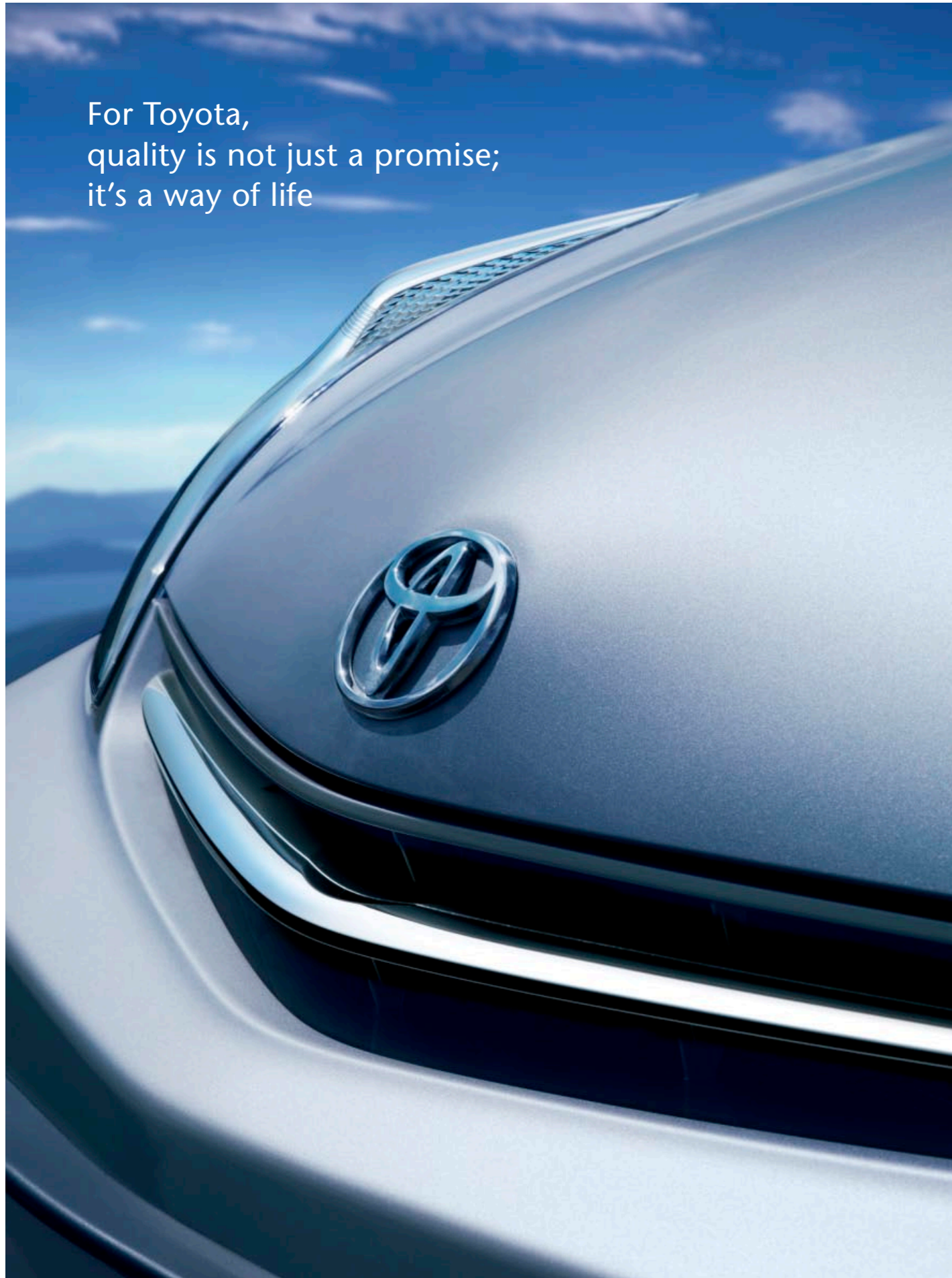


Prius



For Toyota,  
quality is not just a promise;  
it's a way of life



Nothing is so good that it cannot be made better. That is why we strive for constant improvement in everything we do. It is not a motto. Or a mission statement we hang on the wall and forget about. It is simply the way we do things. We have a word for it: 'kaizen'. It means 'continuous improvement' and it is the key principle that guides us in our pursuit of total quality.

*"From now on, I want everybody to put their efforts together and unite in finding a way to make superior vehicles."*

**Kiichiro Toyoda, Founder**  
Toyota Motor Corporation, May  
1939

This commitment to quality results in real benefits – benefits that enhance the quality of your life. We know this because you tell us so by consistently voting Toyota highly in independent customer satisfaction surveys. This is also evident through the excellent results Toyota achieves in the Euro NCAP safety tests. Most of all we know this because we make it our business to find out how to give you the best possible ownership experience, from when you first buy your car, right up to when you ultimately sell it.

What this means for you is that every time you get into the driving seat of a Toyota and start the engine, you will experience a feeling of complete confidence. Confidence that comes from knowing that the car you are driving is designed and engineered with the very highest standards of quality and reliability in mind. For Toyota, quality is not just a promise; it's a way of life.

# PRIUS

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## Toyota Prius

### The power of a good idea

**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.

The Toyota 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.

This is not an idea that's ahead of its time – this is an idea whose time has come.

## An idea whose time has come

**Choice without compromise. Progress without exception, Hybrid Synergy Drive® technology rewrites the rulebook. 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.

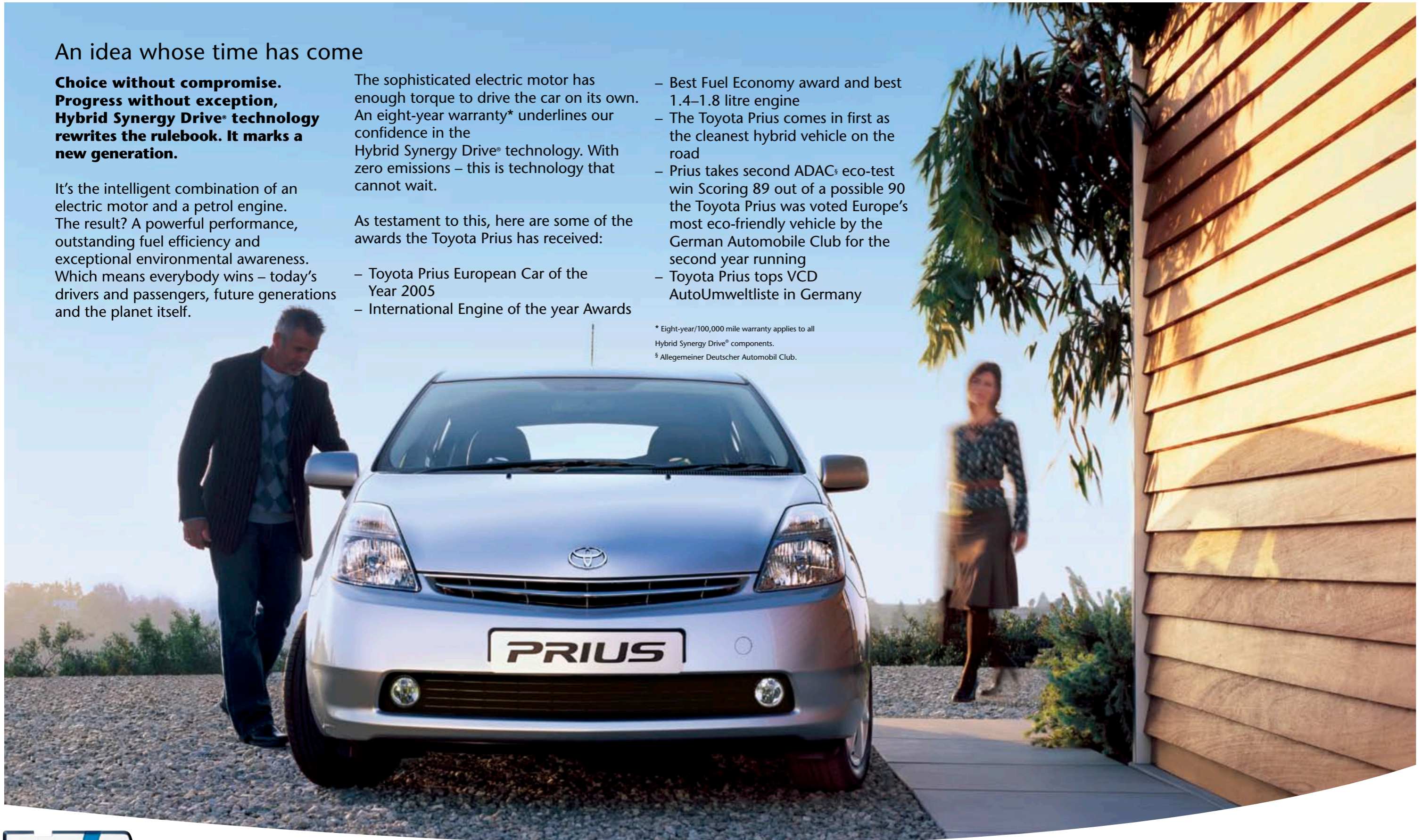
As testament to this, here are some of the awards the Toyota Prius has received:

- Toyota Prius European Car of the Year 2005
- International Engine of the year Awards

- Best Fuel Economy award and best 1.4–1.8 litre engine
- The Toyota Prius comes in first as the cleanest hybrid vehicle on the road
- Prius takes second ADAC's eco-test win Scoring 89 out of a possible 90 the Toyota Prius was voted Europe's most eco-friendly vehicle by the German Automobile Club for the second year running
- Toyota Prius tops VCD AutoUmweltliste in Germany

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

§ Allgemeiner Deutscher Automobil Club.



The power to move forward



## It takes a new way of thinking to reach a new solution

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

The Toyota 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 whose time has come.





## The beauty of aerodynamics

**The Prius look has evolved. 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.



## Form, function and quality

The moment you enter the cabin you are aware of the balance between elegance and comfort and ergonomic perfection. And how the inclusion of a leather steering wheel confirms the Toyota Prius as a car that takes quality as seriously as performance.



The power to move forward

## A seamless flow of power

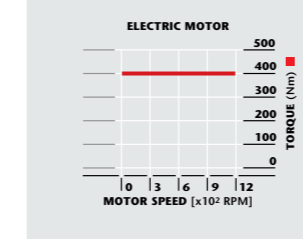
**Smooth handling. Crisp response. Remarkable efficiency. Compelling qualities in themselves. But when you add low fuel consumption and greatly reduced emissions you truly realise that this is a car that defies convention.**

Whatever way you look at it, the Toyota Prius delivers. Efficient power is always at hand. High reliability guaranteed. With 77 DIN hp (57 kW)/5000 rpm the petrol engine has world-beating

efficiency. In addition the Toyota engineers have created an electric motor of unmatched power.

Prius' ultra-efficient electric motor is as powerful as a 1.0 litre engine and has the significant benefit of delivering its maximum torque of 400 Nm instantly. In action, the Toyota Prius has a smooth linear acceleration of 0-62 mph in 10.9 seconds putting it on a par with existing 2.0 litre diesel or petrol engines. However, it's not just the hybrid

**Torque performance**  
The electric motor delivers its maximum torque from 0-1200 rpm.



**Brake-by-wire system**  
The Toyota Prius incorporates a totally electric brake-by-wire system.



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.

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







The power to move forward

## A partnership of power

**The Hybrid Synergy Drive® technology creates the intelligent combination between electric and petrol power. Seamlessly choosing the best operating mode as you drive.**

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' 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 CO<sub>2</sub> emissions.



### International Engine of the Year 2004

The Toyota Prius Hybrid Synergy Drive® (HSD) powertrain was voted International Engine of 2004. The jury, which was comprised of 56 renowned journalists from 24 countries, awarded the Toyota 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 warranty

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

#### Power control unit

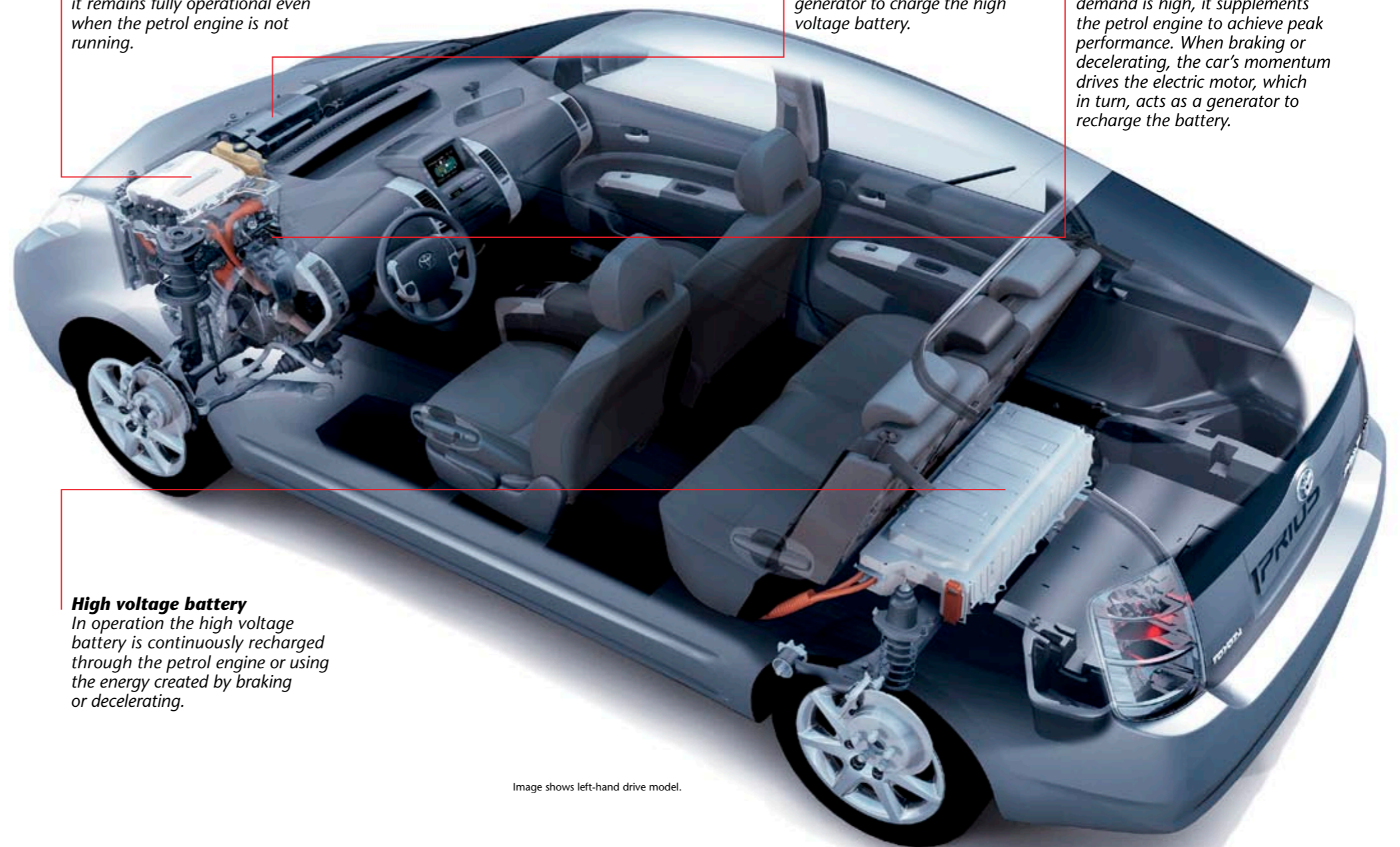
The inverter controls the flow of electricity to and from the battery and adapts the voltage for the electric motor to achieve the highest system efficiency. It also manages the power supply to the air conditioning system so it remains fully operational even when the petrol engine is not running.

#### Petrol engine

The super efficient 1.5 VVT-i petrol engine delivers its power through the Electronic Controlled continuously Variable Transmissions. This ensures outstanding performance while simultaneously running the generator to charge the high voltage battery.

#### Electric motor and generator

With an impressive 68 DIN hp 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

In operation the high voltage battery is continuously recharged through the petrol engine or using the energy created by braking or decelerating.

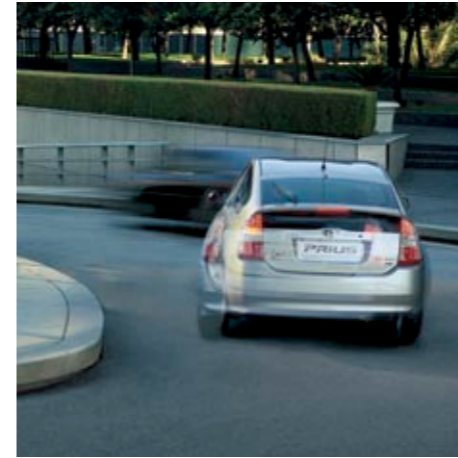
Image shows left-hand drive model.





The power to move forward

## The advantage of advanced intelligence



**The Toyota Prius possesses the unique ability to continually monitor prevailing driving conditions, thereby enabling you to relax and concentrate exclusively on the road ahead.**

By continually assessing driving conditions the Toyota Prius employs the most appropriate power source. Should you require sudden acceleration the

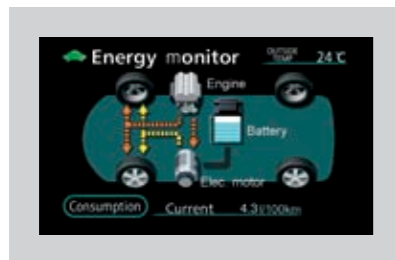
electric motor will automatically boost the power by incorporating additional power to the petrol engine.

The braking system recovers the kinetic energy generated while braking and converts it into electrical power, which is stored in the high voltage battery and eliminates any need to plug the battery in.

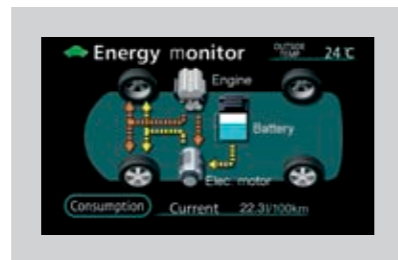
To further enhance your driving pleasure

the Toyota Prius is as quiet on the inside as it is on the outside. By incorporating additional damping and special acoustic glass, noise is kept to the absolute minimum leaving you to travel in peace.

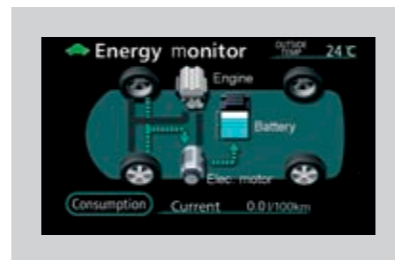
The result is a smooth, quiet, reliable flow of power that is geared to meet any driving requirements you demand.



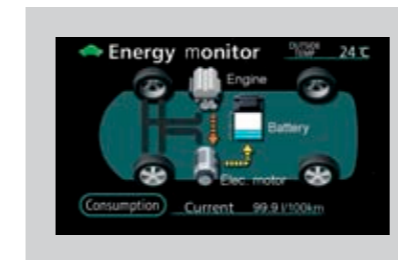
**1.** Under normal driving conditions the petrol engine powers the generator, which in turn powers the electric motor, and drives the wheels.



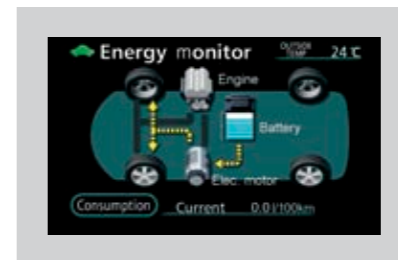
**2.** The additional power required for hard acceleration is supplied from the high voltage battery, which boosts the electric motor through the super-efficient transmission system.



**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 and converts kinetic energy into electrical energy, which it stores in the high voltage battery.



**4.** The high voltage battery charge is maintained at a predetermined level. When this becomes low, the generator automatically kicks in to recharge it. When the Toyota Prius is stationary, the petrol engine stops so there is no noise but the air conditioning continues to function maintaining comfortable cabin environment at all times – providing there is sufficient battery charge.



**5.** With the EV button manually pressed and starting from a standstill, travelling at low to mid range speeds, the Toyota Prius is powered exclusively via the electric motor. This gives the driver and passengers the benefit of an absolutely silent ride.





The power to move forward



**Fuel economy**

Due to the Toyota Prius' innovative technology it is one of the world's most frugal cars. By focusing on efficiency the Toyota Prius returns absolutely outstandingly economical fuel figures without any dip in its performance.

Technology that makes life easier, cleaner and safer

**The Toyota Prius is streets ahead of the competition when it comes to fuel economy. That's due to a number of technology world firsts.**

Toyota's revolutionary Hybrid Synergy Drive® technology offers unprecedented performance. The petrol engine of the Toyota Prius actually outstrips conventional petrol or diesel engines, while delivering far greater fuel efficiency (65.7 mpg on the combined cycle).

Hybrid Synergy Drive® is intelligent too. Engineered to select the best operating mode for every situation, it selects the electric motor where possible and the right ratio of electric motor and petrol engine when performance demands. The high voltage battery offers great acceleration, outstanding fuel efficiency and a totally reliable performance as recharging is automatic. The electric motor is recharged every time you decelerate or brake, helping to maintain a sufficient level of battery charge.

So, the Toyota Prius is a powerful drive. Add to that an aerodynamic shape and lightweight material throughout and you have a car that is designed for optimum performance at every level. All in all one of the most fuel efficient and environmentally friendly vehicles on the market.

**Emissions control and caring for the environment**

Taking into account all kinds of exhaust emissions the Toyota Prius is by far the cleanest car on the market (amongst those

equipped with an internal combustion engine). While CO<sub>2</sub> emissions rival small city cars, NOx and HC emissions are lower than any other petrol car on the road today. Particle emissions, a great inconvenience of diesel vehicles, are reduced to zero.

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.



## The hard and fast rules about safety

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

### Active safety

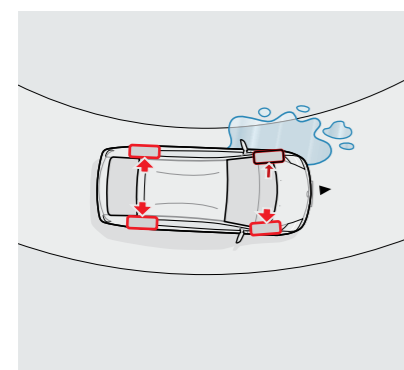
Electric systems are more responsive than their hydraulic counterparts with more advanced applications, which is why they are found in airplanes where response times are critical. These new generation all-electric systems are found in the new Toyota Prius to give rapid response and maximum control when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

With our entirely electric and electronic active safety system, the Toyota Prius scores another world first. ABS (Anti-lock Braking System), EBD (Electronic Brake force Distribution), BA (Brake Assist), VSC+ (Vehicle Stability Control), E-TRC (Electric Traction Control) and electric power steering are all there.



### Strong body structure

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



### EBD (Electronic Brake force Distribution)

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

### ABS (Anti-lock Braking 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.

To create perfect synergy, they've evolved to operate through a central electric/electronic circuit. 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.

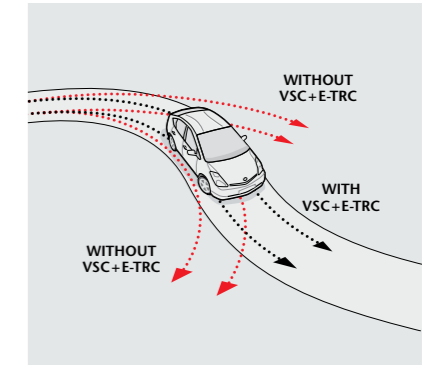
### VSC+ (Vehicle Stability Control)

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.

### 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.



### Passive safety

And while the Toyota Prius takes care of itself, the interior is designed to give advanced protection to passengers. With a strong distinctive shape, front crumple zones and SRS 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.

## Everything you need, precisely where you want it

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

High seating in the spacious cabin combined with the large windscreen affords excellent visibility, while the intelligent ergonomic layout of the

instruments ensures ease of access to key information. The electronic shift lever reduces pedal effort and frees up dashboard space. Special features are

ideally clustered around the steering wheel so you can sit in comfort, confident that everything you need is close to hand.



### **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\*.

### **Navigation system\***

You can choose from a range of languages when you use our voice-operated DVD satellite navigation system.

### **JBL Premium sound system\***

Premium sound system with FM/AM radio and in-dash six-CD changer, 45 W x 7-channel amplifier, Automatic Sound Leveliser, Digital Signal Processor and nine speakers.

### **Electronic shift lever**

The illuminated electronic shift lever is strategically positioned to free up dashboard space and maximise practicality for the driver. It enables you to operate the Electronic Controlled continuously Variable Transmission at the touch of a lever.

### **Park button**

Park mode can be accessed at a touch which activates the electric park brake.

### **Steering wheel controls**

Steering wheel mounted controls make for added driving comfort and convenience. Now you can adjust the climate controls and your audio controls without taking your hands from the steering wheel. Bluetooth® system (available for T Spirit only) controls start and end calls for simple hands-free communication<sup>†</sup> too. The electric power steering wheel comes in leather as standard.

### **EV**

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

\* Standard for T Spirit Grade.

† Standard for T<sub>4</sub> and T Spirit Grades.

‡ Check with your local retailer for mobile phones compatible with Bluetooth® technology.



Above picture shows optional leather.

## Flexibility in any shape or form

**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

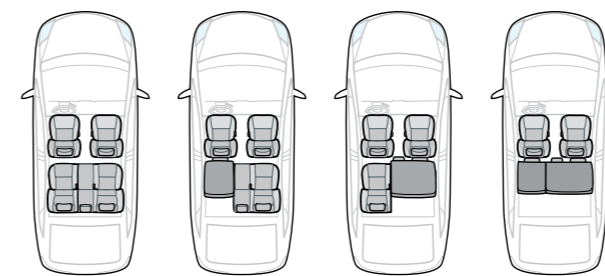
longer loads. And they fold down to create any one of four combinations, from three seats to an open space. Load space with seats in place is 408 litres to window level.

The front 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 passenger 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**

*Toyota 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**

Just lift the boot floor to reveal invaluable underfloor cargo space (408 litres boot space).



### **Versatile space**

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





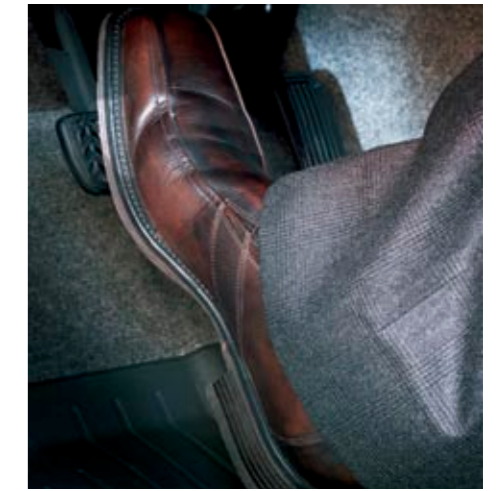
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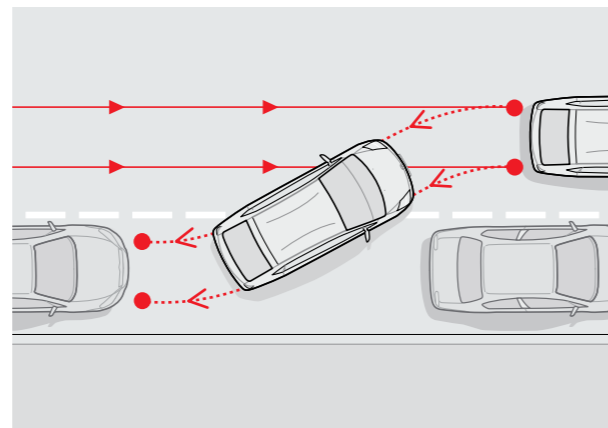
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## Parking just got easier

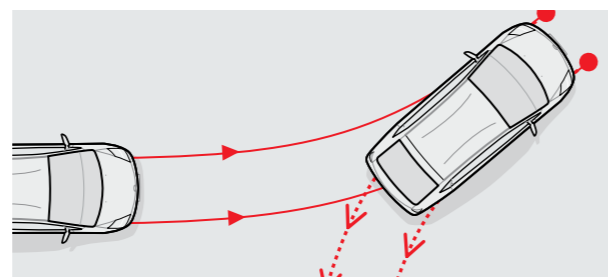
**With the Toyota Prius the driving experience is paramount. With a blend of advanced technology, the Toyota Prius is the world's first mass produced car to include Intelligent Parking Assist (IPA).**

The world's first Intelligent Parking Assist (IPA) is extremely helpful when you're parking in an urban area where space is at a premium. Although not a complete substitute for proper observation and awareness, if you simply turn on the IPA and it will relay, via a rear-mounted camera, the space you intend to park in. Program in the details and then all you need do, while looking out of course for pedestrians and other road users is control the brake pedal while the car does the rest for you.

1. Locating the parking spot.
2. Setting the IPA.
3. Steering wheel automatically turns in the right direction.
4. Driver needs to control the brake if and when necessary.
5. The Toyota Prius automatically parks.



Parallel parking



Perpendicular parking IPA is standard on T Spirit grade only.



5.



1. **Innovative technology comes as standard**

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

The latest technology extends throughout the interior. For instance, you'll find the climate and AM/FM/CD audio system controls on the steering wheel. And for those who are part of the iPod generation you'll discover inside the centre floor console an audio mini-jack where you can run your iPod, or any other personal audio system through the car's speakers and recharge it at the same time. The Toyota Prius is the first vehicle in the world to offer both functions. 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 in English, French and German) is easily visible and its 7" colour screen doubles as a multi-function instrument panel displaying your estimated time of arrival

(ETA), a route tracer, 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, French and German).

Hands Free mobile communication is also made easy with voice recognition. This system allows you to store up to 20 numbers in the voice recognition memory. These features permit the driver to operate the systems while maintaining total concentration on driving.

\* Standard on T Spirit model.  
 ‡ Check with your local retailer for mobile phones compatible with Bluetooth® technology.



2.



3.



4.



5.



6.

1. 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.
2. Steering wheel controls include Bluetooth® telephone, map navigation\* and climate controls.
3. The EV switch makes the car run in silent mode using the electric motor only.
4. The push-button start.
5. The illuminated electronic shift lever frees up space and is practically positioned for easy use.
6. Audio mini-jack (T, and T Spirit grades only) and 12V outlet fully integrated within the centre armrest.



## High standards of specifications

**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 T<sub>3</sub> 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.

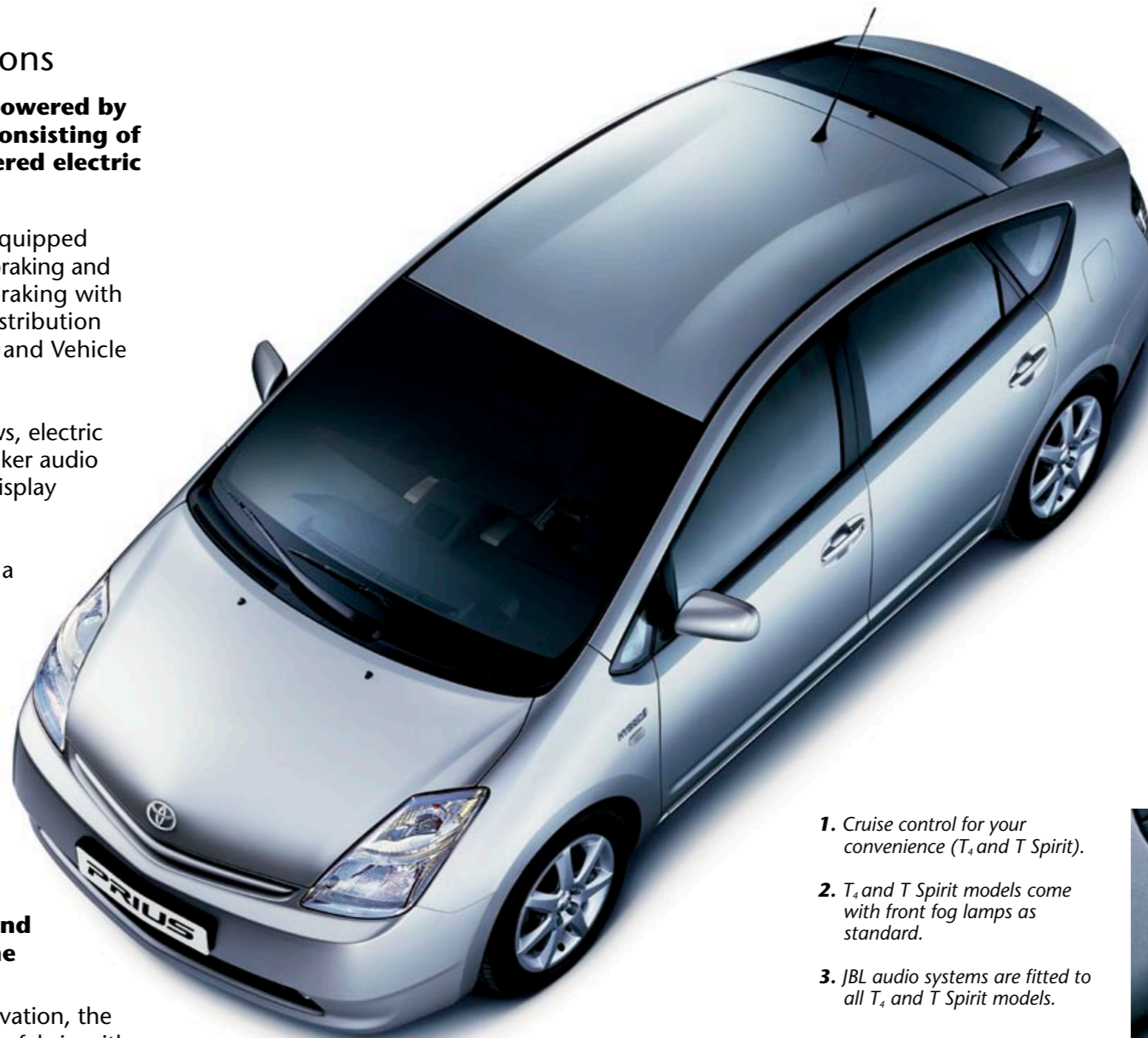
The T<sub>4</sub> adds cruise control, front fog lamps, a JBL audio system with six-disc CD autochanger and nine speakers, while the T Spirit features full map satellite navigation and Bluetooth® compatible communications technology as well.

Prius – delivering better performance through advanced technology.

## Interior trims

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

In keeping with the car's technological innovation, the ergonomically designed seats are trimmed in fabric with the ability to upgrade to an optional contemporary leather trim.



### **Prius T<sub>3</sub>**

- Power steering
- Electric windows
- Electric climate controlled air conditioning
- 6-speaker audio system
- 7" electronic multi-vision display
- Front and side SRS driver and passenger airbags
- SRS curtain shield airbags
- ABS with BA and EBD
- Electronic Traction control (E-TRC)
- Vehicle Stability Control (VSC+)

### **Prius T<sub>4</sub>**

- Cruise control
- Front fog lamps

### **Prius T Spirit**

- Full map/satellite navigation
- Bluetooth® compatible communications
- 6 CD voice-activated autochanger

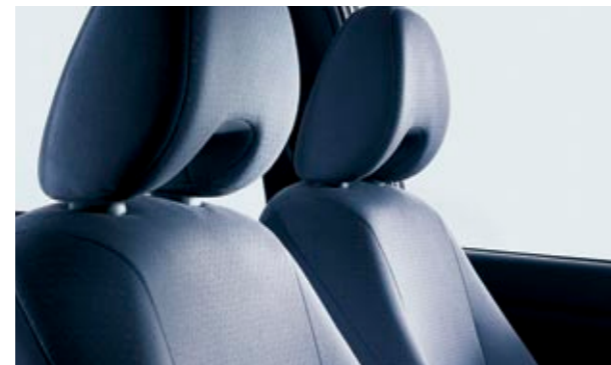
1. Cruise control for your convenience (T<sub>4</sub> and T Spirit).

2. T<sub>4</sub> and T Spirit models come with front fog lamps as standard.

3. JBL audio systems are fitted to all T<sub>4</sub> and T Spirit models.



1.



2.



3.



## Taking responsibility for what we do



**In an effort to meet the environmental challenge, Toyota is working toward reducing emissions in all areas of activity. The 'Aim: Zero Emissions' concept fits into Toyota's broad vision of sustainable mobility, in which environmental impact is measured over a vehicle's entire life cycle, and emphasis is placed on reducing this impact.**

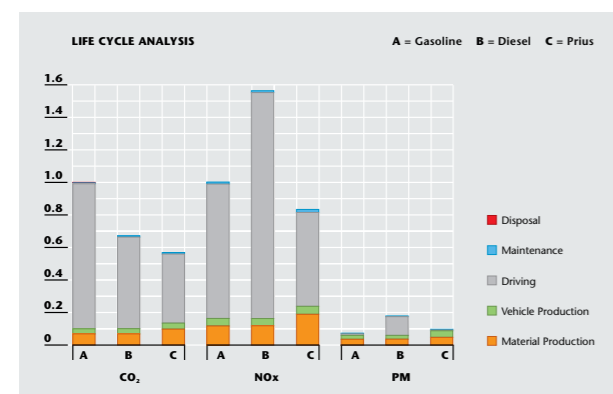
### Ecological Vehicle Assessment System (Eco-Vas)

To achieve lower emissions and greener vehicles on the way toward the ultimate eco-car, it is essential to measure progress. Toyota has therefore developed its Ecological Vehicle Assessment System, or Eco-Vas. This is a comprehensive approach to assessing a vehicle's whole life cycle – from its initial design and manufacturing to its use on the road and eventual disposal or recovery – in terms of its impact on the environment, starting at the early stages of development.

Eco-Vas is based on the concept of Life Cycle Assessment (LCA) and enables development teams to evaluate the environmental impact of a new vehicle ahead of its actual production.

### Product and technology development

Toyota's product and technology development can be summed up in two words: Zeronize and Maximize. Toyota is striving for zero negative impacts on our environment, zero accidents and zero traffic congestion, whilst at the same time seeking to maximize positive driving aspects such as comfort, fun and excitement. Toyota's aim is to deploy the



appropriate engine technology to provide its customers with the right car for the right place at the right time. The hybrid batteries in the new Toyota Prius are a lot smaller, but even more powerful. CO<sub>2</sub> emissions are 33% less than during the manufacturing of ordinary batteries.

### Greener Manufacturing

To ensure the proper application of environmental best practice, Toyota has introduced a consolidated Environmental Management System (EMS) ISO 14001, which governs all manufacturing operations including the entire supply chain and all Sales and Marketing activities. Constant efforts to improve the world-famous Toyota Production System (TPS) reduced radically the environmental impact at our manufacturing plants. Toyota Motor Manufacturing UK has achieved the ambitious target of delivering zero waste to landfill. The manufacturing process of the new Toyota Prius resulted in a drop in the amount of energy needed during manufacturing, and therefore a 31% cut in CO<sub>2</sub> emissions.

### Recycling

In line with its strong pro-environmental stance, Toyota supports recycling at each stage of vehicle development, production, use and disposal. The Toyota Recycle Vision sets specific targets for improving vehicle recovery rates, increasing the use of recyclable resources, recycled materials and used parts, and reducing substances of environmental concern. The Toyota guidelines will ensure achievement of the current 85% re-use and recovery target by 2006 and the 95% re-use and recovery target by 2015.

### End-of-Life Vehicles

The legislation on End-of-Life Vehicles offers Toyota drivers a new and innovative way of returning their old vehicle to the producer. For more information about end-of-life vehicles, please refer to [www.toyota.co.uk/environment](http://www.toyota.co.uk/environment)



### 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, CO<sub>2</sub>

Combined (g/km)	104
Extra urban (g/km)	99
Urban (g/km)	115

#### Exhaust emissions (EU directive 70/220-2002/80 (Euro IV)/EC)

Euro class	Euro 4
Carbon monoxide, CO (g/km)	0.18
Hydrocarbons, HC (g/km)	0.02
Nitrogen oxides, NO <sub>x</sub> (g/km)	0.01

#### Hydrocarbons, HC & Nitrogen oxides, NO<sub>x</sub> (g/km)

Hydrocarbons, HC & Nitrogen oxides, NO <sub>x</sub> (g/km)	-
--	---

#### Particulates, PM (g/km)

Particulates, PM (g/km)	-
-------------------------	---

#### Noise (drive-by) (EU directive 1999/101/EC)

Noise dB(A)	69
-------------	----

#### Air conditioning fluid

Air conditioning fluid	HFC 134-a
------------------------	-----------

#### Coding Plastics >100 g – Elastomers >200 g

Coding Plastics >100 g – Elastomers >200 g	100%
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#### 'Easy to dismantle mark'

'Easy to dismantle mark'	Front bumper, back door trim, door trims, fuel tank
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#### Substances of concern – Pb, Mercury, Cd, Cr6+

Substances of concern – Pb, Mercury, Cd, Cr6+	In accordance with 2000/53/EC
---	-------------------------------



## Distinctive

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



1F7 Tyrol Silver\*



1G3 Decuma grey\*



202 Astral Black



3R3 Vermillion Red\*



4S2 Aztec Bronze\*



6U0 Verbier Green\*



8S2 Glacier Blue\*



\* Metallic paint.

## Specifications

### ENVIRONMENTAL PERFORMANCE

<b>Fuel Consumption (EU directive 80/1268-1999/100/EC)</b>	
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
<b>Carbon dioxide, CO<sub>2</sub></b>	
Combined (g/km)	104
Extra urban (g/km)	99
Urban (g/km)	115
<b>Exhaust emissions (EU directive 70/220-2002/80 (Euro IV)/EC)</b>	
Euro class	Euro 4
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)	–
<b>Noise (drive-by) (EU directive 1999/101/EC)</b>	
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®

<b>1.5 litre VVT-i petrol engine (1NZ-FXE)</b>	
Number of cylinders	4 in line
Transmission	Electronic Controlled continuously Variable Transmission (CVT)
Valve mechanism	DOHC 16 valve chain driven
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	DIN hp (rpm) 77/5000

### HYBRID SYNERGY DRIVE®

Maximum torque (Nm/rpm)	115/4000
<b>Electric motor</b>	
Type	Permanent magnet synchronous motor
Rated voltage (v)	500
Maximum output (kW/rpm)	50 (68 DIN hp)/1200–1540
Maximum torque (Nm/rpm)	400/0–1200
Weight (kg)	104
<b>Hybrid vehicle battery</b>	
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	Length
Overall length (mm)	4450
Overhang front (mm)	890
Overhang rear (mm)	860
Wheelbase (mm)	2700
Room length (mm)	1890
Exterior dimensions	Width
Overall width (mm)	1725
Tread front (mm)	1510
Tread rear (mm)	1480
Outside mirror width (mm)	2010
Room width (mm)	1440
Exterior dimensions	Height
Overall height (mm)	1490
Room height (mm)	1225
Interior dimensions	Front
Head room (mm)	950
Shoulder room (mm)	1405
Hip room (mm)	1296
Leg room (mm)	811
Interior dimensions	Rear
Head room (mm)	900
Shoulder room (mm)	1345
Hip room (mm)	1310
Leg room (mm)	727
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 <sub>3</sub>	T <sub>4</sub>	T Spirit
Audio, integrated unique fit with Liquid Crystal Display	•	•	•
AM/FM radio with preset settings	•	•	•
RDS with PTY and EON settings	•	•	•
CD player, single disc	•	–	–
CD autochanger – dashboard mounted	–	•	•
Speakers – six	•	–	–
Speakers – nine	–	•	•
Audio controls, steering wheel mounted	•	•	•
Radio aerial, roof mounted	•	•	•

## EXTERIOR

Door handles and mirrors – colour-keyed	•	•	•
Rear spoiler, boot integrated and colour-keyed	•	•	•
Metallic paint	○	○	○

## BUMPERS

Front and rear bumpers – colour-keyed	•	•	•
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## CONVENIENCE

Full colour map satellite navigation system with ETA and European DVD – with voice recognition –	–	–	•
Intelligent Parking Assist with rear-view monitor system	–	–	•
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

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

## INSTRUMENTS

Transmission mode indicator	•	•	•
Fuel indicator with low fuel warning	•	•	•
Lights on warning	•	•	•
Door ajar warning	•	•	•
Key in warning	•	•	•

## INSTRUMENTS

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
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

Fascia – aluminium effect	•	•	•
Door switch trim – aluminium effect	•	•	•
Door handles – chrome effect	•	•	•
Door scuff plates	•	•	•

## LIGHTS

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

## LOCKS

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	•	•	•

## LOAD SPACE

Luggage load hooks in boot	•	•	•
Interior tailgate pull handle	•	•	•
Rear tonneau cover	•	•	•

## STORAGE

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 <sub>3</sub>	T <sub>4</sub>	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 – ISOfix 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	•	•	•
Childproof locks on rear doors	•	•	•

## SEATS

Recline and side adjustment – driver and passenger, manual	•	•	•
60:40 split/fold rear seat back	•	•	•
Armrest – rear	•	•	•
Upholstery – cloth	•	•	•
Upholstery – leather	○	○	○

## STEERING

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	–	–	•

• = Standard    ○ = Optional    – = Not available

\* Eight-year/100,000 mile warranty applies to all Hybrid Synergy Drive® components (see pages 42–43 for specific details).

## TRANSMISSION

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

## VENTILATION

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

## VISIBILITY

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	•	•	•

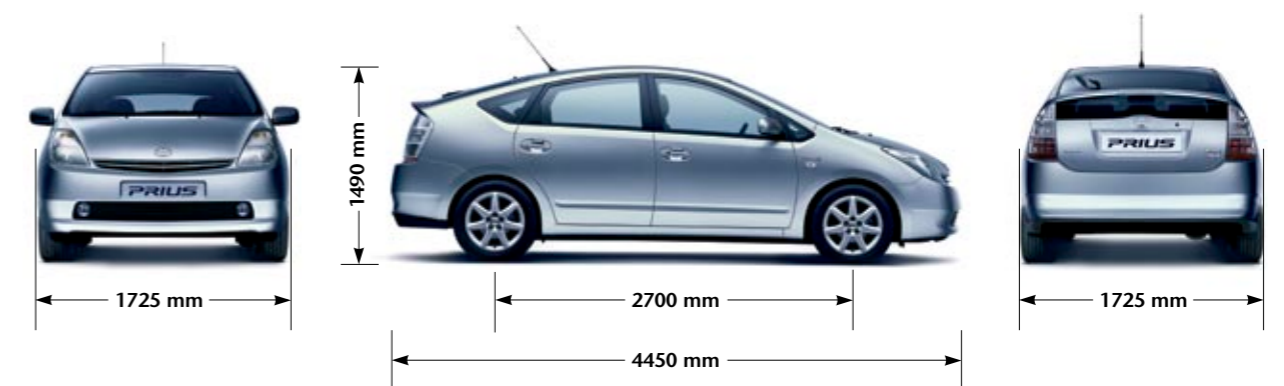
## WARRANTY

Three-year unlimited mileage paint warranty	•	•	•
Twelve-year unlimited mileage anti corrosion perforation warranty	•	•	•
Eight-year Hybrid warranty*	•	•	•

## WHEELS

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

## Dimensions





## Drive Plans from Toyota Financial Services



**We want to make acquiring and maintaining your 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 Prius.**

### 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 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 most of your motoring needs for two or three years. The plan includes the cost of a Prius on a PCP Drive Plan and an Easy Care servicing plan covering routine, major and intermediate services.

### 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 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.

## Customer services

### Club Toyota

When you buy a Toyota you automatically become a member of Club Toyota, for 12 months free of charge. This entitles you to take advantage of a host of benefits including free RAC Roadside Assistance in the UK and Europe, 5% discount on Toyota Insurance for your car and specially negotiated rates for travel insurance, plus exclusive offers and promotions through our quarterly customer magazine.

### 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 two to three 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 Insurance

Toyota Insurance is available for Toyota owners at competitive premiums. To obtain details of the benefits included and to arrange a quotation,

Licensed credit broker. Indemnities may be required. All finance subject to status to over 18s only. Toyota Financial Services (UK) PLC, Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ. Toyota Financial Services is authorised and regulated by the Financial Services Authority.

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 Warranties

Every new Toyota comes with a three-year/60,000-mile manufacturer's warranty, covering your car against the unlikely event of a manufacturing defect causing a mechanical fault. It includes coverage for paint and surface rust for three years, unlimited mileage and a 12-year anti-perforation warranty. After the initial warranty period has ended, you can choose to extend your warranty until the vehicle is seven years old – choosing from a range of packages to suit your vehicle and your needs. All of our warranties cover the main component parts of the vehicle\*, meaning that you pay for nothing beyond routine servicing and maintenance, so there are no unexpected bills to pay.

### Toyota Accident Assistance

Toyota provides a comprehensive accident management service to all Toyota drivers, giving advice, assistance and practical help free of charge in the event of an emergency.

### Toyota Approved Used Car Scheme

All Toyota Approved Used vehicles come complete with an RAC pre-check delivery, a mileage check, a free 600-mile or one-month inspection, 12 months Club Toyota membership and a 14-day no-quibble exchange plan.

\* With the exception of batteries, corrosion of exhaust, and damage or wear to the interior. For more information about end-of-life vehicles, please refer to [www.toyota.co.uk](http://www.toyota.co.uk)

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# The Toyota Prius



As a Prius driver you also benefit from the reassurance that comes with Toyota's global reputation for reliability and integrity. This adds peace of mind to your car's individual attributes and enhances the pleasure of the ownership experience.

## Car recycling

Taking care of the environment is a priority for Toyota. We're making a huge effort to ensure that during the life-cycle of our vehicles – from design, production, distribution, sales and service to end-of-life – their environmental impact is minimised. You can find detailed information on Toyota's environmental performance at [www.toyota.co.uk/environment](http://www.toyota.co.uk/environment).

## Intelligent design

The Prius is designed and engineered to minimise the maintenance overhead. There are fewer parts that require servicing and those that do are inherently durable to extend service intervals. Equally important is that Prius technology is made easily accessible so that maintenance labour time can be minimised. These features combine with the highly competitive pricing of Toyota spares to ensure the lowest cost of maintaining your Prius in an ideal working condition.

## Toyota quality service

Your Toyota retailer will talk you through the Prius 'Health and Safety' maintenance programme. The programme is very straightforward and designed for your convenience. In effect, your Prius needs a full Health and Safety check only 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 necessary every year or 10,000 miles.

## Toyota warranty

### Exclusive eight-year warranty

To emphasise our confidence in the durability and reliability of Hybrid Synergy Drive<sup>®</sup> 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.

## Comprehensive terms

The warranty covers any defect caused by a manufacturing or assembly fault. It is valid for three years of normal use or 60,000 miles, whichever comes first, with no mileage limitation for the first year.

If the car is immobilised due to a breakdown (as a result of a defect covered under warranty), you will also be covered for the cost of towing your vehicle to the nearest authorised Toyota repairer.

## Rust and paint defects

The warranty also covers surface rust and paint defects appearing on any of the painted body panels as a result of a fault in material for a period of 3 years, regardless of mileage.

## Corrosion cover

The warranty offers 12 years' coverage, regardless of mileage, against perforation of the bodywork (from inside to outside) that develop due to corrosion caused by faults in material or workmanship.

## Toyota genuine parts

Prius is designed to minimise the cost of

accident repair. As a result, the extent of damage is limited, and damaged parts are easy to remove, replace or repair. Ultimately, this means low part and labour charges.

## Added security

The Prius's security system withstands the insurance industry's rigorous five-minute attack test and provides excellent protection. Both the alarm system and engine immobiliser are approved by Europe's major insurance companies.

## Toyota accessories

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Tailor-made for your Toyota, they fit perfectly and add a personal touch of style, comfort or practicality. And because they've been tested under the most severe conditions, you can have complete confidence in their reliability and durability. To add to the reassurance, every Genuine Toyota accessory has a three-year warranty\*.

\* Check with your retailer for specific warranty details.

# help

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