

2015

PRIUS C



 **TOYOTA**

Great things can come in small, hybrid packages.

Prius c was created with the big city in mind. As the smallest and most affordable member of the Prius family, Prius c makes the most out of every situation. Its low centre of gravity design and 9.6 metre turning circle not only deliver agile and responsive handling but also make parking in the most challenging of spaces incredibly easy. With its combined fuel efficiency rating of 4.8 L/100 km, you can make short work of getting uptown, even when you're all the way downtown. Complementing its bold and sleek compact design is a modern and stylish interior with a surprising amount of space. Whether you and four friends are heading out to take in a show or you're configuring the seats to transport all of your gear, Prius c will always make the most out of any situation. And because over 85% of Toyotas sold in Canada in the last 20 years are still on the road today*, you can rely on discovering the city with the Prius c for years to come.



LED HEADLAMPS



Prius c shown in Blue Streak Metallic.



REAR SPOILER

FRONT COVER
Prius c shown in Electric Lime Metallic.



CLEANER. EFFICIENT. POWERFUL.¹¹ Hybrid Synergy Drive combines driving pleasure with lower emissions. Toyota hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional gasoline and diesel powered vehicles¹¹, and offer economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response, and top fuel efficiency.



Prius c shown in Tangerine Splash Pearl.



Good for the city. Even better for you.

With its available Navigation system⁵, you can easily meet friends for coffee in Little Italy and make it to that antique shop on the other side of the city with time to spare. Thanks to the Display Audio System's⁴ unique "text-to-speech" feature, you can convert your text messages from your phone into voice messages so you can always stay connected while you're on the go. And what's more, with its Bluetooth^{®3} feature, you can wirelessly stream music and make calls without having to take your hands off the wheel. In the hustle and bustle of city life, you're bound to be checking out new things in different neighbourhoods all the time. By monitoring your driving habits, the Prius c can help you achieve optimal fuel efficiency so you can continue to discover more and more.

DISPLAY AUDIO SYSTEM⁴ W/NAVIGATION⁵ The Display Audio System⁴ with available Navigation⁵ features a 6.1-inch touch-screen with Bluetooth^{®3} wireless music streaming and a unique "text-to-speech" feature that converts text messages from your phone into voice messages, which play through the vehicle's speaker system.

SMART KEY SYSTEM WITH PUSH BUTTON START When the available Smart Key fob is within 701 mm (2.3 ft.) of Prius c, both the vehicle's front doors and its liftgate can be unlocked without a key. The engine can also be started with the push of a button.

TOUCH TRACER DISPLAY This available feature places a duplicate image of the steering wheel-mounted controls on the Multi-Information Display. A quick glance at the display allows the driver to confirm which button to press without having to look down at the steering wheel.

DRIVE MODE SELECT Different modes for different types of driving. ECO mode helps reduce fuel consumption. EV mode runs solely on battery power for up to 1.6 km under certain conditions.

ENERGY MONITOR The Energy Monitor helps keep you continually apprised of the Hybrid Synergy Drive energy flow and how energy is efficiently managed and distributed.





AVAILABLE MOONROOF



Prius c shown in Tangerine Splash Pearl.



AVAILABLE HEATED FRONT SEATS



60/40 SPLIT REAR SEAT

Fits in wherever you go.

We made sure that the Prius c offered a spacious interior that's flexible and versatile enough to accommodate all that the city has in store for you. More importantly, we made sure that it was accessible – so when you've got your hands full, its four doors open wide so you can enter with ease and a rear liftgate provides unencumbered access to the rear cargo area. And thanks to interior features like soft-touch materials throughout the dash, an available moonroof, and available SofTex®-trimmed heated front seats, Prius c ensures that you and your passengers always get a premium experience with every drive.

484 LITRES
OF CARGO SPACE
(behind rear seats)



Prius c shown in Electric Lime Metallic.



Prius c shown in Classic Silver Metallic.



Breathe easy, even in the city.

Your safety is always our first priority. That's why we've engineered the 2015 Prius c with active and passive safety systems designed to help you stay out of harm's way. At its heart is an impact-absorbing body structure that efficiently distributes impact energy in the event of a collision, as well as a high-strength body framework that helps reduce cabin deformation. In addition to a long list of advanced safety features that come standard with the Prius c, you get the confidence and reassurance knowing that you are covered, each and every drive.

ANCHOR POINTS FOR CHILD RESTRAINTS With lower anchors on the outboard rear seats and tether anchors on all second-row seats, you can now securely mount a child seat with ease.

WHIPLASH-INJURY-LESSENING (WIL) FRONT SEATS Prius c features WIL front seats that can help reduce the severity of whiplash injury in certain rear end collisions.

NINE AIRBAGS¹ Prius c comes equipped with nine standard airbags¹, including: driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, front and rear head/side curtain airbags, and front seat cushion airbags.

TIRE PRESSURE MONITORING SYSTEM (TPMS) The TPMS performs one of the most essential safety and fuel efficiency functions by monitoring whether one or more of the tires are critically low.

STAR SAFETY SYSTEM™

2015 Prius c comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

Visit toyota.ca

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁶

TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁷

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁸

Prius c features

INTERIOR

ENTERTAINMENT & CONNECTIVITY

	Prius c	Prius c Technology
6.1" Touch Panel Display Audio ⁴ , AM/FM/CD Player, MP3 Playback	●	–
6.1" Touch Panel Display Audio ⁴ w/Navigation ⁵ , AM/FM/CD Player, MP3 Playback	–	●
SiriusXM [®] Satellite Radio, Gracenote [®] Album Cover Art	–	●
USB Input Port, Auxiliary Input Jack, Bluetooth ^{®S} Hands-Free Phone Connectivity/Wireless Audio Streaming/Phone Book Access	●	●
Text-to-Speech Capabilities, AM/FM Cache Radio	–	●
Advanced Voice Recognition	–	●
4-Speakers	●	–
6-Speakers	–	●
Steering Wheel Bluetooth ^{®S} & Audio Controls	●	●
Backup Camera	–	●
Multi-Information Display	●	●

COMFORT & CONVENIENCE

	Prius c	Prius c Technology
Air Conditioning w/Automatic Climate Control	●	●
Cabin Air Filter, Rear Seat Heater Duct	●	●
Power Door Locks	●	●
Power Windows w/Driver Side Auto Up/Down	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●
Touch Tracer Display	–	●
Dual Vanity Mirrors	●	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Controls	●	●
Leather Covered Steering Wheel & Instrument Panel	–	●
Push Button Start	–	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●
Cruise Control	–	●
Carpet Floor Mats, All-Season Floor Mats	●	●

● = Standard ○ = Optional – = Not Available

Colours

EXTERIOR COLOUR OPTIONS

082 MOONGLOW (A,B)	1F7 CLASSIC SILVER METALLIC (A,B)	1G3 MAGNETIC GREY METALLIC (A,B)	209 BLACK SAND PEARL (A,B)
3P0 ABSOLUTELY RED (A,B)	4X3 TANGERINE SPLASH PEARL (A,B)	588 ELECTRIC LIME METALLIC (A,B)	8T7 BLUE STREAK METALLIC (A,B)

INTERIOR COLOUR OPTIONS Prius c: (A) BLUE/GREY Fabric Prius c Technology: (B) BLACK SoftTex[®]

INTERIOR (cont'd)

	Prius c	Prius c Technology
Digital Clock	●	●
Front Centre Console Box w/Armrest	●	●
Front & Rear Cupholders, Door Map Pockets	●	●
Front Passenger Seat Back Pocket	–	●
Tonneau Cover	–	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●
Keyless Entry	●	●

SEATING & TRIM

	Prius c	Prius c Technology
Front Bucket Seats w/Fabric Seat Material	●	–
Heated Front Seats w/SoftTex [®] Trim	–	●
Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments	●	●
Driver Seat Cushion Height Adjustment	–	●
Rear Bench Seat w/Fold-Down Seat Back	●	–
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	–	●

EXTERIOR

	Prius c	Prius c Technology
Rear Spoiler	●	●
Electric Rear Window Defroster w/Timer	●	●
High Solar Energy Absorption Window Glass	●	●
Power Adjustable Heated Mirrors, Colour-Keyed Door Handles & Mirrors	●	●
Hybrid Blue Accented Emblems	●	●
Power Moonroof	–	●
Intermittent Wipers	●	–
Variable Intermittent Wipers	–	●
Intermittent Rear Window Wiper/Washer	●	●
LED Brakelamps	●	●
LED Headlamps	●	●
LED Foglamps	–	●

SAFETY

	Prius c	Prius c Technology
STAR SAFETY SYSTEM™ Star Safety System™ – includes Vehicle Stability Control (VSC) ⁶ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁷ & Smart Stop Technology (SST) ⁸	●	●
Driver & Front Passenger Airbags Supplemental Restraint System (SRS) ¹	●	●
Driver's Knee Airbag (SRS) ¹	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●
Front Seat Cushion Airbags (SRS) ¹	●	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●
Driver & Front Passenger Whiplash-Injury-Lessening (WIL) Seats	●	●
Anchor Points for Child Restraint Seats	●	●
All-Position Vertically Adjustable Headrests	–	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●
Child Protector Rear Door Locks	●	●
Engine Immobilizer	●	●
Remote Fuel Lid Release	●	●
Driver & Passenger Seatbelt, Low Fuel, "Key Remind", Door Ajar, Warning Indicators	●	●
Tire Pressure Monitoring System	●	●
Vehicle Proximity Notification System	●	●

AVAILABLE PACKAGE

UPGRADE PACKAGE

6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats, All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, Leather Covered Instrument Panel, Front Passenger Seat Back Pocket

Genuine accessories

Block Heater
Bodyside Mouldings
Cargo Net
Hood Deflector
Paint Protection Film
Rear Bumper Protector

Visit accessories.toyota.ca or your local Dealer for details.

Prius c specifications

MECHANICAL

ENGINE

Type	Prius c	Prius c Technology
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	●	●

Compression Ratio

13.4:1	●	●
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Hybrid System Net Power

Net HP: 99 hp (74 kW) ¹⁰	●	●
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Electric Motor

Permanent Magnet AC Synchronous Motor	●	●
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HV Battery

Sealed Nickel-Metal Hydride (Ni-MH)	●	●
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DRIVETRAIN

Drive Configuration

Front Engine/Front Wheel Drive	●	●
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Hill-Start Assist Control (HAC) ⁹	●	●
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Transmission

Electronically controlled Continuously Variable Transmission (ECVT)	●	●
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CHASSIS

Suspension

Front: Independent MacPherson Struts w/Stabilizer Bar	●	●
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Rear: Torsion Beam Type	●	●
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Brakes

Power-Assisted, Ventilated Front Discs, Rear Drums	●	●
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Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System	●	●
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Steering

Electric Rack & Pinion w/Variable Power Assist	●	●
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Wheels & Tires

15" Steel Wheels w/Full Wheel Covers	●	–
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15" Aluminum Alloy Wheels, Wheel Locks	–	●
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P175/65R15, All-Season Tires, Temporary Spare Tire	●	●
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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 This warranty covers 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.

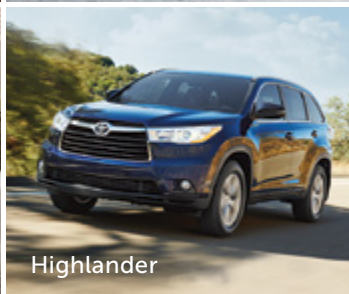
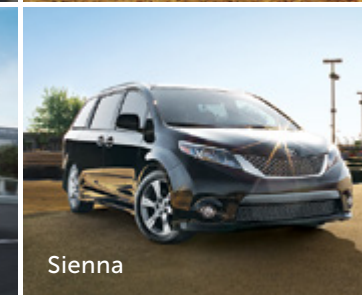
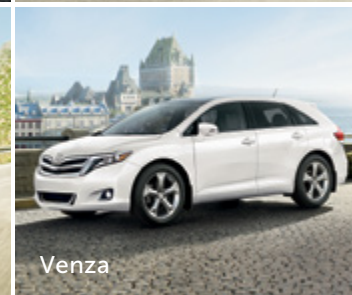
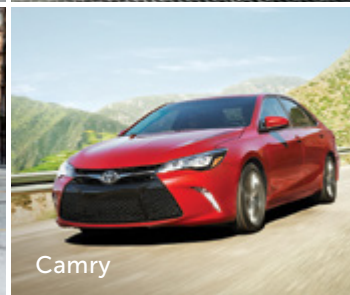
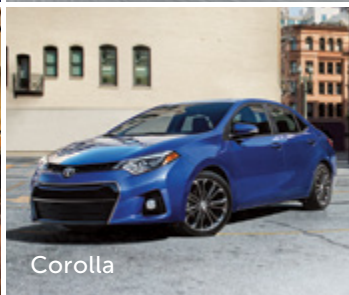
**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Disclaimers

(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Toyota tests certain Bluetooth[®] capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth[®] technology are available with bilingual compatibility. Please see your Toyota Dealer for details. (4) Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. (5) The Toyota Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details. (6) Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. (7) Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. (8) Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions, driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your Owner's Manual for further details. (9) HAC is designed to help minimize backward rolling on steep ascents. This system is not a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. (10) The maximum output indicates engine plus HV battery output. (11) Claims are with respect to comparisons against similarly equipped conventional gasoline powered and diesel vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

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At Toyota quality, safety and sustainability are built into every vehicle we make.

To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit toyota.ca.



Toyota recognizes its duty to safeguard the environment. Please recycle.
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