

05 Prius

TOYOTA
the feeling never ends

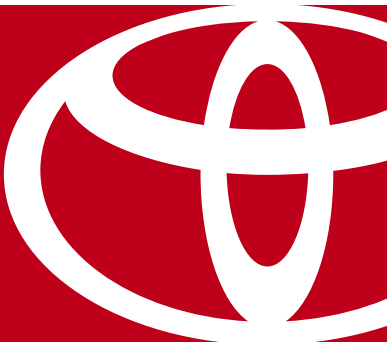




It's not difficult to see how one can be easily misled by Prius' sleek, aerodynamic profile. The exhilaration of a spirited test drive will only further the impression that this futuristic, 5-door liftback is simply one very powerful statement of well-appointed responsiveness. But be warned, Prius is 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!

05 Prius

SO MUCH MORE THAN MEETS THE EYE. WELCOME TO THE 21ST CENTURY.



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Right: The 2005 Prius shown in Millennium Silver Metallic.



*Prius shown
in Millennium
Silver Metallic.*





GOING BEYOND. The Prius experience goes well beyond first impressions. Something you'll discover 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 DVD-based navigation system, a 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.”

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Above: Prius dash shown with optional equipment.



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 just like having your own in-dash entertainment centre. As for storage, you'll have an amazing .456 cubic metres of cargo room, 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 right: Prius' 60/40 split fold-down rear seats.

Above: Prius' Grey interior shown with optional equipment.



WHAT THE WORLD NEEDS NOW. Ultimately, you'll 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.[™] Many models in our Toyota lineup will soon 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 2005 – with safety features like driver and front passenger multi-stage airbags (SRS). And 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.

PRIUS' HYBRID SYNERGY DRIVE[™] SYSTEM –

a solution with no cords attached. You could call it low emission wizardry, but it's really a new gas/electric hybrid powerplant that makes Prius more fuel-efficient and powerful. More planet-sensitive than ever before, Prius is designed to achieve an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) rating!¹ You can make a difference without making a sacrifice. Prius is now even more powerful, with increased horse power and torque. All this, and you never have to plug it in for recharging.

Above: Standard driver and front passenger multi-stage airbags (SRS) with available front seat-mounted side airbags (SRS) and front and rear head/side curtain airbags (SRS).



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 VVT-i 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, thus 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. 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 toyota.ca or call **1-888-TOYOTA-8**.



Hood deflector

Side window visors

Licence plate cover

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

- Ashtray • Block heater • Cargo mat
- Glass breakage sensor

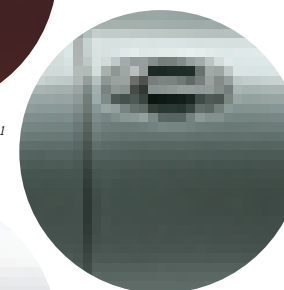


Prius all dressed up with hood deflector and side window visors.

2005 PRIUS COLOURS



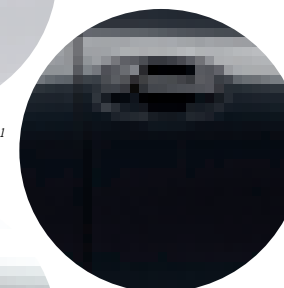
3Q3 Salsa Red Pearl¹



6S9 Tideland Pearl¹



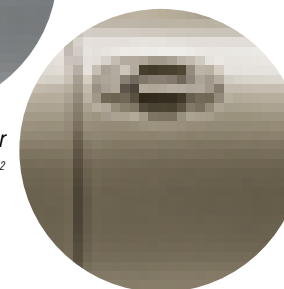
040 Alpine White¹



202 Black²



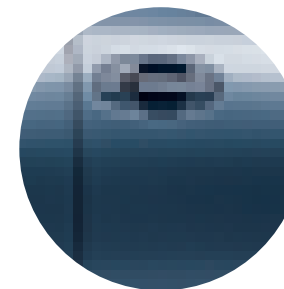
1C0 Millennium Silver Metallic²



4S2 Driftwood Pearl¹

¹ Ivory Fabric

² Grey Fabric



8S2 Seaside Pearl¹

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.

VEHICLE COVERAGE

ECP™ 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 your peace of mind. Consult your Toyota Dealer for details.

TOYOTA EXPERIENCE Toyota Dealers are 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."

TOYOTA FINANCIAL SERVICES 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.



2005 PRIUS

FEATURES

PRIUS	5-DR
INTERIOR:	
• AM/FM/CD Player, 6-Speakers	•
• Roof Mounted Antenna	•
• Air Conditioning w/Automatic Climate Control	•
• Clean Air Filter, Rear Seat Heater Ducts	•
• Front Bucket Seats, Fabric Seat Material	•
• Driver Seat Recline, Headrest-Vertical Adjustments	•
• Front Passenger Seat Recline, Headrest-Vertical Adjustments	•
• 60/40 Split Rear Bench Seat w/Fold-Down Seat Back	•
• Rear Seat Headrest-Vertical Adjustments	•
• Power Door Locks	•
• Power Windows w/Driver Side Auto Up/Down	•
• Outside Temperature Gauge, Dual Trip Odometer	•
• Multi-Information Display	•
• Push Button Start	•
• Electronic Shift Lever	•
• Dual Illuminated Vanity Mirrors	•
• Day/Night Rear View Mirror	•
• 4-Spoke Tilt Steering Wheel	•
• Semi-Fabric Door Trim, Fabric Headliner	•
• Carpeting, Carpet Floor Mats	•
• Cargo Area Carpet	•
• Tonneau Cover	•
CONVENIENCE:	
• Cruise Control	•
• Digital Clock	•
• Map, Cargo & Glove Box Lamps	•
• Overhead Console Box	•
• Front Centre Console Box w/Armrest	•
• Rear Seat Fold-Down Centre Armrest	•
• Dual Compartment Glove Box	•
• Cargo Area Side Storage Compartments	•
• Under Cargo Area Storage Compartments	•
• Driver & Front Passenger Seat Back Pockets	•
• Door Map Pockets	•
• Front & Rear Cup Holders	•
• Cargo Net	•
• Retained Accessory Power	•
• Accessory Power Outlets	•
• Keyless Entry (Card Type)	•
• Key Lockout Protection	•
• Illuminated Entry	•

• - Standard ○ - Optional

PRIUS	5-DR
SAFETY:	
• Driver & Front Passenger Airbag Supplemental Restraint System (SRS)*	•
• Front Seatbelt Pre-Tensioners & Force Limiters	•
• Adjustable "B" Pillar Shoulder Belt Anchors	•
• All Position 3-Point Lap & Shoulder Belts	•
• Anchor Points for Child Restraint Seats	•
• Child Protector Rear Door Locks	•
• Engine Immobilizer	•
• Assist Grips	•
• Remote Fuel Lid Release	•
• Fuel Cap Hanger	•
• Door Ajar, Low Washer Fluid, Low Fuel Warning Indicators	•
• Low Engine Oil Level, Low Coolant Level Warning Indicators	•
• "Headlamp On" Warning Indicator	•
• Driver Seatbelt Warning Indicator	•
EXTERIOR:	
• Aluminum Alloy Wheels, Wheel Locks	•
• Side Window Defoggers	•
• Electric Rear Window Defroster w/Timer	•
• Tinted Glass	•
• High Solar Energy Absorbing Window Glass	•
• Colour-Keyed Bumpers & Door Handles	•
• Colour-Keyed Mirrors & Grille	•
• Rear Spoiler	•
• Splash Guards	•
• Dual Remote Control, Power, Heated Mirrors	•
• Variable Intermittent Wipers	•
• Intermittent Rear Window Wiper/Washer	•
• Halogen Headlamps	•
• Light Control System	•
PACKAGES:	
PREMIUM PACKAGE:	
• 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	○
NAVIGATION PACKAGE:	
• DVD Based Navigation System, 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	○

* Airbag Notice: The 2005 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 2005 Prius also features an optional Front Seat-Mounted Side Airbag Supplemental Restraint System (SRS) and an optional Front & 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.*

PRIUS	5-DR
MECHANICAL	
Engine	• 1.5 Litre, In-Line 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, AT-PZEV ¹
Compression Ratio	• 13.0:1
Horsepower (kW)	• 76 (57) @ 5000 rpm
Torque (N.m.)	• 82 (111) @ 4200 rpm
Electric Motor	• Permanent Magnetic Synchronous Motor
Horsepower (kW)	• 67 (50) @ 1200–1540 rpm
Torque (N.m.)	• 295 (400) @ 0–1200 rpm
Voltage	• 500V Maximum
Hybrid System	
Net Horsepower (kW)	• 110 (82)
Battery	• Sealed Nickel-Metal Hydride (Ni-MH) • Horsepower (kW) Output: 28 (21) • Voltage: 201.6V
Suspension	• Front: Independent, MacPherson Gas Struts, Stabilizer Bar • Rear: Torsion Beam Type, Stabilizer Bar
Drivetrain	• Front Wheel Drive, Traction Control (TRAC) • Vehicle Stability Control (VSC)
Transmission	• Automatic, Electronically Controlled, Continuously Variable Transmission (CVT)
Brakes	• Power-Assisted, Front Disc/Rear Drum w/Antilock Braking System (ABS), Electronic Brake force Distribution (EBD) & Brake Assist
Steering	• Rack & Pinion w/Variable Power Assist
Tires	• P185/65R15, All-Season Radials, Compact Spare

• - Standard ○ - Optional

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.

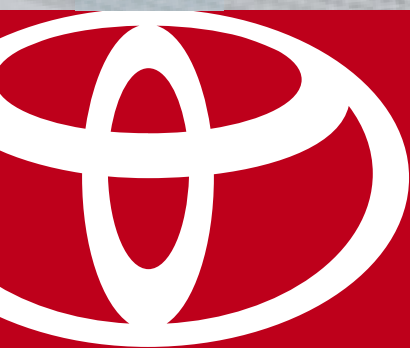
PRIUS	5-DR
DIMENSIONS	
Length	4445 (174.9)
Width	1725 (67.9)
Height (Unloaded)	1475 (58.0)
Wheelbase	2700 (106.2)
Tread	Front: 1505 (59.2) Rear: 1480 (58.2)
Seating Capacity	5
Ground Clearance	125 (5.0)
Headroom	Front: 994 (39.1) Rear: 942 (37.0)
Legroom	Front: 1065 (42.0) Rear: 980 (38.6)
Shoulder Room	Front: 1405 (55.3) Rear: 1345 (53.0)
GROSS VEHICLE WEIGHT <i>kg (lb)</i>	
	1721 (3795)
CURB WEIGHT <i>kg (lb)</i>	
	1310 (2890)
CARGO CAPACITY <i>m³ (cu.ft.)</i>	
	0.456 (16.1)
COEFFICIENT OF DRAG <i>cd</i>	
	0.26
TURNING CIRCLE <i>m (ft.)</i>	
	10.4 (34.1)
FUEL CAPACITY <i>litres (gal)</i>	
	45 (10)
FUEL CONSUMPTION RATING**	
	<i>L/100 km mpg</i>
City/Highway	4.0/4.2 71/67

** 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*.

2005 PRIUS

SPECIFICATIONS*

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



Toyota Prius.

Toyota Canada, in partnership with the Canadian Tourism Commission, has developed a national program to promote tourism within Canada.

“GET GOING CANADA” encourages Canadians to drive Canada, see its wonders, and demonstrates our pride in and dedication to *“the world’s greatest country”*.

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