

# New Toyota Prius



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# Toyota Prius continues to lead the way with Hybrid Synergy Drive®.

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**Design.** Prius has an iconic design and an aerodynamic shape to maximise fuel efficiency.



**Heritage.** Over 2.5 million Toyota Prius have been sold since 1997, giving Toyota's groundbreaking hybrid technology a proud heritage that you can trust.



**Driving dynamics.** Prius responds to every driving style, with innovative technology that results in a powerful and smooth driving experience.



**City friendly.** With ultra-low CO<sub>2</sub> emissions Prius is designed for city living.



**HSD technology.** Hybrid Synergy Drive® combines petrol and electric power to deliver outstanding levels of performance and efficiency.

# Shaped by nature. 15 years of innovation.

Prius has always been engineered with nature in mind, and with wind resistance especially. Over the last 15 years, each evolution has been more streamlined than the last. Today, Prius continues to be pioneering, leading the way in aerodynamic and fuel-efficient design.



# Toyota Touch™

Enjoy unprecedented in-car convenience with Toyota Touch™, standard across the Prius range.

**01. Touch screen Multimedia** Use the 6.1" colour touch screen with the radio/CD and portable media players connected via USB or aux-in. View instant fuel consumption vehicle data, too.

**02. Rear-view camera** Reverse more safely using the rear-view camera. The clear colour image displayed on screen helps you spot hidden hazards and park with ease.

**03. Hands-free answering** Connect a compatible phone using Bluetooth®\* to enjoy safe hands-free operation when answering your phone and to stream stored music to your Toyota Touch™.  
\* Contact your local Toyota Centre to find out if your phone is compatible.

**04. Text messaging** Use advanced Bluetooth®§ to send and receive SMS messages when it's safe to do so, with customisable templates available to minimise distraction.

§ Bluetooth® MAP profile required on your mobile phone.

**05. Full map satellite navigation** Plot your route with advanced, easy-to-update satellite navigation. Includes speed limit and safety camera warnings.

**06. Connected services** Enhanced connectivity<sup>o</sup>: online local search, plus applications including Fuel, Parking Information and Weather.

<sup>o</sup> Requires compatible mobile device and tethering.



# Toyota Touch & Go Plus™

Or upgrade to Toyota Touch & Go Plus™ to be even more connected. Optional on T<sub>3</sub> and T<sub>4</sub> grades, standard on T Spirit\*.

Toyota Touch & Go Plus™ enables touch screen convenience with additional features that include advanced 3D navigation and multimedia, voice recognition, text to speech, traffic patterns and map updates for 3 years.



\* Excluding T Spirit when fitted with optional Technology Pack.

Enjoy the ride, love the innovative technology.



Prius offers high levels of innovative technology, such as CVT (Continuously Variable Transmission), which results in a more powerful and smooth drive. Meanwhile, its pioneering hybrid technology helps to lower fuel consumption and running costs.

Touch Tracer steering wheel controls enable access to vehicle features without taking your eyes off the road. See everything from fuel efficiency to your speed at eye-level in the Head Up Display which projects information onto the windscreen. Prius makes everything effortless, and every drive relaxing.

**01. Touch Tracer**

This world first from Toyota is a simple but very effective idea that means you don't have to look down when operating steering wheel-mounted buttons. All it takes is a touch of your thumb and an image of the button cluster appears in the high-mounted display, comfortably within view. Standard on all models.

**03. Check fuel efficiency in real time**

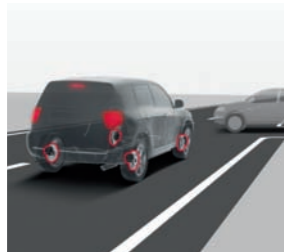
Simply glance at the Hybrid System Indicator to monitor your fuel efficiency. Adjust your driving accordingly and you'll see your fuel consumption and emissions drop in real time.

**02. Keep your eyes safely on the road**

See everything without taking your eyes off the road. Speed, fuel efficiency, current hybrid mode – they appear sharp and clear in the Head Up Display projected onto the windscreen.

# Advanced safety.

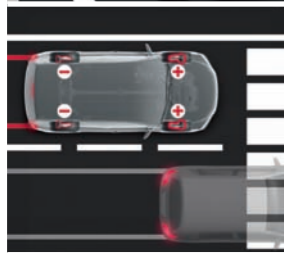
**Emergency Brake-light Signal (EBS)** – In emergency braking situations, EBS flashes the vehicle's brake lights repeatedly to alert following traffic.



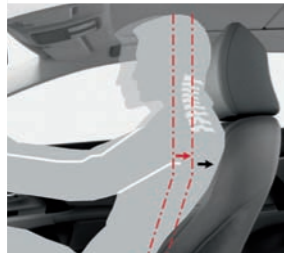
**Vehicle Stability Control (VSC)** – VSC automatically activates each individual brake as needed and controls engine output to help maintain stability and prevent skidding when turning sharply or cornering on slippery road surfaces.



**Brake Assist (BA)** – If you attempt an emergency stop, BA will detect this and apply additional brake pressure. This enables ABS to work to its maximum potential.



**Whiplash Injury Lessening (WIL) seats** – During an impact at lower speeds and particularly from the rear, WIL seats and headrests cushion the head and back. This reduces the risk of whiplash injuries.



**Supplemental Restraint System (SRS) airbags** – Prius is fitted with seven airbags.

Non U.K. specification vehicle shown.

# Discover a multitude of ingenious features.

## Dusk-sensing headlamps

The dusk sensor monitors light levels and automatically switches on the headlights when the light is low.

## Grade availability:

— T Spirit

## Water repellent treatment

on driver and front passenger side glass enhances visibility during wet-weather driving.

## Grade availability:

— T Spirit

## Rain-sensing wipers

The automatic rain sensor instantly sets the appropriate wiper speed and intervals for you.

## Grade availability:

— T<sub>4</sub> and T Spirit

## Automatic air conditioning

Prius is equipped with an automatic air conditioning system to maintain a comfortable temperature for all passengers.

## Grade availability:

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

## Touch Tracer Display

gives you fingertip selection of driving information, air-conditioning and audio.

## Grade availability:

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

## LED headlamps

Newly designed LED headlamps with auto-levelling and headlamp cleaners for enhanced night visibility.

## Grade availability:

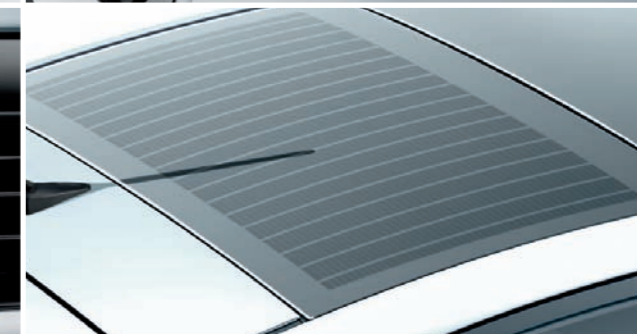
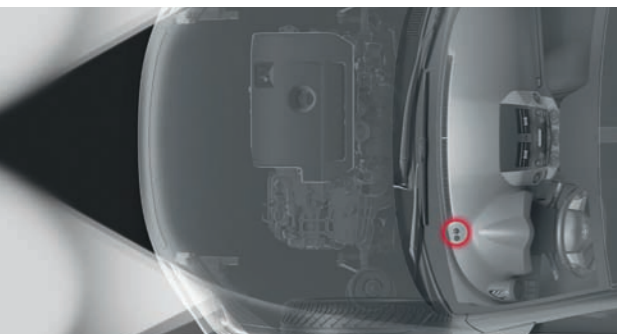
— T Spirit

## Daytime Running Lights (DRL)

ensure that the Prius remains visible to other road users during daytime.

## Grade availability:

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



## Smart Entry & Start System

Unlock the car without having to take your key out of your pocket or handbag. To start the car, simply press the button.

## Grade availability:

— T<sub>3</sub> (driver only)  
— T<sub>4</sub>  
— T Spirit

## e-CVT delivers the optimum

blend for every driving condition, ensuring maximum fuel efficiency.

## Grade availability:

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

## Cruise control system

automatically maintains a constant vehicle speed.

## Grade availability:

— T<sub>4</sub>  
— T Spirit

## Electrochromatic mirror

improves night-time driving safety by automatically darkening excessive headlight glare.

## Grade availability:

— T Spirit

## Front fog lamps

increase your visibility and safety in challenging weather.

## Grade availability:

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

## Solar Ventilation System

The solar panels on the sliding sunroof use the sun's rays to cool the interior.

## Grade availability:

— Optional on T Spirit only.

# Hybrid Synergy Drive®

Hybrid Synergy Drive® technology combines two electric motors and a 1.8 litre petrol engine, making it equally at home in the city or out of town. It automatically switches petrol mode off when you stop and remain stationary, for example at traffic lights.

Prius will automatically use its Hybrid Synergy Drive® technology to choose the optimum driving mode by default, but you can also choose one of three modes yourself:

**EV mode** – perfect for dense city traffic, this mode runs on pure electric power for up to 2 km, consuming no fuel and with zero CO<sub>2</sub> emissions.

**Power mode** – ideal for motorways, giving you quicker, more responsive engine power.

**Eco mode** – great for most everyday driving; slightly reduces pedal response time, which lowers your fuel consumption.

With Hybrid Synergy Drive® technology, you'll save money with better fuel efficiency and take better care of the environment with lower CO<sub>2</sub> emissions.



Acceleration <b>10.4</b> secs 0–100 km/h	Power <b>136</b> DIN hp	Fuel consumption <b>72.4</b> mpg	CO <sub>2</sub> emissions <b>89</b> g/km*
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\* Combined fuel.



## The Prius range – exteriors



### T<sub>3</sub>

#### Main features

- 15" alloy wheels (5-spoke) with full wheel covers
- Body-coloured electric, heated and retractable door mirrors
- Multi-reflector halogen headlamps
- LED daytime running lights
- Front fog lamps
- Front and rear electric windows
- Electric lumbar support
- Smart Entry (driver only)
- Reverse camera



### T<sub>4</sub>

#### Main features (additional to T<sub>3</sub> grade)

- 17" alloy wheels (5-spoke)
- Full Smart Entry system
- Rain-sensing wipers



### T Spirit

#### Main features (additional to T<sub>4</sub> grade)

- LED headlamps
- Headlamp cleaners
- Dusk-sensing headlamps
- Water repellent glass (driver and front passenger windows)

#### Options

- Solar roof
- Privacy glass

# The Prius range – interiors



## T<sub>3</sub>

### Main features

- Awara black cloth
- Smart Start system
- Automatic air conditioning
- Toyota Touch™ display audio with multimedia connectivity
- Head Up Display
- 6 speakers
- Bluetooth® connectivity

### Options

- Toyota Touch & Go Plus™ navigation
- Setana black leather seats

## T<sub>4</sub>

### Main features (additional to T<sub>3</sub> grade)

- Minowa cloth with leather bolsters
- Toyota Touch™ display audio with JBL GreenEdge premium sound system and 8 speakers
- Cruise control
- Leather steering wheel

### Options

- Toyota Touch & Go Plus™ navigation
- Setana black leather seats

## T Spirit

### Main features (additional to T<sub>4</sub> grade)

- Toyota Touch & Go Plus™ multimedia navigation
- Electrochromatic rear-view mirror

### Options

- Setana black leather seats
- Privacy glass
- Technology pack:
  - Adaptive cruise control
  - Pre-crash safety system
  - Intelligent Park Assist
  - Toyota Touch Pro™ with Digital Radio

## Wheels and trims



**Awara black cloth**  
Standard on T<sub>3</sub>



**Minowa black cloth with leather bolsters**  
Standard on T<sub>4</sub> and T Spirit



**Setana black leather**  
Optional on all grades



**15" alloy wheels (5-spoke)**  
195/65R15 Standard on T<sub>3</sub>



**17" alloy wheels (5-spoke)**  
215/45R17 Standard on T<sub>4</sub> and T Spirit

## Colours

Eight rich paint colours to express your style.



**040 Pure White**



**070 White Pearl\***



**1F7 Tyrol Silver<sup>§</sup>**



**202 Astral Black**



**3R3 Vermillion Red<sup>§</sup>**



**3R9 Cabernet Red<sup>§</sup>**



**856 Dark Blue<sup>§</sup>**



**8V1 Novus Grey<sup>§</sup>**

\* Pearlescent paint.  
<sup>§</sup> Metallic paint.

## Option packs

Choose from our specially created range of Option packs to add a touch of individuality. Each pack has been designed to offer great value and the flexibility to tailor your car to the way you like things to be.

Please specify when ordering your vehicle.

### Protection pack

Protect your new Prius with the parking aid system, which will be a big benefit in avoiding accidental damage when manoeuvring in tight spaces. The body-coloured ultrasonic sensors in the rear bumpers link to an in-cabin alarm that warns of obstacles in your way. And for the boot of your Prius the tough, black rubber liner will protect against mud, dirt and spilled liquids.

#### 01. Rear parking sensors

#### 02. Boot liner



### 03. Leather seats

You can choose bespoke Setana black leather upholstery, carefully selected for quality, comfort and durability.



## Technology pack

Combining the Pre-Crash Safety system and Adaptive Cruise Control, together with Intelligent Park Assist and Toyota Touch Pro™ Premium Audio with Digital Radio and Navigation. (T Spirit only.)

### 01. Intelligent Parking Assist (IPA)

Automatically manoeuvres you into your chosen parking spot. A backwards-looking video image calculates the steering movements needed to enter a parking space. You just control the reversing speed.

### 02. Pre-Crash Safety (PCS)

The PCS system uses radar to predict possible collisions. It then triggers an audio-visual alarm, activates Brake Assist (BA), tenses seat belts and will even engage the brakes to reduce potential damage on impact.

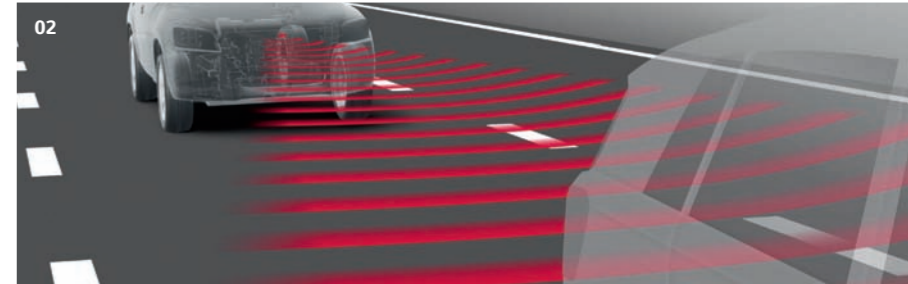
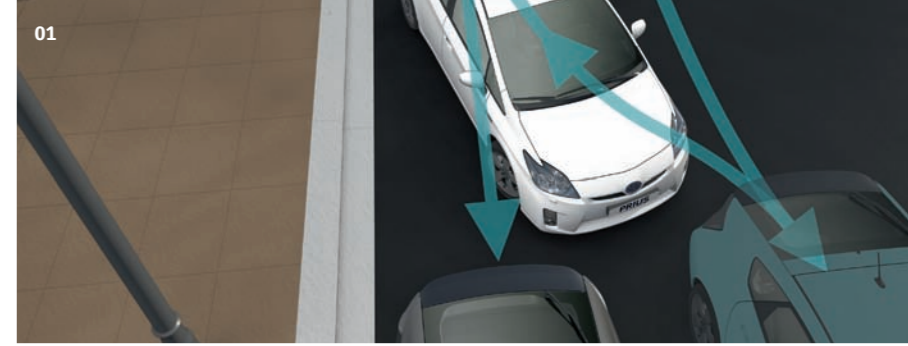
### 03. Adaptive Cruise Control (ACC)

ACC keeps you at a minimum preset distance from the vehicle in front. If this distance falls, ACC reduces your speed and eventually the brakes will be applied and brake lights activated. If the distance increases again, ACC will gradually accelerate until you return to your chosen cruising speed.

### 04. Toyota Touch Pro™ with Digital Radio

This innovative system includes:

- 7" high resolution touch screen
- 3D landmarks
- Advanced full map and high performance navigation with lane guidance.
- Speed limit information
- Advanced Multimedia Digital Radio DAB/DAB+/DMB
- New TPEG traffic info
- Dynamic rear-view camera
- Bluetooth®
- SMS e-mail display
- iPod® interface
- Advanced voice recognition
- Online POIs search from local
- Google search database



# Option packs

## Style pack

With its smooth aerodynamic contours, the Prius turns heads in appreciation wherever it goes. Style pack accessories build on the appeal to make a personal statement. Chrome side trims, front fog lamp surrounds\* and an eye-catching lower rear chrome trim add those extra details to create a co-ordinated yet highly individual appearance.

## Solar roof

The sun beating down on a car's roof can heat up an interior to uncomfortable levels. Not with the new Prius. Solar panels in the optional glass sunroof power a fan to keep the car well ventilated. As part of the system, the air conditioning can be switched on remotely using the key fob, cooling the car up to three minutes before you even get in. The solar roof also benefits from an electric tilt and slide sunroof.

## Privacy glass

A stylish addition to Prius providing UV protection, heat reduction and added safety to the three rear windows.

### 01. Chrome side trims

### 02. Lower rear chrome trim

### 03. Solar roof

### 04. Privacy glass

\* Not illustrated.



# Accessories

With genuine Toyota accessories you can personalise your Prius by adding your own extra touches of style, practicality and innovation. Reassuringly, each accessory comes with the same clever thinking and commitment to quality as the Prius itself.

## Interior trim

Ash tray (universal)  
Carpet mats (set 4)  
Aluminium scuff plates  
Leather seats

## Locks

TRACKER Stolen Vehicle Tracking systems  
Monitor & Horizon

## Roof

Roof rack system  
The following accessories can be fitted with the above roof rack system:  
Barracuda bicycle holder – left or right fitment  
Luxury bike holder  
Fixation straps  
Kayak holder  
Load stop  
Luggage/Ski boxes, range of sizes in silver or black metallic finish  
Safari roof platform  
Ski holders, small and large  
Surfboard holder  
Surfboard or windsurf board/mast holder

## Body exterior

Bumper corner protectors  
Front & rear mud flaps  
Rear bumper protection film  
Rear bumper protection plate – stainless steel  
Side mouldings  
Chrome side trim

## Protection

Door handle protection film  
Rubber mats (set 4)  
Toyota ProTect alloy wheel protector  
Toyota ProTect fabric protector  
Toyota ProTect long life body protector

## Safety

Child restraint seat, Babysafe GO, birth to 13 kg (approx. up to 15 months)  
Child restraint seat, Duo Plus G1, 9 to 18 kg (approx. 8 months to 4 years)  
Child restraint seat, Kid G2, 15 to 36 kg (3 years to 12 years)  
Fire extinguisher  
First aid kit  
Reflective jacket  
Safety kit  
Tyre repair kit  
Warning triangle

## Convenience

Seat heater  
Toyota Parking Aid, rear 4-sensor system, painted or primed  
Toyota Parking Aid, front & rear 8-sensor system, painted or primed  
Cancellation switch for TPA  
Wind deflectors – Set of 4  
Key Less Entry – Smart key cover with HSD logo

## Load space

Boot liner  
Boot organiser  
Cool box  
Horizontal cargo net  
Storage box  
Vertical cargo net

## Style

Chrome mirror cover  
Front bumper chrome garnish  
Front fog lamp chrome surround  
Front skirt  
Rear license plate chrome garnish  
Rear lower boot chrome garnish  
Rear skirt  
Side skirts

## Wheels

Winter rim 16"

# Leisure

The Toyota roof rack enhances your car's carrying capability and so creates flexibility for you to explore life's leisure potential. It can be combined with a wide range of optional Toyota carrying attachments for specialised uses.

## 01. Roof rack

Strong yet lightweight aluminium design with integral locking.



## 02. Luxury bicycle holder

Lockable lightweight aluminium design with wheel and frame grips. Conveniently, the frame grip can be adjusted at roof height. Fits on either side of the roof. Standard and Medium options also available.



## 03. Ski and snowboard holders

Small, medium and large lockable holders for skis and snowboards. The large luxury version slides to the side of your car for easy loading and unloading. Medium option shown.



04



## 04. Luggage box (luxury)

An aerodynamic design with big interior dimensions and a luxury finish inside and out. With security locking and passenger side opening.

05



## 05. Ski box (luxury)

Ideally shaped for carrying your ski accessories. Featuring luxury interior and exterior styling, security locking and passenger side opening.

06



## 06. Kayak holder

Space saving design that secures a kayak type boat on its side.

# Style

Toyota exterior style accessories offer the perfect opportunity to express your personality. Individually or all together, each accessory blends with the Prius design to create an appearance that is highly distinctive yet purposefully co-ordinated.

**01. Front bumper chrome garnish**

A dash of chrome to complement the Prius bumper and grille.

**02. Front fog lamp chrome surround**

The distinctive chrome bezels emphasise fog lamp styling.

**03. Front and side skirts**

Designed to give your car a sporty, low profile appearance.

**04. Rear license plate chrome garnish**

Chrome detail that adds a stylish accent to the licence plate.

**05. Aluminium scuff plates**

The good looking way to protect door sill paintwork. Available for the front and rear side doors.

**06. Rear skirt**

Fits around the exhaust to visually reduce the road to car height.



# Protection

Toyota protection accessories are purpose to give you options for personal comfort and to help keep your Prius looking as good as new.

## 01. Wind deflectors

The shape reduces wind noise and turbulence inside your car when driving with open windows.



## 02. Rear bumper plate

Great looking stainless steel for ultra-tough bumper protection.



## 03. Corner protectors

For the front and rear bumpers. In black, or coloured to match your car.



## 04. Rear bumper film

Self-adhesive transparent film to protect the bumper paintwork.



## 05. Side mouldings

Protection against minor side panel damage. Available in black, or coloured to match your car.



## 06. Mud flaps

Shaped to fit your car's wheel arches. Available for the front and rear.



# Specifications

ENVIRONMENTAL PERFORMANCE	1.8 litre VVT-i 2ZR-FXE e-CVT T <sub>3</sub> /T Spirit with solar roof	1.8 litre VVT-i 2ZR-FXE e-CVT T <sub>4</sub> /T Spirit
<b>Fuel consumption (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Combined driving (mpg)	72.4	70.6
Urban driving (mpg)	72.4	70.6
Extra urban driving (mpg)	76.4	74.3
Recommended fuel grade	95 unleaded petrol or higher	95 unleaded petrol or higher
Fuel tank capacity (litres)	45	45
<b>Carbon dioxide, CO<sub>2</sub> (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Combined driving (g/km)	89	92
Urban driving (g/km)	90	93
Extra urban driving (g/km)	86	87
<b>Exhaust emissions (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Euro class	Euro 5	Euro 5
Carbon monoxide, CO (g/km)	0.258	0.258
Total Hydrocarbons, THC (g/km)	0.0584	0.0584
Non-methane Hydrocarbons, NMHC (g/km)	0.0537	0.0537
Nitrogen Oxides, NOx (g/km)	0.0058	0.0058
<b>Noise (drive-by) (EU legislation 70/157/EEC as last modified by 2007/34/EC)</b>		
dB(A)	69	69

The fuel consumption and CO<sub>2</sub> values are measured in a controlled environment, in accordance with the requirements of directive 80/1268/EEC including its amendments, on a basic production vehicle. The fuel consumption and CO<sub>2</sub> values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle conditions, installed equipment, load, number of passengers, etc.) play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions.

TRANSMISSION	Prius
Gearbox type	Electronically controlled continuously variable transmission (e-CVT)
Drive type	4x2

ENGINES	1.8 litre VVT-i 2ZR-FXE e-CVT	Battery	Motor generator
Number of cylinders	4 in line		
Valve mechanism	16-valve DOHC with VVT-i		
Fuel system	Electronic fuel injection		
Displacement (cc)	1798		
Bore x stroke (mm x mm)	80.5 x 88.3		
Compression ratio	13.0 : 1		
Maximum output (kW/rpm)	99 DIN hp (73/5200)		
Maximum torque (Nm/rpm)	142/4000		
<b>Additional information on battery</b>			
Type		Nickel-Metal Hydride (NiMH)	
Nominal voltage (V)		201.6	
Number of battery modules		28	
Battery capacity (3HR) Amp.hr.		6.5	
Maximum output (kW)		27	
<b>Additional information on motor generator</b>			
Type			Permanent magnet synchronous motor
Maximum voltage (V)			650
Maximum output (kW)			60
Maximum torque (Nm)			207

SUSPENSION	
Front	MacPherson strut
Rear	Torsion beam

# Specifications

PERFORMANCE		1.8 litre VVT-i 2ZR-FXE e-CVT
Maximum speed mph		112
0-62 mph		10.4
Drag coefficient		0.25

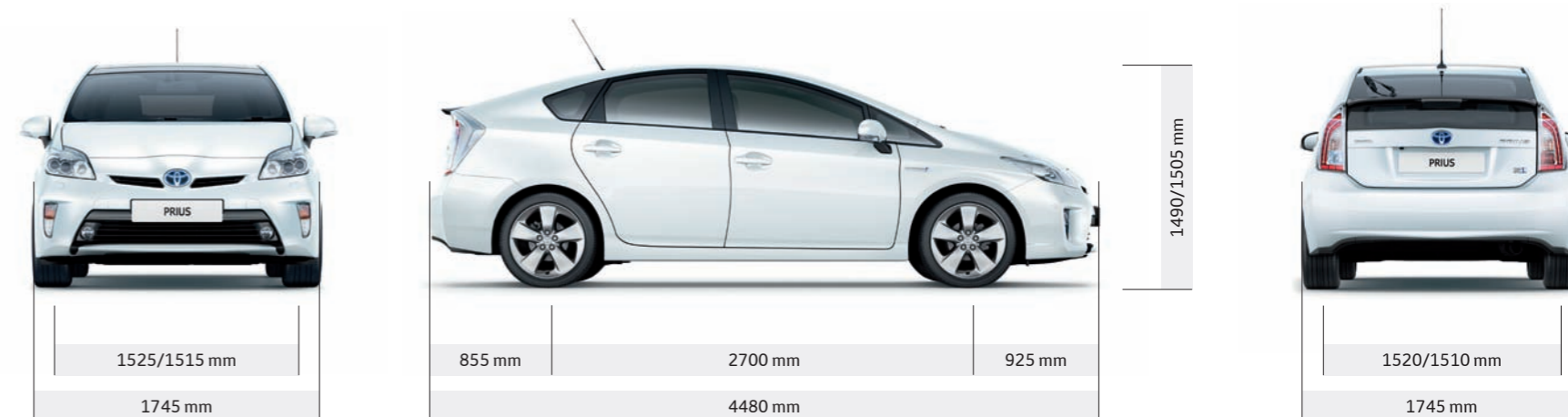
BRAKES	
Front	Ventilated discs
Rear	Solid discs

TYRES AND WHEELS		T <sub>3</sub>	T <sub>4</sub>	T Spirit
15" alloy (195/65R15) with full wheel cover		●	–	–
17" alloy (215/45/R17)		–	●	●
Temporary spare wheel/tyre (tyre repair kit only with solar roof)		●	●	●

WEIGHTS	
Kerb weight (kg)	1365–1425
Gross vehicle weight (kg)	1805

\* With solar roof.      § With 17" wheels.      ° With rear seats folded down.

DIMENSIONS	Length	Width	Height	Wheelbase
<b>Exterior dimensions</b>				
Overall (mm)	4480	1745	1490/1505*	2700
Front tread (mm)	1525/1515 <sup>§</sup>			
Rear tread (mm)	1520/1510 <sup>§</sup>			
Front overhang (mm)	925			
Rear overhang (mm)	855			
Turning radius – tyre (m)	5.2/5.5 <sup>§</sup>			



DIMENSIONS	Length	Width	Height
<b>Interior dimensions</b>			
Overall (mm)	1905	1470	1225
<b>Luggage compartment</b>			
Overall, rear seats in place, up to roof (mm)	880/1830°	1555	645
VDA luggage capacity, up to roof, rear seat up (litres)	445		
VDA luggage capacity, up to roof, rear seat down (litres)	1120		

# Equipment

COMFORT	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Automatic air conditioning	●	●	●
Solar ventilation system with remote control air conditioning	–	–	○
Clean air filter	●	●	●
Cruise control	–	●	●
Adaptive cruise control	–	–	○
Electric power steering	●	●	●
Urethane steering wheel with Touch Tracer control switches	●	–	–
Leather steering wheel with Touch Tracer control switches	–	●	●
Tilt and telescopic adjustable steering wheel	●	●	●
Electronic gear shift lever	●	●	●
EV (electric only), ECO and Power mode switches	●	●	●
Manual rear-view mirror	●	●	–
Electrochromatic rear-view mirror	–	–	●
Dusk sensing headlamps	–	–	●
LED headlamps and washers	–	–	●
LED daytime running lights	●	●	●
Smart Entry & Start System (driver only)	●	–	–
Full Smart Entry & Start System	–	●	●
Front and rear electric windows	●	●	●
Front personal lamp	●	●	●
Automatic reverse buzzer	●	●	●
Rain sensing wipers	–	●	●
Sun visors with courtesy mirror and lamp: driver and passenger	●	●	●
Low temperature warning	●	●	●
Intelligent Park Assist*	–	–	○

SECURITY	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Thatcham approved Cat. 1 Alarm and Immobiliser	●	●	●

EXTERIOR	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Bumpers: colour-keyed	●	●	●
Door handles: colour-keyed	●	●	●
Door mirrors with integrated turning signal: colour-keyed, electrically foldable and heated	●	●	●
Headlamps with halogen multi-reflector	●	●	●
LED rear combination lamps	●	●	●
Time-adjustable intermittent wiper	●	●	●
Front and rear wipers with electric wash	●	●	●
Front fog lamps	●	●	●
Green (UV-cut off) tempered glass	●	●	●
Door scuff plate (front and rear)	●	●	●
Water repellent glass (driver and front passenger windows)	–	–	●

INFORMATION	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Digital meter illumination system	●	●	●
ECO Drive Monitor	●	●	●
Head Up Display	●	●	●
Display area (driver information, multi-information display and warning/indicator)	●	●	●
Touch Tracer display	●	●	●
Multi-information display (petrol and electric motor details, Bluetooth® functions, audio and air conditioning controls)	●	●	●
Audio and air conditioning switches on steering wheel (with Touch Tracer display)	●	●	●
Bluetooth® telephone switch on steering wheel	●	●	●

● = Standard    ○ = Optional    – = Not available    \* Only if the Technology pack is specified.

# Equipment

STORAGE COMPARTMENTS	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Cup holders (1 front and 2 rear)	●	●	●
Coat hooks (2 rear)	●	●	●
Double glove box with lamp	●	●	●
Driver and passenger seatback pockets	●	●	●
Foldable floor board with underfloor box: boot	●	●	●
Overhead console	●	●	●
Power outlets (2)	●	●	●
Tonneau cover	●	●	●
Luggage holding hooks	●	●	●

SEATS AND SEAT MODULARITY	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Driver seat height-adjustable	●	●	●
Driver electric lumbar support adjustment	●	●	●
Front seat reclining: driver and passenger	●	●	●
Front seat slide: 260 mm	●	●	●
<b>Modularity</b>			
Rear seats: 60:40 split/folding	●	●	●
Rear seat armrests (with 2 cup holders)	●	●	●
Front armrest	●	●	●

● = Standard   ○ = Optional   – = Not available   \* Only if the Technology pack is specified.

SAFETY	T <sub>3</sub>	T <sub>4</sub>	T Spirit
<b>Active</b>			
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist (BA)	●	●	●
Traction Control (TRC)	●	●	●
Vehicle Stability Control+ (VSC+)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Pre-Crash Safety System*	–	–	○
<b>Passive</b>			
Front active headrests	●	●	●
LED rear brake lights with emergency brake signal	●	●	●
Front passenger airbag switch-on/off	●	●	●
SRS curtain shield airbags (front and rear)	●	●	●
SRS front airbags (driver and passenger)	●	●	●
SRS side airbags (driver and passenger)	●	●	●
SRS knee airbag (driver)	●	●	●
Front seat belts: 3-point ELR with force limiters and pre-tensioners	●	●	●
Rear centre seat belt: 3-point ELR	●	●	●
Rear outer seat belts: 3-point ELR-ALR	●	●	●
ISOFIX CRS anchor points (rear x2) with 2 top-tether anchor brackets	●	●	●

OPTION PACKS	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Setana black leather upholstery	○	○	○
Protection pack: rear parking sensors & boot liner	○	○	○
Style pack: side chrome trim, lower rear chrome trim & chrome front fog light surround	–	○	○
Solar roof	–	–	○
Technology pack: Pre-Crash Safety system, Adaptive Cruise Control, Intelligent Park Assist (IPA) with rear view camera, Toyota Touch Pro™ navigation/audio with digital radio	–	–	○
Privacy glass	–	–	○

# Equipment

MULTIMEDIA AND INFORMATION	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Audio controls integrated in steering wheel (Touch Tracer display)	●	●	●
Aux-in plug for external devices (mini jack)	●	●	●
Toyota Touch™:			
– 6.1" touch screen	●	●	●
– Radio, CD, MP3, WMA audio system	–	–	●
– iPod® and MP3 player connectivity & play list management via the touch screen	●	●	●
– Bluetooth® connecivity for hands-free calls and music streaming	●	●	●
– Trip information and vehicle settings	●	●	●
– 6 speakers	●	–	–
– JBL GreenEdge Premium Sound System with 8 speakers	–	●	●
Toyota Touch & Go Plus™:			
– Navigation system with full European map coverage; traffic information; speed limits and safety camera warnings	○	○	●
– Advanced Bluetooth® connectivity	○	○	●
– Range of applications including Weather, Fuel Prices, Parking Information*	○	○	●
Toyota Touch Pro™ with digital radio and 7" touch screen	–	–	○ <sup>§</sup>
Short pole antenna	●	●	●

● = Standard   ○ = Optional   – = Not available

\* Toyota Touch & Go Plus™ available on selected models only. Advanced Bluetooth® requires a compatible mobile device. Online in-car services require compatible mobile device and tethering. Mobile network data charges may apply dependent on your contract. These charges may vary, check with your service provider for details. Registration to Toyota Customer Portal is required. In car applications can be downloaded from the Toyota customer portal and may incur additional charges.   § Included with optional Technology pack.

# Q&A



## Do I have to switch between power sources?

Prius automatically monitors your use of the throttle to decide whether to drive with the electric motor, petrol or both – seamlessly flowing between sources. All you do is drive normally.

## Do I need a lead to recharge the battery?

No, Prius charges itself, ingeniously gathering surplus energy generated by braking and exhaust heat. You do nothing. The smaller, more efficient nickel metal hydride battery is built to last the entire lifetime of the car.

A new Prius Plug-in hybrid variant will be introduced in 2012, featuring an extended EV range to complement the Hybrid Power Train.

## Is Prius complicated to drive?

Prius is simple to drive. Press the start button, engage the accelerator and go. Clear and intuitive controls ensure an easy and invigorating experience. The full hybrid technology is so sophisticated that you don't have to do a thing to make it work.

## Does environmental efficiency mean a compromise on power?

At Toyota, we are dedicated to maximising both driving pleasure and efficiency – in equal measures. The 136 DIN hp engine provides powerful performance with world-class environmental credentials. Prius accelerates to 62 mph in 10.4 seconds, providing outstanding driving dynamics and quiet top-speed cruising.

## Shouldn't a 'green' car be smaller?

The Prius is the perfect size for family, business and everyday trips. Large enough to be comfortable and safe on long journeys, small enough to be manoeuvrable and fun in town.

## Are there any hidden costs – is it expensive to run?

There are no hidden costs. In fact the only secret is the extremely low overall ownership cost, the most economic in its class. Hybrid Synergy Drive® means you buy less petrol – and benefit from a 5-year warranty on its hybrid components. Low maintenance costs, no road fund licence and high residual values.

## Does Prius emit CO<sub>2</sub>?

Whilst driving in electric mode you won't use a drop of petrol or emit a gramme of CO<sub>2</sub>. When the petrol engine is engaged Hybrid Synergy Drive® balances the flow of fuel with electric power to minimise emissions.

## What is the difference between hybrid vehicles and electric vehicles?

Electric vehicles are powered solely by an electric motor, operating efficiently at slow speeds only – without emissions. Hybrid vehicles combine the best of petrol engine technology with an electric motor to assist with powerful acceleration and high-speed driving performance.

## Are all hybrid vehicles the same?

Not all hybrids are the same. There are 2 main types of system: series-parallel (full hybrid) and parallel (mild hybrid).

Toyota series-parallel is the most versatile system, operating with a separate electric motor and generator. The generator, motor and petrol engine are free to combine harmoniously during your drive to provide maximum efficiency, performance and power generation. Uniquely, full hybrid means you can run on electric alone and recycle a maximum amount of otherwise wasted energy. The benefit: you use less fuel and emit less CO<sub>2</sub>. In short, full hybrid means full driving satisfaction.

In contrast, the parallel system cannot benefit from simultaneous motor assist and electricity generation. The result is that you use more fuel and emit more CO<sub>2</sub>.

## What is the environmental impact from production to disposal?

Prius has a lower life cycle assessment impact than a conventional vehicle. Compared to a conventional petrol and diesel vehicle the CO<sub>2</sub> emissions of Prius are 37% less with similar figures related to the production process.

Specially designed eco-friendly factories use sustainable materials and processes at all stages. We recycle and re-use as many parts as possible. Our recyclable plastics are used to make features such as the instrument panels. Over 95% of the vehicle weight is recoverable and over 85% is recyclable.

**For a copy of our Prius and the Environment booklet go to [www.toyota.co.uk/priusenvironment](http://www.toyota.co.uk/priusenvironment)**

Non-UK specification vehicle shown.

# Glossary

Discover more about the Prius technology.



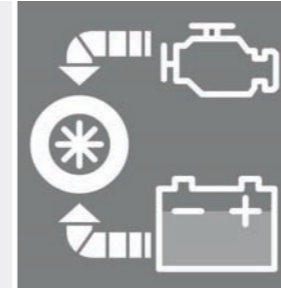
## Traction Control (TRC)

If you accelerate too hard and cause the drive wheels to lose grip and begin spinning, TRC will automatically reduce engine power and control brake force to help restore traction.



## Supplementary Restraint System (SRS) airbags

This model is fitted with seven airbags. They include driver's knee airbag, SRS airbags for both driver and passenger, side airbags for the front seats, and SRS curtain shield airbags covering both the front and rear seat passengers.



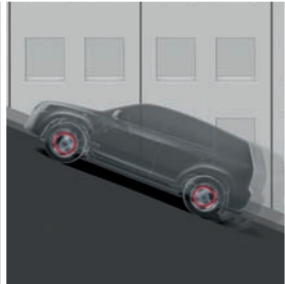
## Hybrid System Indicator

The Hybrid System Indicator consists of an energy flow monitor and ECO-drive monitor. This helps you refine your eco-driving skills and optimise fuel consumption.



## Solar ventilation system

This revolutionary ventilation system is powered by a hi-tech solar panel that operates when the vehicle is parked. Enjoy the comfort of returning to a ventilated car when parked in the sun.



## Hill-start Assist Control (HAC)

HAC helps to ensure a smooth start on steep inclines by applying the brakes for up to 2 seconds after the brake pedal is released. This prevents the vehicle from rolling back. It is activated by pushing the brake pedal harder after stopping, as long as the transmission shift lever is in any forward gear position.



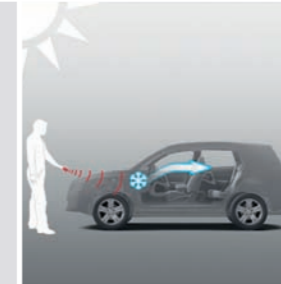
## Pre-tensioners and force limiters

Integral to the front 3-point ELR seat belts, pre-tensioners and force limiters are designed to help avoid injuries to the chest area.



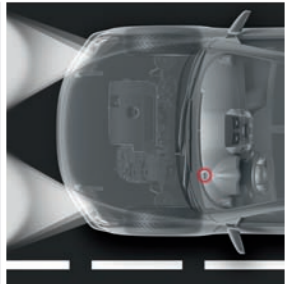
## e-CVT

The innovative, electronically controlled Continuous Variable Transmission (e-CVT) manages the flow of power from the petrol engine and electric motors for smooth, effortless acceleration. It delivers the optimum blend for every driving condition, ensuring maximum fuel efficiency.



## Remote air conditioning system

This remotely operated air conditioning system allows you to reduce the cabin temperature before you enter your vehicle.



## Dusk sensing headlamps

The dusk sensor monitors light levels and automatically switches on the headlights when the light is low.



## ISOFIX seat fixing

Seats incorporate special anchor points, including a top tether that helps prevent the seat tipping forward. These provide a safe and convenient way of correctly securing ISOFIX child seats (available from your Toyota dealer).



## 1.8 HSD

The 1.8 litre Hybrid Synergy Drive® (HSD) is the world's most advanced full hybrid system. It combines a 1.8 litre VVT-i petrol engine with two electric motors to provide low fuel consumption, low CO<sub>2</sub> emissions and a powerful, peaceful driving experience.



## Rain sensor

The automatic rain sensor instantly sets the appropriate wiper speed and intervals.

# Toyota takes great pride in constantly improving environmental performance.



- National sales centres
- Logistics centres – vehicles
- Logistics centres – accessories/spares
- Production sites
- Supporting companies
- Training centres

As a worldwide corporation we aim to be wherever our customers need us, and therefore we have a strong presence in Europe. This shortens delivery distances and results in substantial time savings that are good for you and the environment.



## Designing your car

Each design detail on our vehicles is analysed to ensure the lowest possible environmental impact throughout its life cycle. This meticulous approach has led to an array of innovative features on our cars that contribute to environmental efficiency.

The environmental impact of the Prius against a comparable conventional diesel vehicle (Euro 5) is demonstrated through the complete life cycle analysis, with 37% CO<sub>2</sub> (Carbon dioxide), 16% NO<sub>x</sub> (Nitrogen Oxide), 32% NMHC (Non-Methane Hydrocarbons), 4% PM (Particulate Matter) and 20% SO<sub>x</sub> (Sulphur Oxide) reduction.

**50%** less CO<sub>2</sub> used to build Prius since 1990

## Making your car

At Toyota, every effort is made to ensure environmental efficiency throughout the manufacturing process. Since 1990, we have reduced the CO<sub>2</sub> emissions per unit of production at Toyota Tsutsumi Plant by 50%.



## Getting vehicles and parts to you

Toyota is always looking to employ the most efficient and environmentally friendly logistical and delivery methods.



## Selling and servicing your car

We have developed a sustainable Toyota Centre programme to reduce energy, water and waste emissions generated across our network. This covers everything from rainwater recycling, introducing additional roof insulation and using renewable energy at new Toyota Centres, as well as carrying out energy audits to identify efficiency improvements at existing Centres.

HSD is Toyota's revolutionary full hybrid technology. Switch seamlessly and automatically between petrol and electric engines to suit your driving needs. Or choose to run electric-only



for silent, emission-free driving. Energy is regenerated as you brake: no leads, no manual recharging. Enjoy the full hybrid experience: smooth, responsive, quiet and extraordinarily efficient.

**95%** of your Prius is recoverable

## The end of the road for your vehicle?

Toyota always designs and manufactures its vehicles with an eye on the three Rs: reduce, reuse and recycle. For example, 95% of every Prius is reusable and recoverable, 100% of materials are coded and four heavy metals have been eliminated completely in accordance with 2000/53/EC. In addition, our environmental policy means that we offer Toyota drivers new and innovative ways of returning their old car. For more information visit: [www.toyota.eu](http://www.toyota.eu) or contact your local Toyota Centre.

**20-30%** less fuel and CO<sub>2</sub>

## Drive thoughtfully

Drive your car in the right way and you could reduce your fuel bill and your CO<sub>2</sub> emissions by around 20–30%.

01. Remove any extra weight and roof load.
02. Plan your route and avoid detours.
03. Avoid using your car for short journeys.
04. Check your tyre pressure regularly.
05. Service your car according to the owner's manual.
06. Shift up gear earlier.
07. Only use air conditioning when necessary.
08. Follow and anticipate traffic flow.
09. Keep your windows closed.

# Owning the new Prius means you enjoy the peace of mind afforded by Toyota's global reputation for quality and integrity.

On the day you purchase your Prius, your Toyota Centre will present you with the 'Prius Passport'. It's a guide to getting the best out of your Prius and its comprehensive range of features. Of course, your Toyota Centre will explain the Prius to you in detail – and always be available should you require any assistance.

## 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 Roadside Assistance in the UK and Europe, specially negotiated rates for travel insurance, a 5% discount off Toyota Motor Insurance, plus exclusive offers and promotions through our customer magazine. For further information please call 0844 701 6200 or visit [www.toyota.co.uk/club](http://www.toyota.co.uk/club)

## Toyota Motor Insurance

Toyota Motor 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.

## 5-Year Toyota Warranty

Every new Toyota car comes with a five-year/100,000-mile warranty, whichever comes first, with no mileage limitation for the first year. This covers your car against the unlikely event of a manufacturing defect.

Additionally, the Hybrid battery in the Prius is covered, in the event of a manufacturing defect, for 8 years/

100,000 miles, whichever comes first. For full details, please ask your Official Toyota Centre or visit [www.toyota.co.uk/5yearwarranty](http://www.toyota.co.uk/5yearwarranty)

**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 materials 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 develops due to corrosion caused by faults in materials or workmanship.

## Extended warranty

After the initial warranty period has ended, you can extend your warranty until the vehicle is seven years old – choosing from a range of packages to suit your vehicle and your needs. Our Extended Warranty covers 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. For more information please contact your Toyota Centre.

## Toyota Accident Assistance

At Toyota, we believe that our customers deserve the best possible care. Therefore if you are involved in an accident, one call to Toyota Accident Assistance will get you back on the road again, whilst we take care of liaising with your insurer and arranging for your car to be repaired. By making us your first call, we will ensure your vehicle is repaired by Toyota to factory standards, meaning no compromise to your warranty or residual value.

## Toyota Approved Used Car Scheme

All Toyota Approved Used vehicles come complete with a pre-delivery inspection, a mileage check, 12 months' warranty, breakdown cover, Club Toyota membership<sup>§</sup> and a 30-day vehicle exchange plan.

## Recycling Toyota End-Of-Life Vehicles

We offer a free vehicle take back scheme through our appointed service provider, Autogreen. This is a new and innovative way for Toyota drivers to return their vehicle at the end of its life for dismantling and recycling. For more information about End-Of-Life Vehicles please refer to [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 parts to ensure the lowest cost of maintaining your Prius in an ideal working condition.

## Toyota quality service

Your Toyota Centre 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, dependent on driving style and conditions, up to once every two years or 20,000 miles (whichever comes sooner). An intermediate Health and Safety check is necessary every year or 10,000 miles (whichever comes sooner).

## Toyota genuine parts

The Prius is designed to minimise the cost of accident repair. Energy-absorbing elements are built into the bumpers, expensive-to-replace parts are located away from damage zones, and commonly damaged body parts are bolted rather than welded. As a result, the extent of damage is limited and damaged parts are easy to remove, replace or repair. Ultimately, this means very low parts and labour charges.

## 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 5-year warranty when purchased together with the vehicle.

## Added security

The Prius has a fully approved Thatcham Category 1 security system. This level of security is recognised by the UK's leading insurance companies.

## Flexible Finance from Toyota Financial Services

When choosing your new car you will make sure you choose the right model, the right specification and the right colour to suit you. Choosing how you finance your car is just as important.

Our range of finance plans has been designed with simplicity in mind to make funding your car as easy as driving it. All our plans offer easy budgeting and peace of mind and **AccessToyota** brings these and other benefits together in one flexible package.

**AccessToyota** is a finance plan that puts you in control. You don't have to worry about finding a large deposit as you agree the amount of deposit that you want to pay and choose your repayment term from 2 to 3 years.

What makes **AccessToyota** different is that Toyota Financial Services (TFS) give your vehicle the security of a guaranteed future value (GFV) which is your optional final payment, deferred to the end of the agreement. Affordable monthly payments are yours to enjoy as your repayments are based on the vehicle



selling price less your deposit and the GFV/optional final payment, plus the cost of borrowing.

In addition, you can have reassurance against the risk of a fall in used car prices, knowing the minimum amount your Toyota will be worth at the end of your agreement is guaranteed at TFS.

Then when your agreement comes to an end you have three flexible choices:

- Part exchange your vehicle for a brand new Toyota
- Pay your final payment (the GFV) and take full ownership of the car<sup>°</sup>
- Simply hand the car back with nothing more to pay\*\*

Ask your Toyota Centre to show you how **AccessToyota** could be the best choice for you.

## Flexible Finance for all Toyota Customers

Whatever your needs, to complement AccessToyota, TFS has a full range of finance options to offer. From traditional Hire Purchase to Contract Hire and Leasing.

Whether you're a private motorist with a fixed monthly budget in mind or a business customer looking for VAT-efficient funding options, just discuss your individual requirements with your Toyota Centre. They will be pleased to show you how convenient and competitive Toyota Financial Services can be.

\* With the exception of batteries, corrosion of exhaust and damage or wear to the interior. Please refer to our Terms and Conditions for full details.

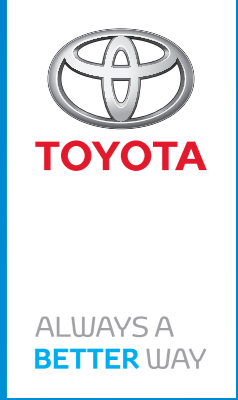
<sup>§</sup> Except on non-Toyota vehicles.

<sup>°</sup> On payment of the option-to-purchase fee.

\*\* Subject to mileage and fair wear and tear conditions being met.

Finance subject to status to over 18s only. Indemnities may be required. Terms and conditions apply. Toyota Financial Services is authorised and regulated by the Financial Services Authority. Toyota Financial Services, Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ.





To experience the new Prius or for more information, please contact your local Toyota Centre or visit our website [toyota.co.uk/prius](http://toyota.co.uk/prius)

# Help

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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 any time without prior notice.

GBNGV-0312B-PR March 2012

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