.m.)	• 82 (111) @ 4200 rpm	1
Electric Motor	• Permanent Magnetic Synchronous Motor	1
Horsepower (kW)	• 67 (50) @ 1200–1540 rpm	1
Torque (N.m.)	• 295 (400) @ 0–1200 rpm	1
Voltage	• 500V Maximum	1
Hybrid System		
Net Horsepower (kW)	• 110 (82)	1
Battery	• Sealed Nickel-Metal Hydride (Ni-MH) • Horsepower (kW) Output: 28 (21) • Voltage: 201.6V	1 1 1
Suspension	• Front: Independent, MacPherson Gas Struts, Stabilizer Bar • Rear: Torsion Beam Type, Stabilizer Bar	1 1
Drivetrain	• Front Wheel Drive, Traction Control (TRAC) • Vehicle Stability Control (VSC)	1 1
Transmission	• Automatic, Electronically Controlled, Continuously Variable Transmission (CVT)	1
Brakes	• Power-Assisted, Front Disc/Rear Drum with Antilock Braking System (ABS), Electronic Brake force Distribution (EBD) & Brake Assist	1
Steering	• Rack & Pinion with Variable Power Assist	1
Tires	• P185/65R15, All-Season Radials, Compact Spare Tire	1
DIMENSIONS		
Length	4445 (174.9)	1
Width	1725 (67.9)	1
Height (Unloaded)	1475 (58.0)	1
Wheelbase	2700 (106.2)	1
Tread	Front: 1505 (59.2) Rear: 1480 (58.2)	1
Ground Clearance	124.5 (4.9)	1
Seating Capacity	5	1
Headroom	Front: 993 (39.0) Rear: 947 (37.3)	1
Legroom	Front: 1064 (41.9) Rear: 980 (38.6)	1
Shoulder Room	Front: 1397 (55.0) Rear: 1344 (52.9)	1

¹ - Standard **1** - Optional

PRIUS		
GROSS VEHICLE WEIGHT	<i>kg (lb)</i>	1
	1721 (3795)	
CURB WEIGHT	<i>kg (lb)</i>	1
	1310 (2890)	
CARGO CAPACITY	<i>m³ (cu. ft.)</i>	1
	.456 (16.1)	
COEFFICIENT OF DRAG	<i>cd.</i>	1
	.26	
FUEL CAPACITY	<i>litres (gal)</i>	1
	45 (10.0)	
FUEL CONSUMPTION RATING**	<i>L / 100 km</i> <i>mpg</i>	
City/Highway	4.0/4.2 71/67	1

¹ **Toyota Canada Inc.** Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation.

The Toyota website www.toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

*Airbag Notice: The 2004 Prius features a driver & front passenger airbag Supplemental Restraint System (SRS) which activates only in a full frontal 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. The 2004 Prius is available with a front seat mounted side airbag Supplemental Restraint System (SRS) and a front and rear head/side curtain airbag Supplemental Restraint System (SRS) which activate only in a side-impact collision of sufficient magnitude to inflate the bags. Seatbelts must be worn at all times by all occupants.

¹ Meets Environment Canada and U.S. Environmental Protection Agency (EPA) Tier 2 Emission Standards and California Air Resources Board (CARB) Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) standards.

** 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*.

Vehicle coverage.

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 hybrid-related components that are defective in material or workmanship under normal use and maintenance. *Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.

It's the most affordable way to guarantee you peace of mind. Consult your Toyota Dealer for details.



TOYOTA EXPERIENCE The part you can't replace

dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving. *"That new Toyota feeling - we help you keep it."*



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



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 18 times in the last 21 years.



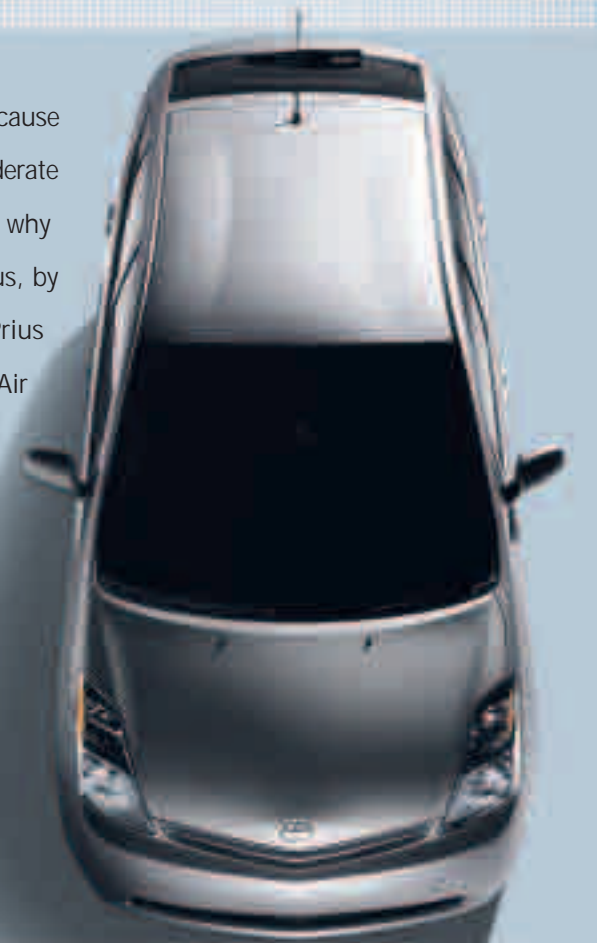
TOYOTA | EVERGREEN
LEARNING GROUNDS



Our country. Our world.

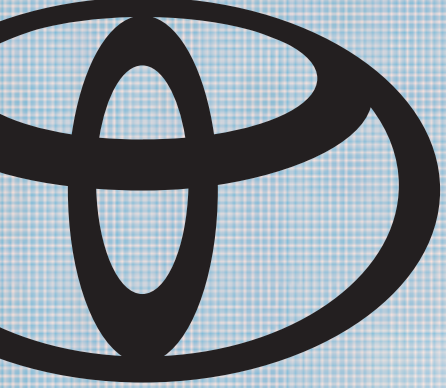
Your Toyota comes with the utmost in quality, durability, reliability and maximum respect for the environment. That's because our objective is to make your driving experience better, safer, more convenient, more fun and more environmentally considerate than ever before. Fuel Efficiency, Low Emissions and Recyclability - the cornerstones of Toyota's global vision. That's why all of our current vehicle line-up complies with Canada's strict low emissions standards. And the remarkable Toyota Prius, by combining gas and electric power plants, has redefined standards in fuel economy and energy efficiency. The 2004 Prius with Hybrid Synergy Drive™  meets the most stringent emission standards in the world... achieving California Air Resources Board (CARB) Advanced Technology Partial Zero Emission Vehicle (AT-PZEV)¹¹¹ designation. At present, Toyota is developing technologies that will lead to a vehicle recovery rate of at least 95% by 2015. Like our production facilities, Toyota Canada Inc.'s head office shares these environmental concerns and has achieved the prestigious "ISO 14001 Certified" designation. Toyota has partnered with Evergreen to launch the  "Toyota Evergreen Learning Grounds Program" and implemented the Toyota Earth Charter in every facet of our business. It's more than you might expect from an automobile manufacturer, but it's the least we expect from ourselves.

Toyota Canada, in partnership with the Canadian Tourism Commission, has developed a national program to promote tourism within Canada. This initiative, which encourages Canadians to drive Canada and see its wonders, demonstrates our pride in, and dedication to "the world's greatest country".



¹¹¹ 2004 Prius achieves the Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) designation by:

- Meeting or exceeding the Super Ultra Low Emission Vehicle (SULEV) tailpipe emission standard which is 90% cleaner than the average 2003 vehicle.
- Having near-zero evaporative emissions.
- Making use of additional "Zero Emission Vehicle (ZEV) enabling clean" technology such as alternate fuel, electric drive, or other advanced technology system.
- Having emission control equipment with 150,000 mile durability.



Prius. Clean. Green. Recycles the soul.

By now you've found your feeling.

So what now?


It's simple.

Just give us a call or go to our website.

There you can request more information for the model you're interested in and find the location of the Toyota Dealership nearest you.

We put a lot of pride and hard work into making these vehicles great.

The only thing missing is you.

1-888-TOYOTA-8  www.toyota.ca



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.
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