

Prius





There's only one way to ensure a better future. Create it

Tomorrow belongs to those who prepare today. That's why, at Toyota, we're constantly looking forward in our approach to design, technology and environmental issues, to provide the best solutions for our customers.

Today

We're dedicated to making every journey in every Toyota car an absolute pleasure. This is a commitment that we approach with confidence and optimism. Through innovation and ingenuity, we're determined to push the boundaries of what we are capable of – and what we can achieve. It's this approach that enables us to continually meet and exceed our customers' expectations, in terms of the quality of our vehicles, their design and engineering, technology and driving pleasure.

Tomorrow

A key value for Toyota is 'respect': for the people who drive our cars and for the planet we all share. That's why our vehicles consistently perform to high standards in the internationally-recognised Euro NCAP safety tests. It's also the reason we implemented the Toyota Earth Charter and European Environmental Policy documents, which detail our comprehensive approach to environmental issues, including our goals and commitments. From 2015, as required by EU legislation, 95% of average vehicle weight will be re-used and recovered. And in the new generation Prius, with its fuel-electric Hybrid Synergy Drive® system, we have a car that brings us one step closer to our goal of zero-emissions across the life cycle of our vehicles and components.

Toyota

More and more of our innovative solutions are coming from ED², Toyota's European Design and Development Centre in the south of France, where many of our award-winning production and concept cars are created. A determination to keep breaking new ground is also the driving force behind our participation in Formula 1. We believe there is always room for improvement. This belief is at the heart of our vision: to provide our customers with the best possible purchase and ownership experience.



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Toyota Prius

Car of the Year 2005

The future starts now...



Car of the Year 2005

Toyota Prius has been voted Car of the Year 2005. This prestigious international award is judged by a panel of 58 senior motoring journalists, representing 22 European countries. Prius is the first ever car with hybrid technology to win the award.





Start thinking

Start discovering

Start understanding

Start believing

How do you know when the world is ready for a new idea? Ready to change the way it thinks? The way it works? The way it lives? The answer is, you don't know. You can't know.

What matters, is that there's someone with the initiative to conceive it, the will to execute it and the courage to bring it forward.

Some will talk about it. Some will study it. Some may even try to fight it. Meanwhile, Toyota is producing it. Producing it in a way that is so astonishingly practical, that it cannot be denied.

This is not an idea that is ahead of its time – this is an idea that cannot wait. Now, it is an idea that has been recognised with the Car of the Year 2005 award.

Choice without compromise. Progress without exception, Hybrid Synergy Drive® technology rewrites the rule book. It marks a new generation.

It's the intelligent combination of an electric motor and a petrol engine. The result? A powerful performance, outstanding fuel efficiency and exceptional environmental awareness. Which means everybody wins – today's drivers and passengers, future generations and the planet itself.

The sophisticated electric motor has enough torque to drive the car on its own. An eight-year warranty* underlines our confidence in the Hybrid Synergy Drive® technology. With zero emissions – this is technology that cannot wait.

* Eight-year/100,000 mile warranty applies to all Hybrid Synergy Drive® components.

Start seeing

Start feeling

Start driving

Start making a difference

Nothing stays the same. The needs of the planet, the demands of governments, the desires of drivers – all are dynamic, all continuously changing. Toyota has responded.

Prius is a big idea. An idea made real in a car for now. A car where power meets precision, innovation meets vision, performance meets responsibility.

An unforgettable new driving experience – this is a car that cannot wait. The Toyota Prius, Car of the Year 2005.



Designed for now

Prius has a brand new look. Advanced streamlining and a strong modern body design produces sleek, pleasing lines.

The dynamic, futuristic styling of the Prius reflects the car's hi-tech imagery. Its smooth, bold lines, punctuated only by an integrated rear spoiler, give it a strong presence. And with its specially designed roof shape and smooth underside, it's also extremely aerodynamic with a class-leading drag

coefficient of just 0.26. Incredibly low for any production vehicle in the world today. This contributes to the superb fuel efficiency and excellent acceleration and performance.

The contemporary body design combines individuality with versatility in a long wheelbase that does not compromise what a large, five-seater, family hatchback should be.



Stylishly designed, superbly equipped

Prius is offered in three versions, all powered by the efficient, advanced power train, consisting of a potent petrol engine and high-powered electric motor.

The T3 entry model is outstandingly well equipped with innovative drive-by-wire acceleration, braking and gearshifting, electric power steering, ABS braking with Brake Assist (BA), Electronic Brake force Distribution (EBD), Electronic Traction Control (E-TRC) and Vehicle Stability Control Plus (VSC+).

It also comes with all-round electric windows, electric climate controlled air-conditioning, six-speaker audio system, seven-inch electronic multi-vision display and a full range of airbags.

The T4 adds cruise control, front fog lamps, a JBL audio system with six-disc CD voice activated autochanger and nine speakers, while the T Spirit features full map satellite navigation and Bluetooth™ compatible communications technology as well.

Prius – delivering better performance through advanced technology.





The power to move forward

No need for compromise

Motivated by performance, driven by fuel efficiency, inspired by environmental leadership, our engineers have created a genuine alternative to petrol- and diesel-powered cars in the same class, with handling to match.

The reliability and quality of our Hybrid Synergy Drive® technology is guaranteed through our extensive eight-year warranty.

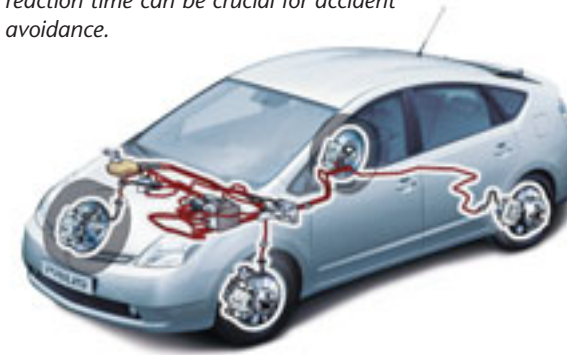
Prius's ultra-efficient electric motor has the significant benefit of delivering its maximum torque instantly.

The petrol engine and electric motor combined delivers 0–62 mph acceleration in 10.9 seconds, equivalent to existing 2.0 litre diesel and petrol engines.

However, it's not just the hybrid technology that makes Prius such a technically exciting car. It's also its use of state-of-the-art, 'drive-by-wire' technologies, developed from the aerospace industry, for throttle control, braking and gearshifting. With no mechanical or hydraulic links, by-wire technologies are more responsive, lighter and more compact.

Brake-by-wire system

Prius incorporates a totally electric brake-by-wire system. The system's rapid reaction time can be crucial for accident avoidance.



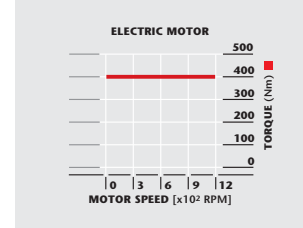
Acceleration performance

The combination of a petrol engine and an electric motor gives Prius an excellent acceleration performance.



Torque performance

The electric motor delivers its maximum torque from 0–1200 rpm.





The power to move forward

Driving intelligence

Toyota's hybrid technology combines the best of the electric motor with that of the internal combustion engine to create a more fuel-efficient, environment-friendly power unit.

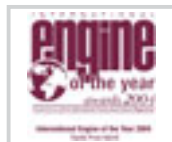
The Prius power train intelligently switches from one power source to the other according to driving demands, offering unparalleled fuel economy and ultra-low emissions, as well as a dynamic driving experience and a smooth, quiet ride.

Toyota's Hybrid Synergy Drive® is the powertrain behind Prius's Car of the Year 2005 award. It relies on a powerful 1.5 litre VVT-i petrol engine and a high-performance electric motor to produce superior performance. Most importantly, because the electric motor is so much more powerful – roughly equivalent to that of a 1.2 litre internal combustion engine – it can take on more of the work. And that means better fuel efficiency and lower emissions.

The result is a car that can equal, if not outdo, the performance of larger family-sector diesel models, yet deliver the fuel economy of a diesel small city car. In addition, Prius produces only 104 g/km CO₂ emissions.

International Engine of the Year 2004

Prius's Hybrid Synergy Drive® power train has been named International Engine of the Year 2004. The jury, which comprised 56 renowned journalists from 24 countries, awarded Prius the highest score ever recorded: 380 points. In addition to winning the overall top honour, the HSD system also won the Best New Engine, Best Engine 1.4 litre to 1.8 litre and Best Fuel Economy categories.



Eight-year/100,000 mile warranty applies to all Hybrid Synergy Drive® components.

Power control unit

The inverter manages the electricity flow to and from the battery and adapts the voltage for the electric motor to achieve the highest system efficiency. It also manages the power supply to the air conditioning system to maintain a comfortable interior atmosphere even when the petrol engine is not running.

Petrol engine

This super-efficient 1.5 VVT-i petrol engine always operates at maximum efficiency and delivers its power through the Electronic Controlled continuously Variable Transmission. This ensures outstanding performance while simultaneously running the generator to charge the high voltage battery.

Electric motor and generator

With an impressive 67 bhp of power, Prius's electric motor plays a big role, and it doesn't need to be plugged in. When the sole power source, it offers optimum efficiency, zero emissions and a supremely quiet ride. When demand is high, it supplements the petrol engine to achieve peak performance. When braking or decelerating, the car's momentum drives the electric motor, which in turn, acts as a generator to recharge the battery.

High voltage battery

Sophisticated developments have produced a light underfloor high voltage battery pack with improved power density. In operation, the high voltage battery is continuously recharged through the petrol engine or using the energy created by braking and deceleration. There is never any need to plug it in.



Image shows left-hand drive model.



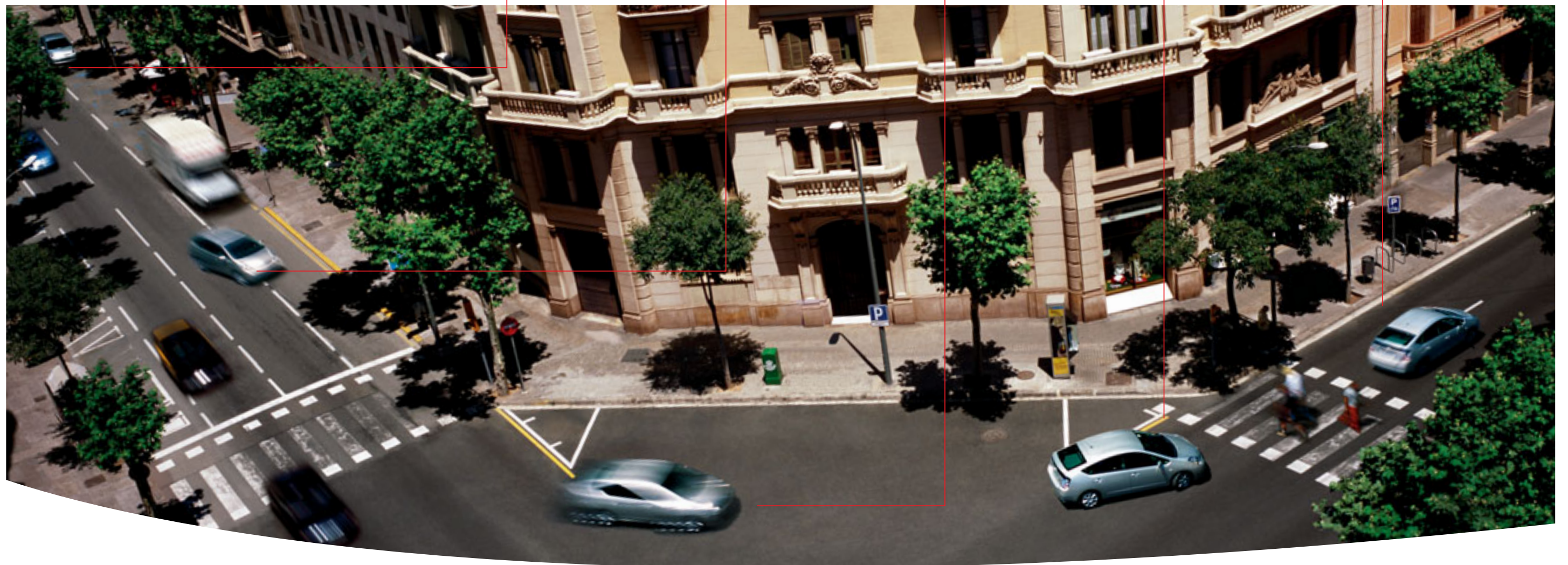
1. When driving under normal conditions the petrol engine both powers the generator, which in turn powers the electric motor, and drives the wheels. The ratio of this split is controlled for maximum efficiency at all times.

2. The extra power needed for sudden acceleration is supplied from the high voltage battery, while the petrol engine boosts the electric motor through our super-efficient transmission system.

3. When decelerating or braking, the electric motor acts as a large capacity generator, controlling power distribution to the wheels. The regenerative braking system recovers the kinetic energy as electrical energy and stores it in the high voltage battery – thus recharging it.

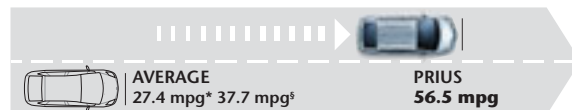
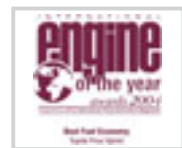
4. The high voltage battery charge is maintained at a certain level. If this becomes low, the generator automatically kicks in to recharge it. When Prius is stationary, the engine stops so there is no noise but the air conditioning continues, ensuring a comfortable cabin environment at all times.

5. When accelerating from a standing start and travelling at low to mid-range speeds, Prius is powered entirely by the electric motor, giving driver and passengers an absolutely silent ride.

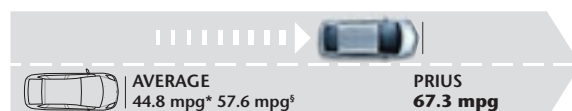




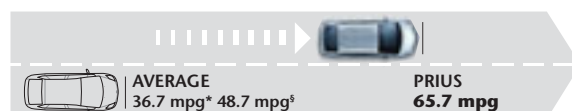
The power to move forward



Urban fuel consumption



Extra urban fuel consumption



Fuelled to last

Petrol engines are inefficient at low speeds and electric cars have limited range due to constraints on the battery. Hybrid Synergy Drive® combines the two to eliminate these problems, automatically and smoothly switching between the two power sources for maximum performance and efficiency.

The new cutting-edge Hybrid Synergy Drive® power train delivers excellent performance and driving dynamics. With more power – and more torque than most V6 diesels – it produces responsive acceleration, delivering 62 mph in under 11 seconds, better than many conventional cars in the same sector. It also develops a top speed of 106 mph.

Because of the high-output electric motor, the power train relies less on the petrol engine – and that means even better fuel efficiency. In fact, Prius delivers a class-leading 65.7 mpg on the combined cycle.

It also means lower emissions. Prius is the first car in the world to comply with the latest and strictest European, US and Japanese regulations at the same time. It produces only 104 g/km carbon dioxide (CO₂) and that means that over a year it would save up to one ton of CO₂, compared with the equivalent large family diesel car.

The Hybrid Synergy Drive® technology cuts fuel consumption by almost 40% compared to a conventional

petrol engine. Its emissions are 40% lower than the European standards for 2005.

Prius – setting new standards of technical excellence.

* Conventional 2.0 litre petrol engine.

§ Conventional 2.0 litre diesel engine.

Designed for safety

Rest assured, Prius is engineered for safety. Designed to respond fast and effectively to the unexpected.

Active safety

Electric systems are more responsive than their hydraulic counterparts with more advanced applications, which is why they are found in aircraft where response times are critical. These new generation all-electric systems are found in Prius to give rapid response and maximum control when you need them most.

With our entirely electric and electronic integrated active safety system, Prius scores another world first. ABS (Anti-lock Braking System), EBD (Electronic Brake force Distribution), BA (Brake Assist), VSC+ (Vehicle Stability Control) and electric power steering are all there. To create perfect synergy, they've evolved to operate through a central electric/electronic circuit.

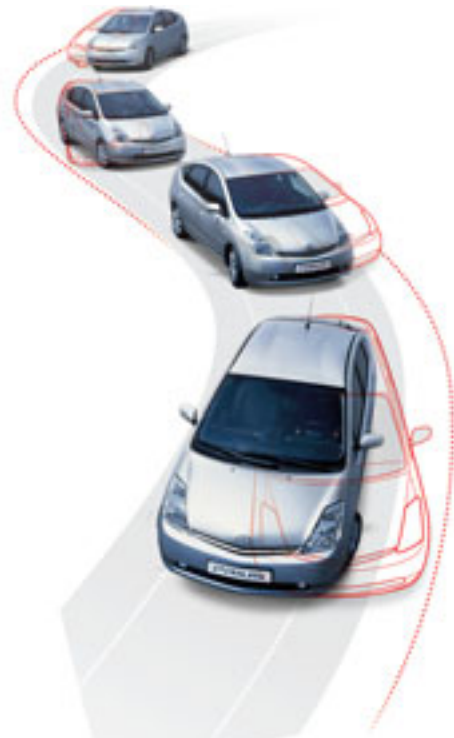


ABS (Anti-lock Brake System)

Helps maintain control when braking suddenly or on a slippery surface. It does this by electronically balancing the braking force between all four wheels to match the level of grip in each one.

EBD (Electronic Brake force Distribution)

Complements ABS by optimising brake force distribution between the left and right or front and rear wheels.



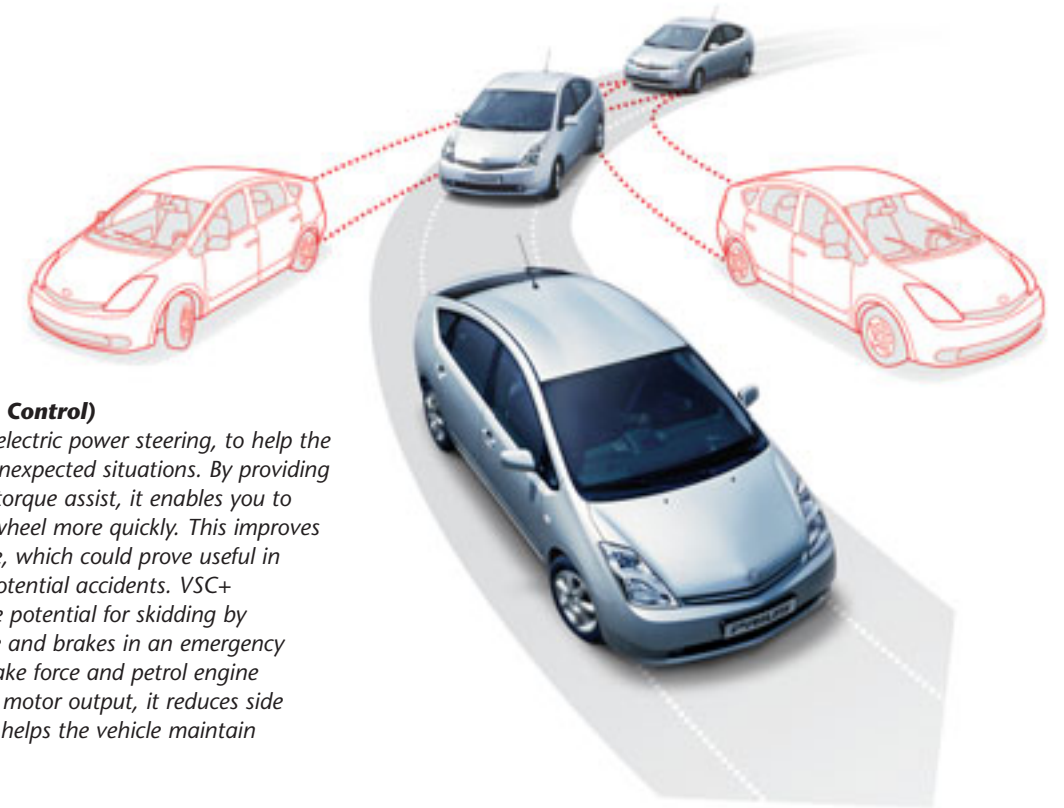
E-TRC (Electric Traction Control)

If wheelspin is detected in the drive wheels when accelerating, E-TRC automatically reduces engine power and adjusts braking pressure to suppress the spin and help restore traction. Together with ABS and EBD it makes acceleration and deceleration control easier.

Signals pass through this circuit from one feature to another controlled by an electronic 'brain'. In an emergency, the 'brain' takes over, co-ordinating the response and maximising the effectiveness of each feature. So, whatever balance of ABS, EBD and VSC+ you need to avoid potential accidents, the system delivers.

When you do need to brake, the by-wire application gives higher energy recuperation, improving the overall efficiency of the Hybrid Synergy Drive® technology. And in an emergency, there are eight multi-stage airbags, driver, front passenger side and curtain shield to help reduce the impact for you and your passengers.

Prius also adopts LED stoplights. The benefits are twofold: they use less energy than conventional bulbs yet illuminate more quickly, benefitting other road users as well as the environment.



VSC+ (Vehicle Stability Control)

Works together with the electric power steering, to help the driver stay in control in unexpected situations. By providing the appropriate steering torque assist, it enables you to manoeuvre the steering wheel more quickly. This improves the steering reaction time, which could prove useful in avoiding or minimising potential accidents. VSC+ automatically reduces the potential for skidding by controlling the drive force and brakes in an emergency stop. By adjusting the brake force and petrol engine together with the electric motor output, it reduces side slippage of the tyres and helps the vehicle maintain control.

Passive safety

And while Prius takes care of itself, the interior is designed to give advanced protection to passengers. With a strong distinctive shape, front crumple zones and front side and curtain shield airbags, passengers will be protected from harm. The front adjustable seatbelts with pre-tensioners and force-limiters help reduce the likelihood of chest injuries in an accident. Even the batteries are sealed with built-in security measures to help reduce the risk of leakage or shock in an accident.



In June 2004 Prius gained a 5-star Euro NCAP rating, scoring a class-best 34 points and the highest ever score relating to child protection at 43 points and 4 stars. It's the smart engineering resulting in a strong, but lightweight chassis that sets Prius apart.

Euro NCAP is an independent safety assessment programme that is backed by five European governments, the European Commission and motoring and consumer organisations in every country in Europe. It provides a realistic, expert and reliable measurement for the safety performance of new cars.



Strong body structure

Prius has an extremely strong body designed to protect both driver and passengers.



SRS front airbags

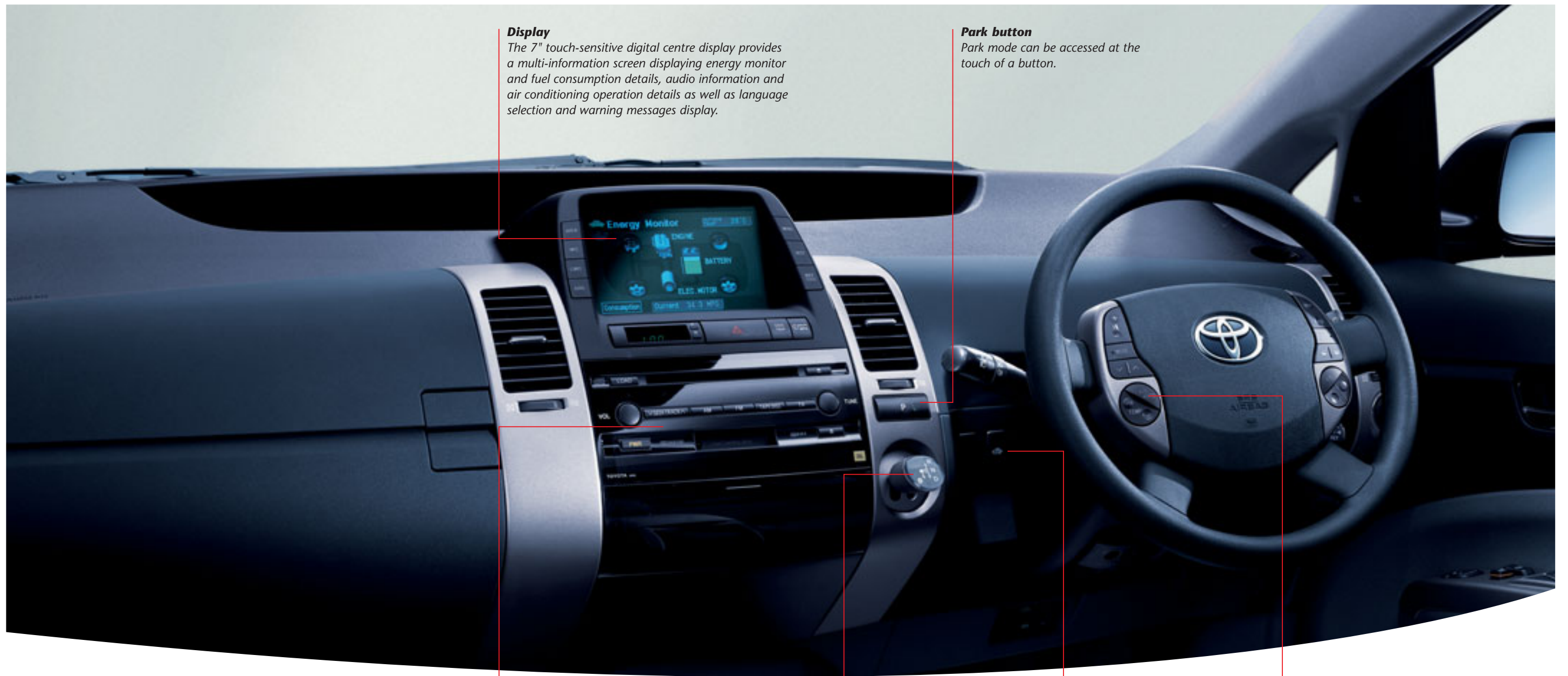
Prius offers excellent protection, with SRS driver and front passenger airbags.



SRS Side and curtain shield airbags

Prius has added protection with SRS side airbags for the front seats, and SRS curtain shield airbags for front and rear outer seats.





Display

The 7" touch-sensitive digital centre display provides a multi-information screen displaying energy monitor and fuel consumption details, audio information and air conditioning operation details as well as language selection and warning messages display.

Park button

Park mode can be accessed at the touch of a button.

Start in control, stay in control

Anticipating and meeting the driver's every need, the Prius has an interior tailored for ease and comfort.

High seating in the spacious cabin combined with the large windscreen affords an excellent view, while the layout of onboard instruments offers easy access to key information. The electronic shift lever reduces pedal effort and frees up dashboard space. Special features are clustered around the steering wheel so you can sit in comfort, confident that everything you need is to hand.

JBL Premium sound system

Premium sound system with FM/AM radio, cassette player and in-dash six-CD changer, 45W x 7 channel amplifier, Digital Signal Processor and nine speakers – standard on T4 and T Spirit models.

Electronic shift lever

The illuminated electronic shift lever is strategically positioned to free up dashboard space and maximise practicality for the driver. It also allows the unique Electronic Controlled continuously Variable Transmission to be operated at the touch of the lever.

EV

This button allows the driver to operate in electric-only mode which gives zero fuel consumption, zero emissions and produces no engine noise. All this at a maximum speed of 28 mph*.

Steering wheel controls

Electric power steering offers supreme control while climate and audio controls are located on the steering wheel for comfort and convenience.

* Distance is dependent upon the battery condition.



Smarter space

The interior of Prius is big and roomy. At 4450 mm in length and with comfortable seating for five, the cabin is ergonomically designed for maximum flexibility. With a 5-door hatchback design and generous legroom and storage space, Prius makes it easy to travel in comfort.

Its contemporary design gives the best of both worlds – individuality with convenience. Even the innovative high voltage battery doesn't compromise crucial boot space. The back seats have a 60:40 split for longer loads. And they fold down to create any one of four combinations, from three seats to an open space. Load space with seats in place

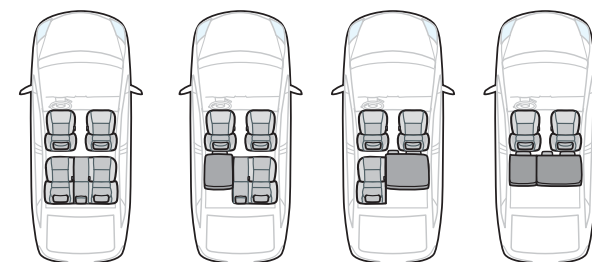
is 408 litres to window level.

All seats have a 575 mm hip point height, which makes getting in and out easier as well as offering a commanding view of the road for driver and passengers alike.

Thoughtful design maximises the interior space of Prius, creating a comfortable environment for driver and passengers alike within a neat body shape.

Seat modularity

Prius offers a comprehensive level of interior flexibility.



Luggage space

Luggage capacity with five in the cabin will comfortably serve a family holiday.



Clever space

Invaluable underfloor cargo space.



Versatile space

Fold the back seats down and you've got the kind of storage space you need for bikes, skis and sails.





Attention to detail

Amidst the numerous technological firsts and innovative advances of Prius, our engineers have always focused on benefiting individuals. So they have created a driving experience that's as comfortable, safe and enjoyable as possible.

For instance, you'll find the climate and AM/FM/CD audio system controls on the steering wheel. Our air conditioning is the world's first to keep on working when the petrol engine is stopped. The innovative DVD satellite navigation system* (with remote control and voice recognition commands) is easily visible and its 7" colour screen doubles as a multi-function instrument panel displaying trip, petrol engine and electric motor details and Bluetooth™ functions.

Through the voice recognition system*, the driver can control the navigation, air conditioning and audio systems

with almost 300 different vocal commands (available in English or German). This feature permits the driver to operate these systems while maintaining total concentration on driving.

You can enjoy all these advances in drive ergonomics from our command driving position, and it goes without saying that every detail is characterised by Toyota quality in materials and construction.

Main image

The Bluetooth™* hands-free system§ enables you to make and receive calls or talk hands-free. Operation is via switches on the multi-function instrument panel or the steering wheel controls.

* Standard on T Spirit model.

§ Check with your local centre for mobile phones compatible with Bluetooth™ technology.

1. Steering wheel controls include Bluetooth™ telephone*, map navigation* and climate controls.

2. The EV switch makes the car run in silent mode using the electric motor only.

3. The push-button start.

4. The illuminated electronic shift lever frees up space and is practically positioned for easy use.

Exterior colours

Whatever colour you choose, the quality and finish is guaranteed – we've added an extra layer of clear paint to enhance the gloss and increase resistance to acid rain.

040 Pure White



1C0 Silver Steel*



202 Astral Black



3Q3 Regency Red*



4S2 Aztec Bronze*



6S9 Sileri Green*



8S2 Glacier Blue*



* Metallic paint.

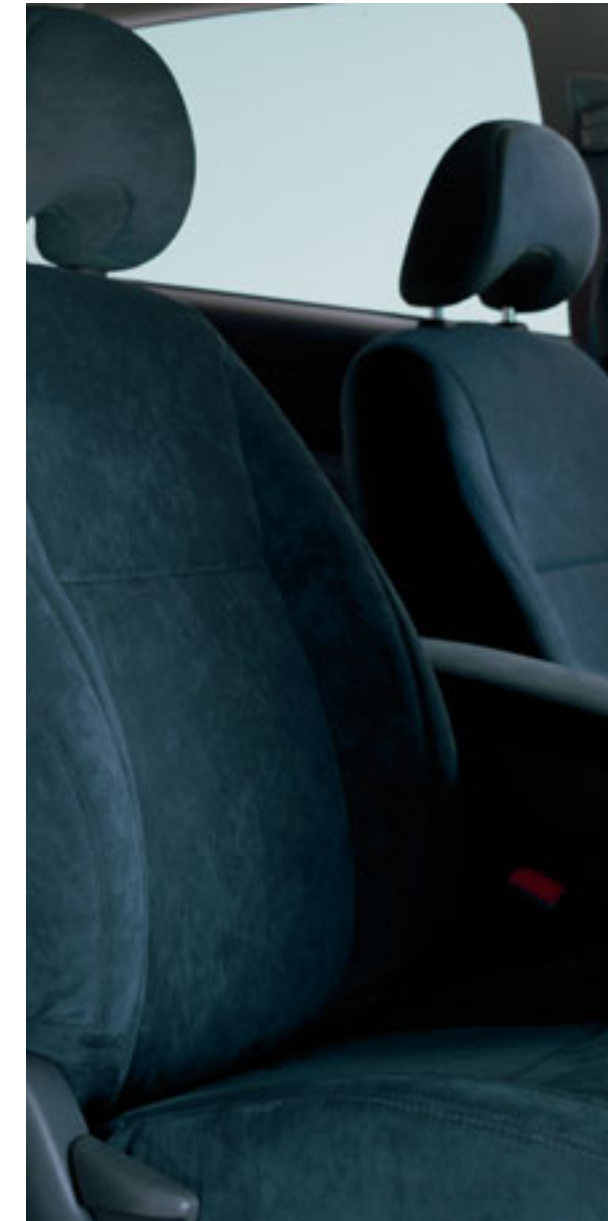
Interior trim

Start experiencing superior comfort and elegance, the moment you get into Prius.

In keeping with the car's technological innovation, the ergonomically designed seats are trimmed in stylish, contemporary fabric.



Milbeck
Premium fabric material.



Alcantara
For an even more luxurious experience Toyota offers high quality dark grey Alcantara upholstery as an optional extra.

Specifications

ENVIRONMENTAL PERFORMANCE

Fuel Consumption (EU directive 80/1268-1999/100/EC)	
Combined mpg (litres/100 km)	65.7 (4.3)
Extra urban mpg (litres/100 km)	67.3 (4.2)
Urban mpg (litres/100 km)	56.5 (5.0)
Recommended fuel grade	95 octane petrol (or more)
Fuel tank capacity (litres)	45
Carbon dioxide, CO₂	
Combined (g/km)	104
Exhaust emissions (EU directive 70/220-2002/80 (Euro IV)/EC)	
Euro class	Euro IV
Carbon monoxide, CO (g/km)	0.18
Hydrocarbons, HC (g/km)	0.02
Nitrogen oxides, NOx (g/km)	0.01
Hydrocarbons, HC & Nitrogen oxides, NOx (g/km)	-
Particulates, PM (g/km)	-
Noise (drive-by) (EU directive 1999/101/EC)	
Noise dB(A)	69

PERFORMANCE

Maximum speed mph (km/h)	106 (170)
0-62 mph (sec.)	10.9
Drag coefficient	0.26

SUSPENSION

Front	MacPherson strut
Rear	Torsion beam

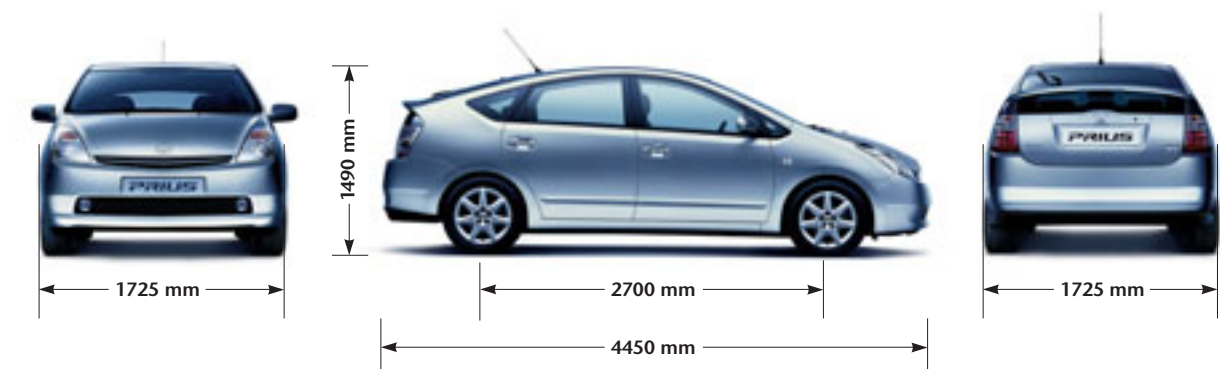
HYBRID SYNERGY DRIVE®

1.5 litre VVT-i petrol engine (1NZ-FXE)	
Number of cylinders	4
Transmission	Electronic Controlled continuously Variable Transmission (CVT)
Valve mechanism	DOHC 16 valve
Fuel injection system	EFI/LH-jetronic
Displacement (cc)	1497
Bore x stroke (mm)	75.0 x 84.7
Compression ratio	13.0:1
Maximum output bhp (kW)/rpm	76 (57)/5000
Maximum torque (Nm/rpm)	115/4000
Electric motor	
Type	Permanent magnet synchronous motor
Rated voltage (v)	500
Maximum output bhp (kW)/rpm	67 (50)/1200-1540
Maximum torque (Nm/rpm)	400/0-1200
Weight (kg)	104
Hybrid vehicle battery	
Type	Nickel-metal hydride
Voltage (nominal) (v)	201.6
Number of modules	28
Capacity Ah (hr)	6.5 (3)
Weight (kg)	39

DIMENSIONS AND WEIGHTS

Exterior dimensions		Width	
Overall length (mm)	4450		
Overhang front (mm)	890		
Overhang rear (mm)	860		
Wheelbase (mm)	2700		
Room length (mm)	1890		
Overall width (mm)	1725		
Tread front (mm)	1510		
Tread rear (mm)	1480		
Outside mirror width (mm)	2010		
Room width (mm)	1440		
		Height	
Overall height (mm)	1490		
Room height (mm)	1225		
		Interior dimensions	
		Front	
Headroom (mm)	993		
Shoulder room (mm)	1397		
Hiproom (mm)	1295		
Legroom (mm)	1064		
		Rear	
Headroom (mm)	947		
Shoulder room (mm)	1344		
Hiproom (mm)	1306		
Legroom (mm)	980		
		Weights	
Kerb weight (kg)	1300		
Gross vehicle weight (kg)	1725		
		Boot capacity	
Luggage capacity (litres)	408		
Length from floor to 2nd seat (mm)	900		
Length from belt to 2nd seat (mm)	715		

• = Standard ◦ = Optional - = Not available



Equipment

AUDIO

	T ₃	T ₄	T Spirit
Audio, integrated unique fit with Liquid Crystal Display	•	•	•
AM/FM radio with preset settings	•	•	•
RDS with PTY and EON settings	•	•	•
Cassette player	–	•	•
CD player, single disc	•	–	–
CD autochanger – dashboard mounted	–	•	•
Speakers – six	•	–	–
Speakers – nine	–	•	•
Audio controls, steering wheel mounted	•	•	•
Radio aerial, roof mounted	•	•	•

EXTERIOR

	T ₃	T ₄	T Spirit
Door handles and mirrors – colour-keyed	•	•	•
Rear spoiler, boot integrated and colour-keyed	•	•	•
Metallic paint	◦	◦	◦

BUMPERS

	T ₃	T ₄	T Spirit
Front and rear bumpers – colour-keyed	•	•	•

CONVENIENCE

	T ₃	T ₄	T Spirit
Full colour map satellite navigation system with European DVD – with voice recognition	–	–	•
Bluetooth™ telephone interface	–	–	•
Cruise control	–	•	•
Driver's footrest	•	•	•
Courtesy light, remote operation with delay	•	•	•
Fuel cap, remote release	•	•	•
Accessory power socket, front centre console	•	•	•
Ashtray	◦	◦	◦
Vanity mirrors, driver and front passenger, with cover and illumination	•	•	•
Front map lights	•	•	•

BRAKES

	T ₃	T ₄	T Spirit
ABS – electronically controlled with Electronic Brake Distribution	•	•	•
Front disc brakes – ventilated	•	•	•
Rear disc brakes – solid	•	•	•
Brake Assist system	•	•	•
Foot release parking brake	•	•	•

INSTRUMENTS

	T ₃	T ₄	T Spirit
Transmission mode indicator	•	•	•
Fuel indicator with low fuel warning	•	•	•
Lights on warning	•	•	•
Door ajar warning	•	•	•
Key in warning	•	•	•
Outside temperature display	•	•	•
Instrument display dimmer	•	•	•
Digital odometer with two trip meters	•	•	•
Digital clock	•	•	•
Central high-mounted instrument console	•	•	•
Rear fog lamps indicator	•	•	•
Multi-information display screen – 7"	•	•	•
Driver and passenger seatbelt warning – light and buzzer	•	•	•

INTERIOR TRIM

	T ₃	T ₄	T Spirit
Fascia – aluminium effect	•	•	•
Door switch trim – aluminium effect	•	•	•
Door handles – chrome effect	•	•	•
Door scuff plates	•	•	•

LIGHTS

	T ₃	T ₄	T Spirit
Fog lamps – rear with auto cancelling	•	•	•
Electronic headlamp levelling	•	•	•
High mounted stop lamp	•	•	•
Interior light – front, centre and rear	•	•	•

LOCKS

	T ₃	T ₄	T Spirit
Transponder key engine immobiliser	•	•	•
Remote alarm	•	•	•
Security window etching linked to 24hr ISR helpline	•	•	•
Steering column lock	•	•	•
Vehicle parts marking – major parts traceable to VIN	•	•	•
Lockable boot and fuel cap	•	•	•

LOADSPACE

	T ₃	T ₄	T Spirit
Luggage load hooks in boot	•	•	•
Interior tailgate pull handle	•	•	•
Rear tonneau cover	•	•	•

STORAGE

	T ₃	T ₄	T Spirit
Luggage area illumination	•	•	•
Glovebox – illuminated	•	•	•
Upper glovebox	•	•	•
Front seatback pocket – driver and passenger side	•	•	•
Storage box – central tunnel	•	•	•
Sunglasses holder	•	•	•
Cup holder – front x2 and rear x2	•	•	•
Bottle holders – front door bins	•	•	•
Load area underfloor storage compartment	•	•	•

SAFETY

	T ₃	T ₄	T Spirit
Airbags – driver and front passenger side airbags	•	•	•
Airbags – front and rear curtain airbags	•	•	•
Seatbelts – front with electronic sensing, pre-tensioner and force-limiter	•	•	•
Seatbelts – rear with ALR and ELR x3	•	•	•
Seatbelts – front, height adjustable	•	•	•
Child seat fixings – ISO fix with top tether	•	•	•
Headrests – all five height adjustable	•	•	•
Side impact beams on all side doors	•	•	•
Head impact protection structure roof side and pillar	•	•	•
Energy absorbing crumple zones front and rear	•	•	•
Child proof locks on rear doors	•	•	•

SEATS

	T ₃	T ₄	T Spirit
Recline and side adjustment – driver and passenger, manual	•	•	•
60:40 split/fold rear seat back	•	•	•
Armrest – rear	•	•	•
Upholstery – cloth	•	•	•
Upholstery – Alcantara	◦	◦	◦

STEERING

	T ₃	T ₄	T Spirit
Adjustable steering column – stepless tilt	•	•	•
Energy absorbing, deformable and retracting steering column	•	•	•
4-spoke steering wheel with audio and air conditioning controls	•	•	–
4-spoke steering wheel with audio, air conditioning, navigation and telephone controls	–	–	•

TRANSMISSION

	T ₃	T ₄	T Spirit
Vehicle Stability Control+	•	•	•
Electric traction control	•	•	•
2WD	•	•	•
Electronically Controlled Variable transmission (E-CVT)	•	•	•

VENTILATION

	T ₃	T ₄	T Spirit
Electric climate-controlled air conditioning	•	•	•
Air re-circulation function – electronic	•	•	•
Clean air filter	•	•	•
Front window defogger	•	•	•

VISIBILITY

	T ₃	T ₄	T Spirit
Front and rear windows – electric with driver 'one-touch', anti-trap and key-off function	•	•	•
Sun visors – driver and front passenger	•	•	•
Rear screen – heated with timer	•	•	•
Rear wiper – intermittent and continual sweep	•	•	•
Exterior mirrors – electrically adjustable with wide angle	•	•	•
Glass – green tinted	•	•	•

WARRANTY

	T ₃	T ₄	T Spirit
Three-year unlimited mileage paint warranty	•	•	•
Twelve-year unlimited mileage anti corrosion perforation warranty	•	•	•
Eight-year Hybrid warranty*	•	•	•

WHEELS

	T ₃	T ₄	T Spirit
16" 7-spoke alloy wheels with full wheel covers	•	•	•
Locking wheel nuts	•	•	•
Space saver spare wheel	•	•	•

* Eight-year/100,000 mile warranty applies to all Hybrid Synergy Drive® components (see pages 38–39 for specific details).

• = Standard ◦ = Optional – = Not available

The Energy Saving Trust PowerShift Programme

The Energy Saving Trust was established by the Government in 1993 as an independent non-profit company with the main aim of helping reach the carbon dioxide (CO₂) reduction targets set at the Kyoto summit.

The Trust established a transport department in recognition of the significant, and increasing, contribution of transport to the output of CO₂ and other emissions which cause local air quality problems.

The Energy Saving Trust PowerShift programme is funded by the government.

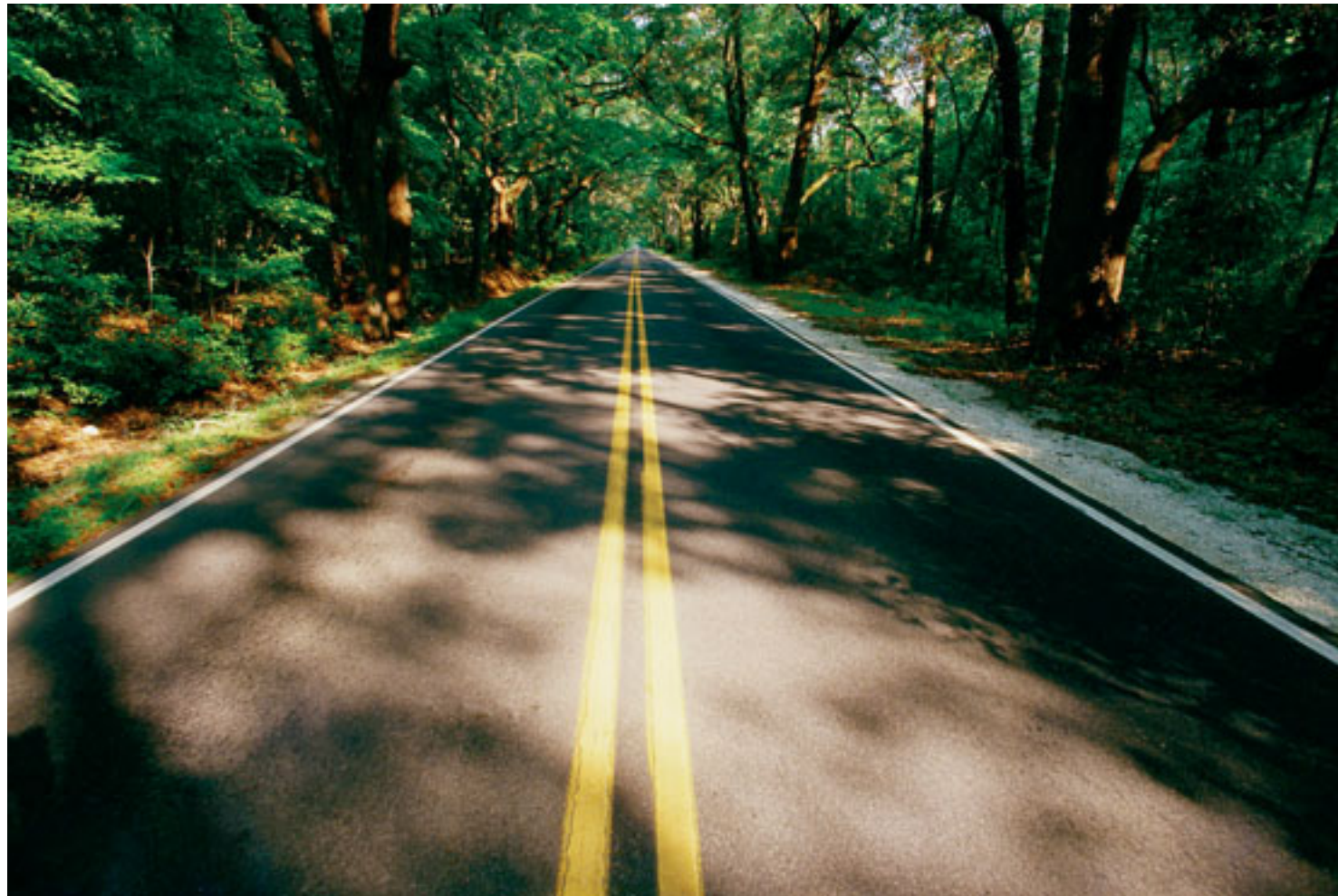
PowerShift seeks to develop the market for vehicles which run on alternative, clean fuels and which are practical and

available today. These include vehicles running on such fuels as liquified petroleum gas, natural gas and hybrids.

As an independent Government-backed initiative the programme aims to create a sustainable market for clean fuel vehicles by breaking down the barriers to their development.

The Toyota Prius is eligible for a PowerShift grant* from TransportEnergy, a division of the Energy Saving Trust. To find out how to apply for a grant, contact the TransportEnergy Hotline on 0845 602 1425 or visit 'www.transportenergy.org.uk'

* The register is subject to change and dependant on funding from the Department of Transport.



Drive Plans from Toyota Financial Services

We want to make acquiring and maintaining your New Prius as easy as driving one. Our range of Toyota Drive Plans have been designed specifically with this in mind, to offer you a choice of affordable ways to finance, service and maintain your new car. Above all, our plans offer flexibility, easy budgeting and peace of mind and can be arranged as a one-stop-shop when you select your new Prius.

As part of the Drive Plans range we have developed customised schemes, based on specific customer requirements. These Drive Plans are:

Easy Start

With Easy Start finding a large deposit is not an issue. Just the equivalent of one monthly payment in advance is all that is needed to drive away in a new Prius. This simple and innovative plan, based on our popular PCP Drive Plan, is ideal for younger customers or families on a tight budget.

Easy Drive

Easy Drive is a comprehensive finance package, with one monthly payment taking care of many of your motoring needs for 2 or 3 years. The plan includes the cost of a new Prius on a PCP Drive Plan, an Easy Care servicing plan covering routine major and intermediate services.

For more information on any other Toyota models and the location of your nearest Toyota Centre, simply call: 0845 275 5555 (calls to Toyota may be monitored or recorded) or visit our website:

www.toyota.co.uk

Toyota (GB) PLC. Great Burgh, Burgh Heath, Epsom, Surrey KT18 5UX

Licensed credit broker. Indemnities may be required. All finance subject to status to over 18's only. Toyota Financial Services (UK) PLC, Great Burgh, Burgh Heath, Epsom, Surrey KT18 5UX.

Whilst every effort is made to reproduce accurate information, we reserve the right to change specifications, equipment and availability without prior notice. This brochure cannot be regarded as infallible, (some of the vehicles shown may not be to exact UK specification), and as such does not constitute an offer for sale of any particular vehicle or specification. Fuel consumption values quoted throughout this brochure are determined according to EC Directive 1999/100/EC. The results do not express or imply any guarantee of actual fuel consumption. For the latest specification and availability we ask that you contact your local Toyota Centre.

Easy Care

For those who value the peace of mind of a pre-paid servicing package we can offer Toyota Easy Care. The plan ensures that your new Prius will receive the very best maintenance and servicing. Easy Care covers routine major services (including routine servicing, parts and labour) and intermediate oil and filter services.

Business Drive

Business Drive offers the security of a fully maintained Contract Hire package, ideally suited for VAT registered businesses. The package offers a host of benefits including reduced capital outlay, all-inclusive monthly rentals and no depreciation, disposal or administration problems.

Flexible Finance

However, Drive Plans are about more than just these four schemes. Whatever your needs, Toyota has a full range of finance options to offer you. Whether you're a private motorist or a business customer, just discuss your individual requirements with your Toyota Centre, who will be pleased to help you choose a Drive Plan to suit you.

Toyota Prius

However spectacular the technology, Toyota's appeal rests in the key areas of security, performance and reliability. With the assurance of Toyota's global reputation comes peace of mind. With peace of mind comes happiness.

Health and safety

Your Toyota Centre will talk you through Prius's very own Health and Safety programme. It's very simple. Your Prius will only need a full service once every two years, or 20,000 miles if you enjoy driving it as much as we think you will. An intermediate oil change with additional 'Health and Safety' checks is also required every year or 10,000 miles.

Exclusive Eight-Year Warranty

To emphasise our confidence in the durability and reliability of Hybrid Synergy Drive® technology, all hybrid components are covered by an eight-year/100,000 mile warranty. Hybrid components include: hybrid vehicle battery, battery control module, hybrid control module, inverter with converter and hybrid transaxle (including electric motor and generator). Other components of Toyota Prius come with a three-year or 60,000 mile warranty covering any mechanical failure. In addition, the paintwork, no matter which colour you choose, is also guaranteed against imperfections for three years. Finally, the body as a whole is guaranteed for 12 years against corrosion perforation.

For further information please contact your local Toyota Centre.

Club Toyota

When you buy a Toyota, you automatically become a member of one of the most exciting and innovative clubs for car owners in the UK – Club Toyota. As well as giving you one year's free RAC Roadside Assistance in the UK and Europe, Club membership provides a host of other valuable benefits. These include special rates for car and travel insurance plus an exclusive travel service designed to save you time and money. Club Toyota also offers you family membership and the opportunity to participate in a variety of special offers and promotions. You'll find all the details in the quarterly magazine written specifically for Toyota drivers: 'if'.

To find out more about Club Toyota call 0845 275 5555.

Toyota Insurance

Toyota Insurance is available for Toyota owners at competitive premiums. To obtain details of the benefits included and to arrange a quotation, please contact your local Toyota Centre or call 0800 350 500.

Toyota Fleet

Toyota Fleet provides complete business solutions for companies that run a fleet of vehicles. For more information on how Toyota Fleet can deliver your fleet requirements either contact your local Toyota Centre or the Toyota Fleet Business Centre on 0845 271 2712.



Toyota Drive Plans

Toyota Drive Plans make acquiring and maintaining your new car as easy as driving it. They offer a choice of affordable ways to help you buy, finance, service and maintain your Toyota. The range of plans has been structured to offer you flexibility, easy budgeting and peace of mind.

- Easy Start is an exciting new low deposit plan.
- Easy Care offers the complete reassurance of prepaid servicing.
- Easy Drive is a comprehensive plan which takes care of most of your motoring needs for 2 to 3 years with one monthly payment.
- Business Drive is a fully maintained contract hire package most suited to small business customers.

Whatever your personal preference, your Toyota Centre can tailor a Drive Plan to suit your needs perfectly – driving a new car has never been so easy.

Written quotations available on request. All agreements subject to status. Indemnities may be required.

Toyota Warranties

Every new Toyota comes with a three-year/60,000 mile manufacturer's warranty. Toyota offers you the opportunity to renew your warranty annually after the initial warranty period expires until the vehicle is seven years old. No unexpected bills or concerns. In fact, nothing to pay beyond routine servicing and maintenance.

Toyota warranties offer equivalent cover to the manufacturer's warranty, covering all of the main components of your vehicle (with the exception of batteries, corrosion of exhaust and damage or wear to interior trim).

Our warranty range offers you a choice and flexibility, based on the vehicle's age and engine size. All allow for an unlimited annual mileage and special low-user discounts are available for those covering less than 10,000 miles a year. Warranty cover also includes Club Toyota membership including RAC Roadside Assistance, car hire up to five days after the first 24 hours, hotel expenses and free MOT test cover.

For further information please contact your local Toyota Centre.

Toyota Accident Assistance

In the event of an emergency Toyota offers, free of charge to Toyota owners, a comprehensive management service which includes advice, assistance and practical help. Please contact your local Toyota Centre for further details.

Toyota Approved Used Cars

Toyota Approved Used Car Scheme. Please contact your local Toyota Centre for details.



Please refer to www.toyota.co.uk for further environmental information.

Prius
Accessories



Why choose Toyota accessories?

Toyota accessories have been specifically designed and manufactured for Toyota vehicles. So you can be assured of their quality.

Each Toyota accessory has been tested to ensure it delivers the highest standards of reliability and durability. That means that you can have total confidence in the performance of your accessories.

Because Toyota genuine accessories have been designed for your vehicle, unlike generic accessories, they fit perfectly and look great. Whether you want to add style, comfort or practicality to your Prius, the range of Toyota accessories makes it easy and convenient.

Roof rack

A specially designed roof rack is fully lockable and quick to fit, and enables you to carry large loads.



Side protection mouldings

Stylish mouldings help protect your car from accidental scratching.

Wind deflectors

Toyota wind deflectors allow fresh air into the cabin but avoid draughts.

Bumper corner protectors

Help protect your bumpers from damage.

Assert your individuality

With its innovative technology and futuristic styling, Prius is remarkably distinctive. But people follow different lifestyles, have different motoring needs and want to express their own individuality.

As they are all genuine Toyota parts, not only can you rely on them for fit, colour and performance, you can also be assured of their quality and reliability. Why not visit your local Toyota Centre and see how you can make your Prius even more distinctive – and more suited to the way you live your life?

Body exterior

- Bumper corner protectors (black)
- Mudflaps, front and rear sets
- Side mouldings (black)

Convenience

- Ashtray (fits into cup holder in centre console)
- Toyota Hands Free kit
- Toyota Parking Aid
- Wind deflectors (front pair)

Emergency

- Emergency kit (a warning triangle and first-aid kit contained in a zipped holdall)
- Fire extinguisher
- First-aid kit

Interior trim

- Carpet mats (grey)
- Rubber mats (front pair, black)
- Rubber mats (rear pair, black)
- Rubber tray mats (front pair, brown or grey)

Lights

- Headlamp beam converter

Load space

- Boot mat, tailored
- Cargo net (horizontal – helps to hold larger items secure in your boot)
- Cargo net (vertical – holds smaller items secure in your boot)
- Dog guard, tailored
- Lower boot mat (rubber – helps to prevent items from slipping about in the underfloor cargo space)

Locks

- TRACKER vehicle security systems

Roof

- Roof rack (tailored, lockable)

The following accessories can be fitted to the roof rack:

- Bicycle holder (quick attachment, holds one bike, 2 holders can be fitted, lockable)
- Canoe holder (inc. 2 straps, one holder per vehicle)
- Load tie strap
- Luggage box (one per vehicle, lockable, volume 380 litres)
- Ratchet tie-down strap
- Ski box (one per vehicle, lockable, volume 410 litres)
- Ski holder (horizontal, large – carries 6 pairs skis or 4 snowboards, lockable)
- Ski holder (horizontal, medium – carries 4 pairs skis or 2 snowboards, lockable)
- Surfboard/mast holder (inc. 2 straps, one holder per vehicle)

Safety

- Child seat, Class GO up to approx. 15 months (up to 13 kg)
- Child seat with ISO fix fixation, Class G1, approx 8 months–4 years (9–18 kg)
- Child seat, Class G2/G3, approx. 3–12 years (15–36 kg)

Ventilation

- Clean air carbon filter (it is recommended that the filter is replaced every 12 months)

For more information on any other Toyota models and the location of your nearest Toyota Centre, simply call: 0845 275 5555 (calls to Toyota may be monitored or recorded) or visit our website:

www.toyota.co.uk

Toyota (GB) PLC. Great Burgh, Burgh Heath, Epsom, Surrey KT18 5UX

The use of the term 'Toyota Accessories' should not be taken to imply that the products in these accessory pages are actually manufactured by the Toyota Motor Corporation or Toyota (GB) PLC. After Sales Division are continually updating and changing specifications of accessories and reserve the right to do so at anytime without prior notice.

Prius accessories

Our comprehensive range of quality accessories features everything from styling enhancements and convenience options to highly practical additions to make life easier.

The following accessories are fitted on the vehicle below:

Side protection mouldings. The addition of side mouldings help to protect the side panels from minor damage.

Bumper corner protectors. Offering extra protection against minor scrapes and damage.

Dog guard. Keep your pet secure whilst driving.

Toyota Parking Aid. Prevent knocks and scrapes when parking with these practical parking sensors.

Wind deflectors. Allow fresh air into the cabin but avoid draughts with these practical and stylish wind deflectors.

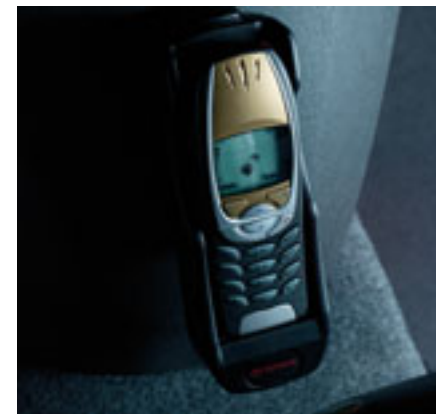


Child seat

With three child seats offered (all conforming to the latest safety standards) your child can be assured of travelling in safety and comfort. The G1 seat shown (for children weighing 9–18 kg) features ISO fix anchorages which fix to the car's body for maximum stability.



6-disc CD autochanger
Enjoy hours of continuous music by opting for a 6-disc CD autochanger (T3 only).



Toyota Hands Free kits

Stay within the law with a Toyota Hands Free telephone kit.

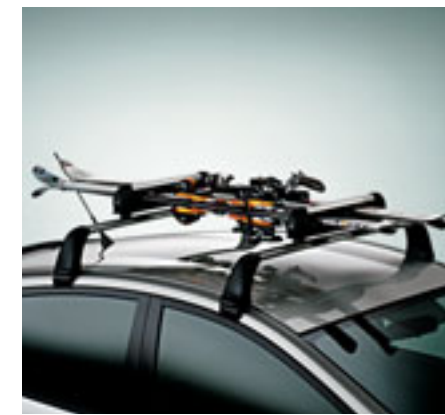


Premium tailored carpet mat set
Protect the carpet of your Prius with mats specifically designed to complement the interior colour scheme. Grey – all models.



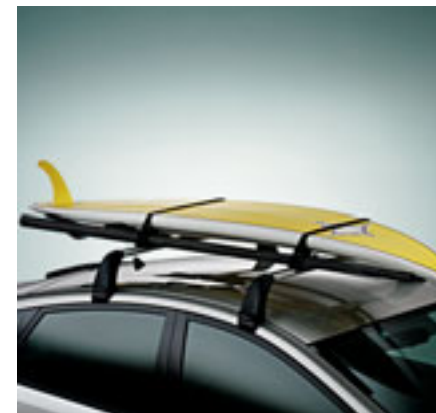
Cargo nets

Loose items and luggage can be safely and securely stowed away with a choice of horizontal or vertical cargo nets (vertical illustrated left).



Ski holders

For those winter holidays, a ski holder is invaluable.



Surfboard holder

Or if you're heading for the waves, secure your surfboard with this specially designed holder.



Luggage box

And if you just need extra luggage space, why not opt for this aerodynamic luggage box which will keep the contents secure and dry?



help

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A navigation bar is provided at the bottom of each page of this e-brochure to make browsing it easy. Please follow the simple instructions on the right to navigate through this e-brochure.



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