

 **TOYOTA**
oh what a feeling!

ALL NEW 3RD GENERATION PRIUS



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2020 FORESIGHT.



The story of Toyota's Hybrid Synergy Drive.

We first started looking a long way forward, a long time ago.

Back then, in the 1970s, most people hadn't even heard of the word 'sustainability'. But that's when we began working on Hybrid Synergy Drive.

Every energy source was tested. But after years of research, no one power source was found to create better performance, better economy, and lower emissions at the same time. So we synergised two.

The result? A 'hybrid', co-operative partnership of petrol and electricity - a perfect union of complementary technologies. Something we call Hybrid Synergy Drive. And the world's leading technological breakthrough in cleaner, more efficient driving, is now in its third generation with Prius. So now, over 30 years later, we're not just beginning to think about how to combat these problems - we're perfecting them.

Today, you'll hear the term 'hybrid' everywhere. But of course it's not the same technology as Hybrid Synergy Drive. After all, we had a three decade head-start. And now with more than 1.5 million Toyota hybrids on the road around the world, we have a timely answer to a growing problem. And an opportunity for you to start driving into the future, today.

Why Planet Ark endorses Toyota's Hybrid Synergy Drive.

When we started Planet Ark in 1992, our aim was not to create just another 'green' group, pointing fingers, raising the alarm about cascading environmental problems that threaten to overwhelm us. Many people, and some far-seeing companies such as Toyota, already saw that the planetary ecosystem was in trouble, and simply wanted to do something. So Planet Ark set out to be a 'change agent', to proactively seek and promote solutions to environmental dilemmas - including our need for personal mobility.

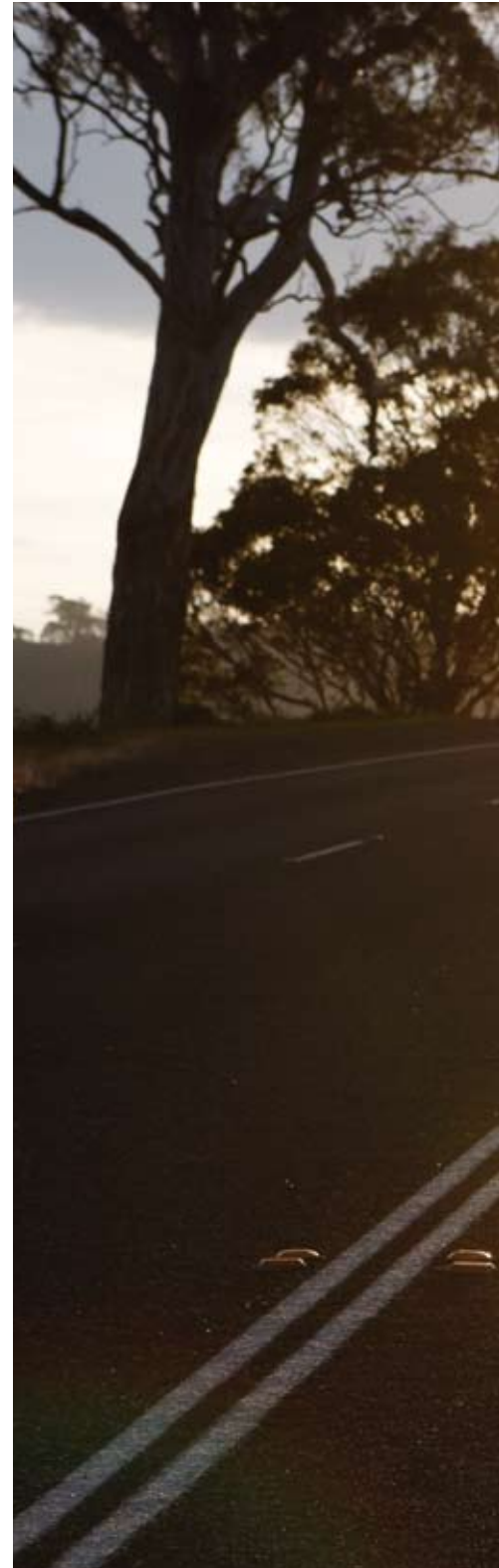
Ten years ago Planet Ark and Toyota forged a partnership to make National Tree Day a great community event. In 2009 our volunteers will plant their 15 millionth native tree or shrub. Planet Ark sought Toyota as a partner for the long-term, because of the company's demonstrated, comprehensive commitment to the environment.

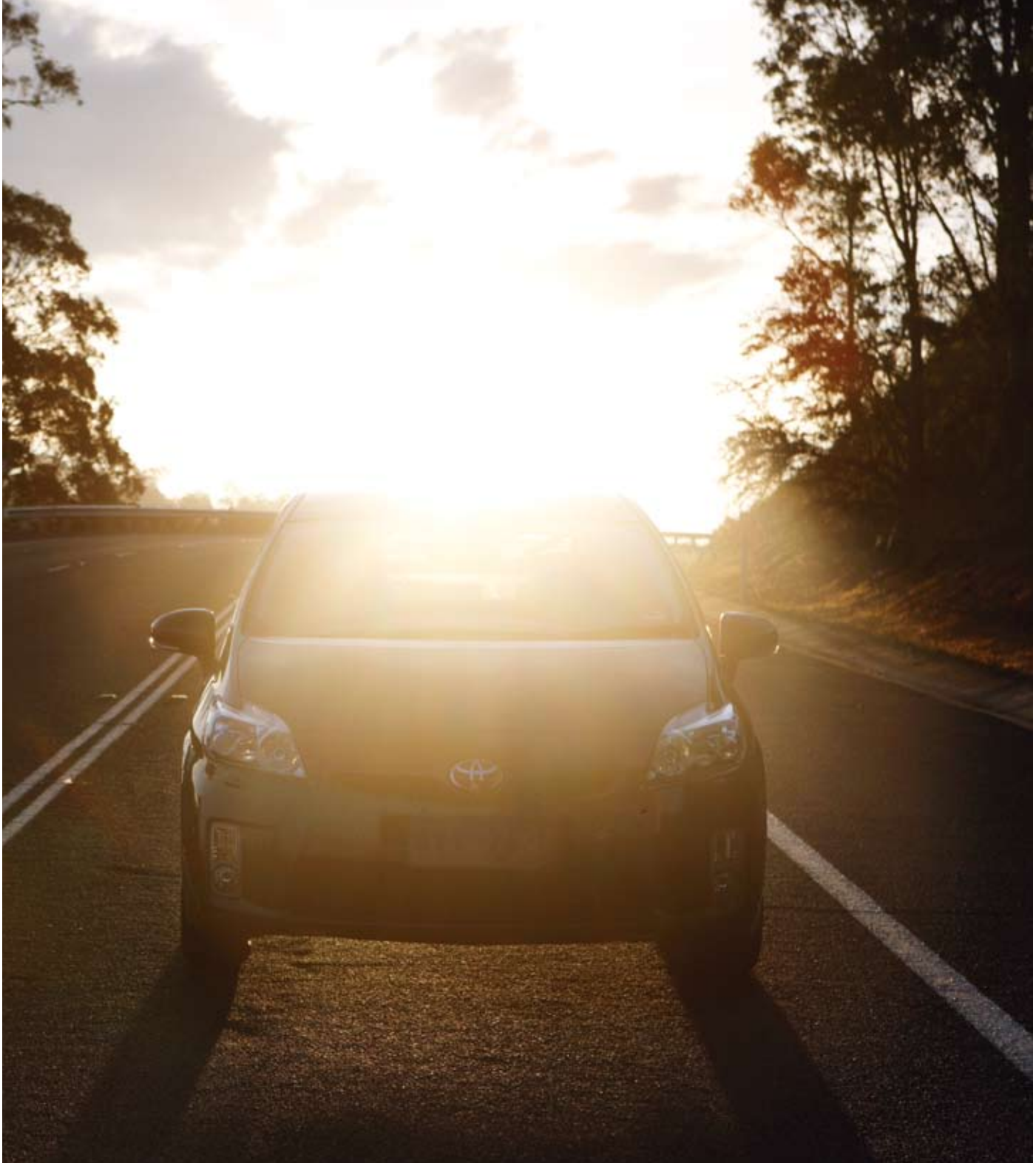
Now Planet Ark has endorsed Toyota's Hybrid Synergy Drive technology, after due diligence and informed by five years' personal experience of Prius. Planet Ark's objective for this endorsement is to encourage 'greener driving' by the mass market based on currently available, and proven, production motor vehicle technologies.

Planet Ark is proud to endorse a technology that has a proven, transformative capacity to reduce greenhouse impact, improve air quality, and raise environmental awareness, within a timeframe that is responsive to the urgency and enormity of the environmental crises that challenge us.

Peter Shenstone

Co-founding Director, Planet Ark.





The very first thing you need to know about the All New 3rd Generation Prius is that it's a very different car from the Prius you think you might know.

It's been completely redesigned, for starters, with a more sculpted, refined and sporty exterior. It combines form and function unlike any other car on the road, its iconic shape enabling a more streamlined drive than ever before.

Shaped by experience.

Our 3rd Generation Prius doesn't just reflect its iconic shape and design heritage - it goes even further by setting a whole new benchmark in purposeful vehicle design.

Whether in the city or further afield, the sleeker, more refined body, aero-cornered bumpers and a rear-focused roof provide a seamless airflow around, over and even under the car. Offering a remarkably low drag co-efficient of just 0.25, Prius increases its efficiency providing instant and tangible economy and emissions benefits. Indeed, Prius has spent more time being refined, and redefined, in wind tunnels than any other Toyota in history.

Better for you. Better for the environment.

Over 1000 improvements.

The second thing you need to know, is that Prius has over 1000 new global patents registered or pending, each of which plays a role in delivering unparalleled economy and environmental performance. And where Prius set new global benchmarks in Hybrid technology, the 3rd Generation Prius has raised the bar even higher in terms of design, innovation and driving pleasure.

However, the changes don't stop with the dynamic styling, Prius also offers a number of external innovations including ultra-efficient LED headlamps*, redesigned outer mirrors and a noise-reducing windscreen.

But it's when you sit behind the wheel of Prius, that the real magic begins...

*i-Tech™ model only.

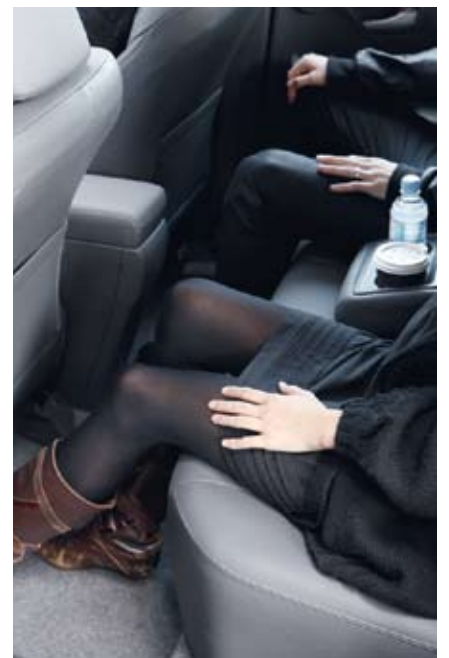
THE SHAPE OF THINGS TO COME.

Prius i-Tech™ shown in Crystal Pearl.





**START FEELING COMFORTABLE
WITH TECHNOLOGY.**





Prius i-Tech™ model shown.

Not only does the outside of Prius make a statement, but when you actually get into one, you'll see the inside does too. There's *room*. And lots of it. Not just for the driver. But for all of you. There's air in here - space to breathe, room to think and comfortable seating for up to 5 adults. And of course, room for everything from luggage to the family pet.

Jump in the back and you'll notice immediately that Toyota has done something pretty clever to make things a bit more comfortable. They've carefully reduced some of the bulk behind the front seats - so they're extraordinarily comfy to sit in, but give more legroom to the people sitting in the back.

Driver-gonomic.

What's so clever about Prius, is that the design team have grounded every design decision in the real world, using

insights and experience, to produce innovative features that are remarkably intuitive. Open the door and as well as ample room and a supportive ergonomic seating design, you'll notice Prius offers a choice of contemporary material designs or luxurious leather-accented seats in the i-Tech™ model. And comfortable as it is for the passenger, there's only one place you'll want to be more - the driver's seat.

The cockpit is designed so everything is at your fingertips, making driving a seamless pleasure. You'll feel in control to do it all with the ergonomic design and placement of all the features that you'd ever want, or need.

First thing? Get comfy. Your seat can be adjusted in six different ways. Then, pop your drink in the cup holder and start her up. The Multi Information Display lights up right in your eyeline, so you'll almost

never have to take your eyes off the road to refocus. All with the intent of keeping your drive easy, invigorating and safe.

And listen to this...

The stereo. Forget the quiet purr of the engine (when it's switched on!) and the breeze going by, there's an impressive sound system in here that wants your attention every single drive. Whether you're enjoying the AM/FM radio or your favourite CD, the 8 speakers are backed by an independent 2-channel amplifier that produces crystal clear sound. And if you want to hear music that's a little more you, simply plug in your MP3 player. There's even a 7-inch DVD display with satellite navigation⁽²⁾ available on the i-Tech™ model. It's all very impressive. But the best part is, none of it feels like *technology*. It just feels like it makes sense - it's simple and a whole lot of fun. You'll wonder how you ever lived without it.

(2) Current Navigation mapping database encompasses major capital and primary national road networks, as well as offering some coverage of regional areas.

TECHNOLOGY TUNED TO YOU.

No two drivers are the same.
In fact, no two drives are the same.
And finally there's a car that understands that.
All the technological advancements in Prius
adapt to you, your driving mood, and
your on-road situation instinctively.

ONE CAR. THREE DRIVES.

Do you always drive exactly the same way? Hardly. There's Sunday you. Freeway you. School-zone you. Late for the concert you... So instead of trying to make a car that fell somewhere in the middle of all these styles, Toyota gave Prius three alternative driving modes so you're always in control.

EV MODE

Need to make an early start, but don't want to wake the kids? Times like this you just need to move away quietly - and you don't need to be running on all cylinders. That's what EV Mode is for. It lets you drive on electric power alone, with zero

emissions and while producing almost no noise. So you never have to feel guilty for not walking.

ECO MODE

Rather not see a petrol bowser again for a while? Then simply press Eco Mode. It automatically configures the Hybrid system to give you the best possible fuel economy, whatever the driving conditions. At low speeds, you'll find the electric motor



THE FUTURE IS RIGHT IN FRONT OF YOU

There's little point in having a car packed with advanced technology, if all it does is make life more complicated. That's why when you get behind the wheel of Prius, you'll be surprised by the clever built-in features. Take the innovative Head Up

Display for starters. Essential information any driver needs such as your speed, Eco performance, and even directions from the Satellite Navigation System* is projected on the windscreen directly in front of the driver's line-of-sight. So you can always

see important driving information - without ever taking your eyes off the road.

*Optional with Prius Navigation Pack & standard on i-Tech™ model.



POWER MODE

doing more of the work, but when you hit the highway the petrol engine will get more involved. You won't even know it's happening - but you might notice how long it's been since you last filled up.

This is when performance meets efficiency. So if you need to overtake that truck in front of you on the highway, all you have to do is press Power Mode, and Prius knows your intentions, responding even more quickly to your right foot - with just the

lightest of touches producing responsive power when you need it.



TOUCH, AND GO

Place your fingers on the Touch Tracer controls, Prius' innovative steering wheel mounted controls, and whatever you touch is reflected instantly onto the dashboard Multi Information Display. From adjusting the air-conditioning, skipping to the next

song, to checking your fuel economy - you can see exactly what your fingers are pressing, and still know what's happening on the road. Take your fingers off, and it's gone again. Just like that.



DRIVE AROUND THE WORLD

OVER 1 MILLION REASONS AND COUNTING...

They come from all corners of the globe. From all sorts of backgrounds. With all kinds of stories, in many different languages. Yet they all share one thing in common: the love of an iconic car.

From the icy cold climates of Scandinavia to the searing heat of the Australian outback, Prius isn't so much a revolution in hybrid vehicles, it's something of a truly global phenomenon. And with over one million Prius drivers on the road around the world, it's not so much a demographic - it starts to feel like a real, living movement that's quietly shaping the world. As well as shaping a more sustainable future for the whole planet.

We've designed the 3rd Generation Prius to encapsulate the spirit of these drivers - and create a truly global car that can adapt seamlessly into any contemporary lifestyle - irrespective of age, cultural and social differences.

But don't just take our word for it. Here's what some of these drivers are saying about their life with their Prius...

“It’s just a normal car, a lot of people don’t understand this - it just puts out much less carbon than any other car...”



Steve Jones
Managing Director, investment trading company, 2nd Generation Prius owner
Steve Jones traded in his European convertible four years ago for a Prius, because he simply ‘loves the idea of saving the ecology’.

How has switching to a Prius changed your life? Well firstly it’s saved me lots... and lots and lots. It’s cut my fuel bill by a minimum of \$2000 annually, but that’s not

the reason I bought it. I’m just a ‘greeny’ at heart. I drive mainly around the city, and average around 4.2-4.3L/100km in petrol, and I don’t go out of my way to drive overly economically, I just drive normally.

What do you love most about your Prius? It’s just a normal car, a lot of people don’t understand this - it just puts out much less carbon than any other car. It’s just so easy to live with, and at the end of the day I just love it.



Sheik Saheb
2nd Generation Prius Taxi Driver
Sheik has been driving a Prius, the first hybrid taxi on the road in Australia for three and a half years. During this time, he has clocked 397,000km on the odometer, without ever having to replace the hybrid battery.

What is the first thing people say when they hop into your taxi? People often ask ‘is this a taxi mate?!’ - I guess it looks so different to other cabs on the road that they are often surprised when I pull over to pick them up. 99% of people give me positive feedback when they catch a ride in the Prius - I have many regular customers who choose to travel with me just because I drive a hybrid car.

Wheelchair-bound and handicapped people appreciate the Prius, as the seating position is far more comfortable and accessible than other cars in the taxi fleet.

What is the major difference you have experienced since you started driving a Prius? The costs of running the cab have gone down greatly since I switched to the Prius. When I drove a 6-cylinder cab, I would have to spend nearly \$40 on a 250km shift, the Prius costs around half that, which is something I enjoy checking every day. This means that I can afford to have the air-conditioning switched on during a shift, which is something that customers appreciate, and makes life more comfortable for me.



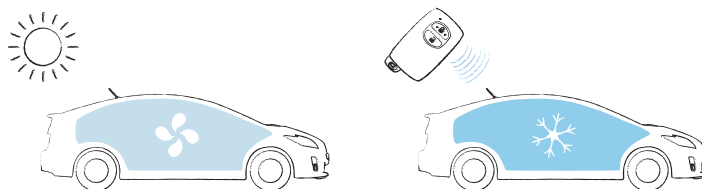
BRIGHTER THINKING

We live in one of the driest continents in the world, and when the sun shines, it unleashes an enormous amount of energy. Capturing and harnessing this energy has a far lower environmental impact than many other energy sources - solar energy will undeniably be one of the most important technologies in a future where lessening our impact on the environment will become increasingly critical.

The embedding of solar technology in the 3rd Generation Prius* demonstrates a timely and intelligent use of this sustainable resource - a notable and worthy step forward in the use of solar power in our daily lives.

Solar Ventilation System*

Now you can harness the power of the Australian sunshine to keep your Prius' cabin cooler - even when you're out and about, and well away from the car. While activated, Prius i-Tech™ uses the embedded solar panels in its roof to automatically power a fan which helps lower the temperature inside the cabin when you're parked. When you return to the car, you won't get the usual blast of hot air and a long cooling down period. Instead, the interior of the car will be much more comfortable.



Remote Air-Conditioning*

In a true world first, Prius i-Tech™ offers another cool piece of technology - literally. Remote Air-Conditioning means you can simply press the A/C button on your Prius key fob when you're near the car, and a blast of air-conditioned cool air will kick in for up to 3 minutes, without the car even needing to be on. The result? A dramatic reduction in air temperature - and a more comfortable drive from the moment you push start.

*i-Tech™ model only.



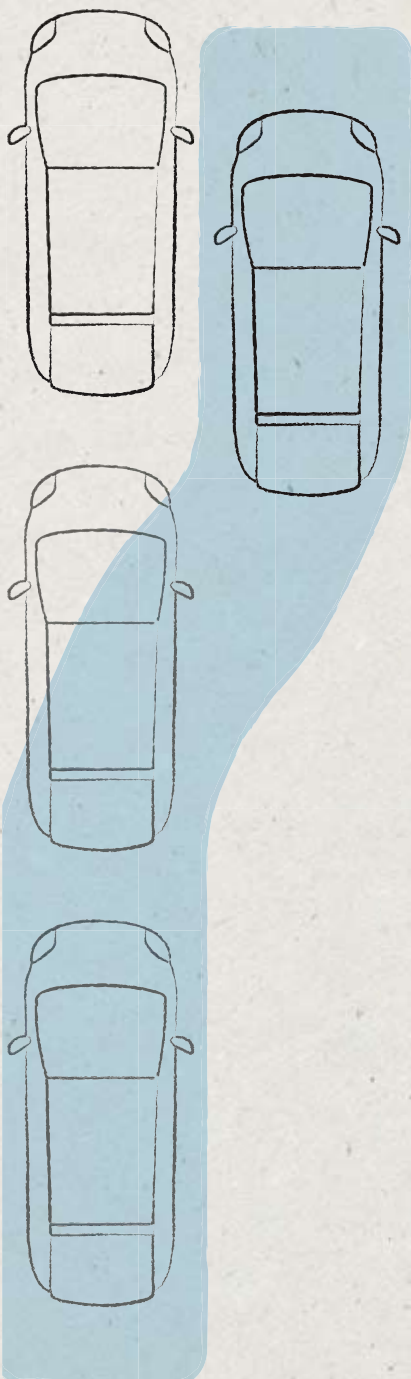
Prius i-Tech™ shown in Silver Pearl at the CSIRO National Solar Energy Centre, Newcastle.

THE FUTURE COMES STANDARD.

Technology. It's that wonderful thing that creates a smile in the mind when nobody's looking. Lights up even the most skeptical eyes. And often has people scratching their heads and wondering 'whatever will they think of next?' The good news about Prius, is that Toyota has done much of that thinking already.

Packed with advanced technology - much of it the first of its kind in the world - Prius is all about futuristic technology that benefits you right here and now. In short, it's about stuff you can actually use. So instead of lumbering the rest of us with baffling acronyms and tech-speak, Toyota has flipped the equation and asked 'what's in this for the driver?' How does this technology benefit them?

Here's a quick overview of some of the exciting technology in Prius...



INTELLIGENT PARKING ASSIST⁽³⁾

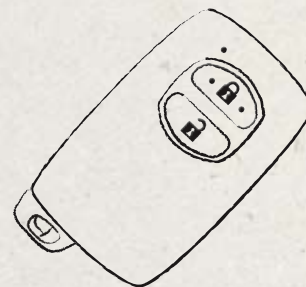
Parking in a tight spot, or when you've got traffic around you, isn't always easy. With Intelligent Parking Assist*, Prius actually does the hard work for you, physically assisting you to park. All you have to do is spot a vacant space and press the Parking

Assist button as you approach. Once you approve it, hit reverse and an image of the parking spot appears on the navigation screen. Prius steers itself into the space, leaving you to gently apply the brakes. Yes, it's that simple.

SMART KEY SYSTEM

Picture this. You're struggling with the shopping, or have your hands full. You try and dig for your key in your pocket. And again. And again. Until you finally put everything down and open the door. With the Prius Smart Key System, you simply clutch the driver's door or passenger door handle - even if your key is buried in a bag or pocket - and it automatically unlocks.

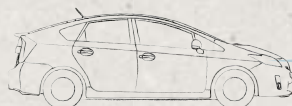
The Smart Key System works with a unique set of interior antennas distributed around your Prius. These antennas recognise your unique key frequency - and your location around the car. It works for all doors, as well as the hatch.



LED HEADLAMPS

LED (Light-Emitting Diode) headlamps[^] keep you seen - and keep you seeing further ahead by offering brighter, crisper definition while you drive. They are renowned for their long lifecycle (up to 15

years+) and can also help reduce power consumption. Prius is the first ever Toyota vehicle to use LED headlamps. They are designed to ensure high luminosity and are generally maintenance free.



ADVANCED SAFETY.

Whether you're just ducking round the corner, or setting out on the great Australian road trip, when you get behind the wheel there's simply nothing more important than knowing you're safe. As well as an already impressive host of passive and active safety features including Anti-skid Braking System (ABS), Brake Assist (BA), and Vehicle Stability Control (VSC) with Traction Control (TRC), Prius features an impressive array of safety features powered by ingenious technology, all designed to make sure you arrive at your destination safely, wherever that may be.

EMERGENCY BRAKE SIGNAL

Blink and you'll miss it - there's nothing more frightening than having the car in front of you suddenly anchoring the brakes, giving you little or no time to react. That's why Prius features an Emergency Brake Signal, to help both you and other drivers on the road avoid a collision. When driving over 55km/h, the on-board computer in Prius will cause the LED rear brake-lamps to rapidly flash when it senses an urgent reduction in speed caused by emergency braking, warning other drivers behind you to help avoid a rear-end collision.

PRE-COLLISION SAFETY SYSTEM⁽³⁾

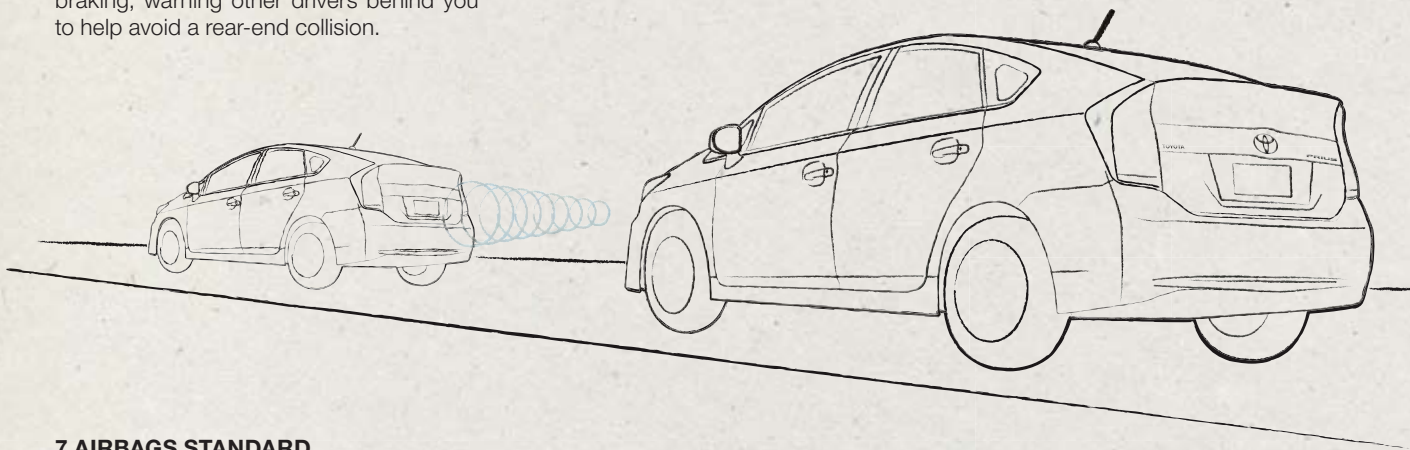
A Toyota first, the Pre-Collision Safety System[^] in Prius can actually sense obstacles on the road ahead, and then activates a formidable set of safety features if an accident is unavoidable.

If an accident seems unavoidable, the Pre-Collision Safety System will apply the brakes and retract the front seatbelts to slow you down and reduce the force of impact.

DYNAMIC RADAR CRUISE CONTROL[^]

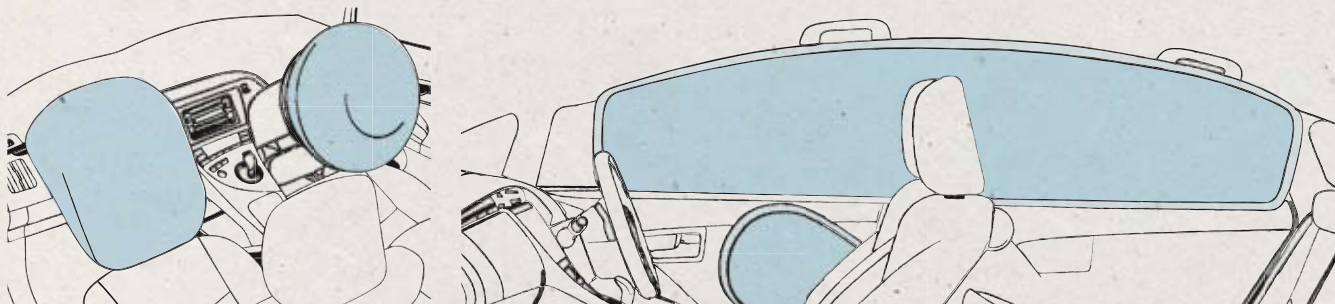
Safety features that help you avoid a crash in the first place are just as important as those that come into play in the event of an accident - and it's here that Toyota's commitment to your safety is so apparent.

The millimetre-wave radar system in the i-Tech™ model proactively senses the vehicle travelling directly ahead of you and automatically adjusts your speed to ensure you remain at a preset following distance.



7 AIRBAGS STANDARD

Airbags? More than a must-have, they're a no-brainer these days. That's why every Prius comes standard with seven airbags, including a driver's knee airbag.



(3) Pre-Collision Safety System and Intelligent Parking Assist are designed as driver assist devices only and should not be used as a substitute for skilled driving or safe parking practices. The driver should continue to monitor the road ahead when using the Pre-Collision Safety System and watch the area into which the vehicle is to be reversed when using Intelligent Parking Assist. Intelligent Parking Assist requires brake control.

* Optional with Prius Navigation Pack & standard on i-Tech™ model.

^ i-Tech™ model only.

Sydney



Wollongong



Kiama



Nowra



4 DAYS. 1107 KMS. ONE PRIUS.

We've told you plenty about the 3rd Generation Prius so far - but don't take our word for it. We thought we'd give the keys to an All New Prius i-Tech™ to photographer Nick Bowers and team to show you what it was like to live with in real-world conditions. Nick shot a Prius over a four-day trip around Southern NSW and the ACT - here are his thoughts on travelling and living with Prius on the open road.

The product guys at Toyota briefed me on the features and technology in the All New Prius and it all seemed impressive enough. But what I really wanted from Prius, was the chance to experience it in the real world. In real driving conditions. What I didn't realise, was that I'd be asked by Toyota to do exactly that, as part of a 4-day photoshoot. So together with 2 mates on a cool winter morning, we departed my house at Randwick in Sydney, bang on 7.30am...

DAY ONE

7.35am Filling up with a full tank. Need to refuel ourselves next with a caffeine hit. Head south to Coogee, park, grab a coffee and explore the interior and the exterior properly for the first time. Headroom isn't just spacious. It's massive. Big legroom too. Lots of cool hidden spots to store everything. Our Prius is getting looks from the local surf girls too. Or is it me? Mates say definitely the car.

9.15am First stop Stanwell Tops. Gorgeous view. But the group of tourists parked behind us are taking snaps of our Prius, seriously! From here, it's along the Seacliff Bridge down towards Wollongong.

9.30am My sunnies just fell out the window. Mates laughing. Loving the 'Touch Tracer' controls on the steering wheel - you can see what you're changing on the dashboard. Decide to up volume on stereo to drown laughter out.

12.30pm Lunch at Kiama. Beautiful spot. Prius doing around 3.8L/100km - it walks the talk so far. It's packing a bigger punch than I imagined, even in Eco Mode. Bit of a drive ahead towards Mollymook, so we're not staying long.

4.30pm Arrive at Mollymook beach. Enough driving for one day, we all agree, but feeling surprisingly refreshed.

7.05pm Grabbing dinner at the golf club, feeling even more refreshed. Shots are looking great so far - the Prius looks fantastic. Car averaged about 3.8L/100km today.

01 Monaro Highway, South of Cooma.





DAY TWO

7.30am Start up the All New Prius. Goes immediately into EV Mode and almost noiselessly cruises the first 25 metres. Nice for a quiet getaway. The hotel guests will love us.

10.00am Spend the morning shooting around Batemans Bay area, including the harbour, an old house at the side of the highway and poplars along the road.

12.45pm Using the in-built navigation is a breeze, even with a couple of road closures. Arrive at Narooma early. Fresh oysters!

1.20pm Lunch at historic Central Tilba. Once again, we're asked about the car in the car park. Second time people have admired the colour (Stealth). Fantastic to shoot too.

4.50pm Arrive at Bega. Decide to call it a day. Impressive 3.9L/100km so far - especially considering we've been driving normally, without trying to overtly focus on fuel consumption.



02 Having a feed at Central Tilba.

03 Oysters at Narooma Bridge.

04 Cruising down Seacliff Bridge, Wollongong.

05 Morning tea at Cooma.





06

06 Monaro Highway, Bredbo.
07 Dawn departure from Bega.



07

DAY THREE

7.00am Left Bega and driving through Snowy Mountains. Roads steep and twisty. Power Mode excellent here for overtaking trucks.

9.00am Stopped for a pie at Bemboka pie shop - Best in the Universe (no, really!)

11.30am Back on the road after a quick stop at Cooma. Now heading to Canberra. Test Dynamic Radar Cruise Control - slows down when getting too close to cars in front on highway. Brilliant.

2.45pm Passed two police radar checks in Canberra so far. But we're in no hurry. Great thing about the Head Up Display - reflects on the windscreen so you can constantly keep an eye on your speed. Nice touch.

4.35pm After taking some landscape shots at Lake George, we headed to Berrima. Just arrived for the evening. It's COLD.

DAY FOUR

7.00am Frosty start, motor purred at first go. Shooting around Berrima.

10.35am Exploring around Wombeyan Caves - tree blown over onto road. Made emergency stop. All safe. Car unscathed. Phew!

11.15am Heading to Bowral, we all want to see Bradman Museum.

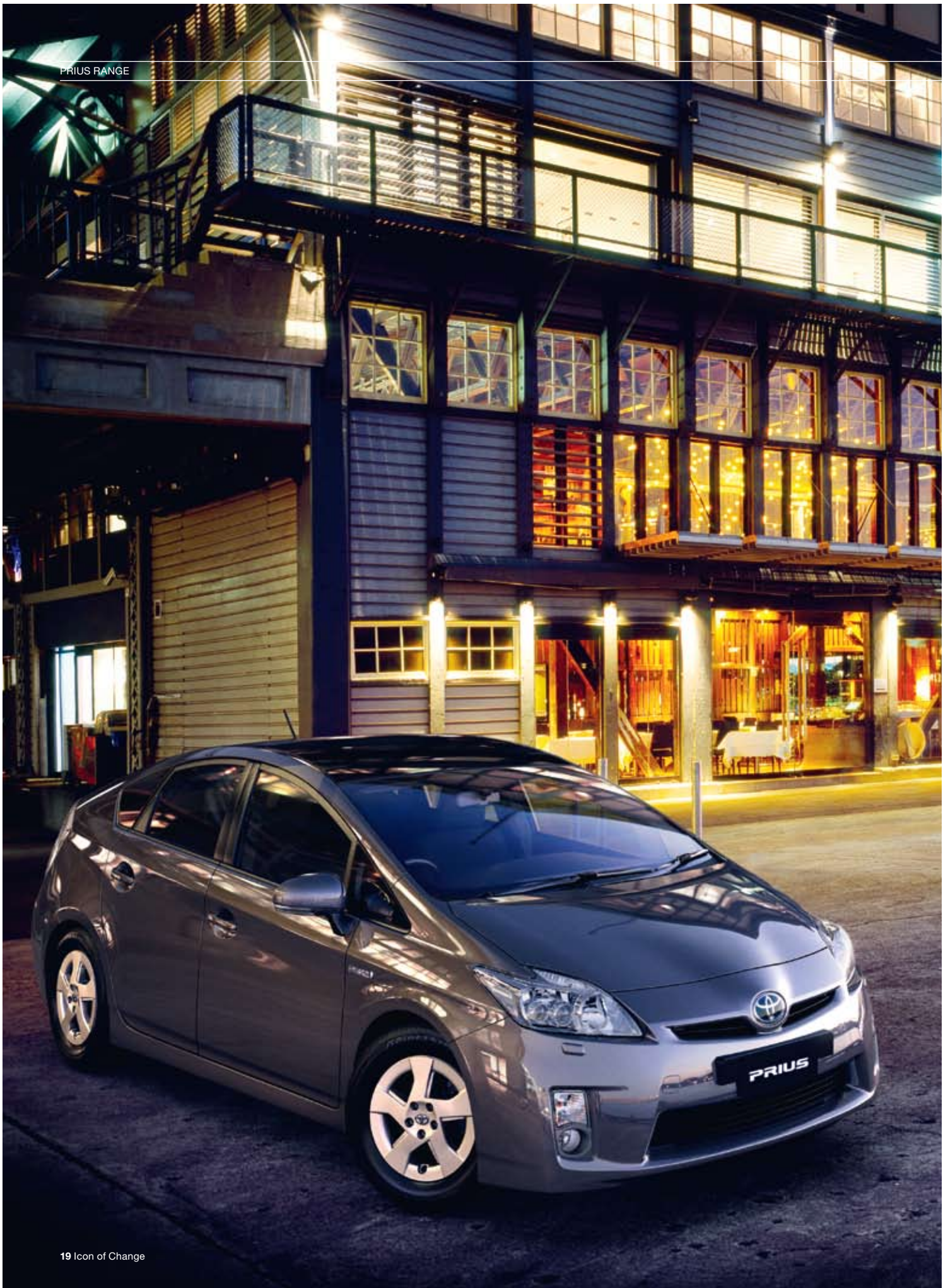
1.30pm Resisting jokes about being bowled over by Museum. Was fun, beautiful part of the country. Heading back to Sydney.

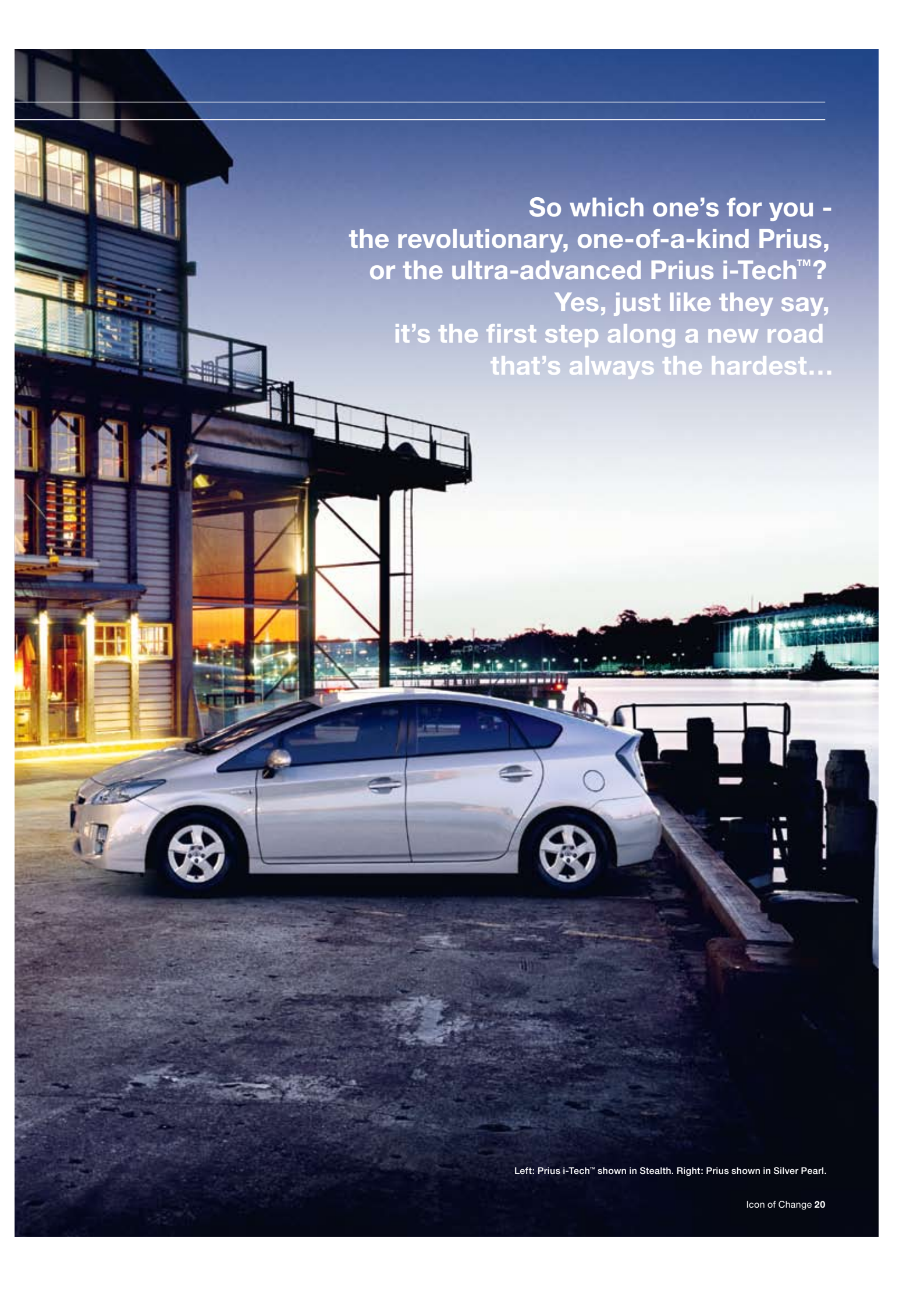
4.00pm Traffic crawling - must be nearing Sydney! Using EV Mode along Motorway.

4.40pm Cheer when we see Harbour Bridge. Stop in the historic Rocks.

And the toughest part of the trip? Handing the keys over after 4 days of fun and 1107km, in the world's most fascinating car.

PRIUS RANGE





So which one's for you -
the revolutionary, one-of-a-kind Prius,
or the ultra-advanced Prius i-Tech™?

Yes, just like they say,
it's the first step along a new road
that's always the hardest...

Left: Prius i-Tech™ shown in Stealth. Right: Prius shown in Silver Pearl.



Prius i-Tech™ shown in Tasman is accessorised with Slimline Weathershields - Front & Rear Set, Headlamp Protectors and ParkAssist® - Clearance Parking Sensors.

MAKE PRIUS YOUR OWN WITH TOYOTA GENUINE ACCESSORIES.

Personalise your new Prius by enhancing its practicality and individuality. Toyota's range of Genuine Accessories are developed to strict quality and performance standards, and are backed by our Toyota Warranty*, to suit both your life, and your style.



ParkAssist[†] - Reverse Parking Sensors



ParkAssist[†] - Clearance Parking Sensors



Headlamp Covers



Slimline Weathershields - Front & Rear Set



Scuff Guard



Boot Liner



Floor Mats - Front & Rear Set (Carpet - Grey)



Alloy Wheel Lock Nuts

See your Toyota Dealer for advice regarding Toyota Genuine Accessories. Pictured Accessories are all sold separately. For a comprehensive guide on the entire range of Toyota Genuine Accessories, visit accessories.toyota.com.au

TOYOTA GENUINE ACCESSORIES ARE COVERED BY OUR TOYOTA WARRANTY*

*All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for one year. Conditions Apply. All warranties are additional to the implied warranties under the Trade Practices Act 1974. Certain accessories when fitted will require the removal of standard equipment. Standard equipment may be retained by Toyota.

[†]ParkAssist is designed as a driver assist device only and should not be used as a substitute for skilled driving and safe parking practices. The area into which the vehicle is to be reversed must be visually monitored by the driver while parking.

SPECIFICATIONS

STANDARD FEATURES

- Toyota's superior Hybrid Synergy Drive technology
- Fuel Consumption - 3.9L/100km⁽⁶⁾
- Emissions - 89g/km⁽⁶⁾
- Smart entry and start
- 15" alloy wheels (4)
- Front fog lamps
- Cruise control
- Rain-sensing wipers
- Anti-skid Braking System (ABS)
- Vehicle Stability Control (VSC) with Traction Control (TRC)
- 8 speaker single CD in-dash sound system with audio input jack
- 7 airbags:
 - Driver & Passenger Front (2)
 - Driver's Knee (1)
 - Front & Rear Curtain Airbags (2)
 - Front Driver & Passenger Side Airbags (2)
- Hands-free Bluetooth™⁽¹⁾ connectivity
- Water-repellent side mirrors with indicator lamps
- Power windows and mirrors
- LED taillights with Emergency Brake Signals
- Climate control air-conditioning
- Head Up Display system (HUD)
- Multi Information Display
- Energy Monitor
- Hybrid system indicator
- Three alternative driving modes:
 - Eco
 - Power
 - EV
- Touch Tracer Display
- 60:40 split retractable rear seats

NAVIGATION PACK FEATURES IN ADDITION TO STANDARD FEATURES

- 7-inch Audio Visual Navigation unit (AVN)⁽²⁾ with 4 disc in-dash CD changer
- Intelligent Parking Assist (IPA)⁽³⁾
- Navigation Indicator on Head Up Display
- Reversing camera with guiding monitor⁽⁴⁾

i-TECH™ FEATURES IN ADDITION TO NAVIGATION PACK STANDARD FEATURES

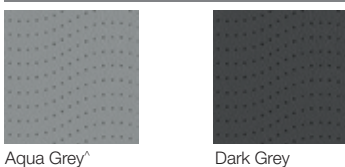
- Pre-Collision Safety System (PCS)⁽³⁾
- Dynamic Radar Cruise Control
- Electro-chromatic rear view mirror
- Water-repellent UV cut side window glass
- Solar Ventilation System
- Remote Air-Conditioning System
- Leather steering wheel
- Moonroof
- Auto-leveling LED Headlamps with headlamp washers
- Leather accented interior
- Driver and passenger heated seats
- Tyre repair kit (replaces space saver spare tyre)
- Free 3 year Toyota Extra Care⁽⁶⁾ Roadside Assist⁽⁷⁾

(1) The Bluetooth word mark is owned by Bluetooth SIG, Inc. Bluetooth™ will only operate with telephones enabled with compatible Bluetooth™ wireless technology (HFP (Hands Free Profile) v1.0 and OPP (Object Push Profile) v1.1 international standards). OPP functionality only works on satellite navigation equipment.
 (2) Current Navigation mapping database encompasses major capital and primary national road networks, as well as offering some coverage of regional areas.
 (3) Pre-Collision Safety System and Intelligent Parking Assist are designed as driver assist devices only and should not be used as a substitute for skilled driving or safe parking practices. The driver should continue to monitor the road ahead when using the Pre-Collision Safety System and watch the area into which the vehicle is to be reversed when using Intelligent Parking Assist. Intelligent Parking Assist requires brake control.
 (4) The Reversing Camera is designed as a driver assist device only and should not be used as a substitute for skilled driving and safe parking practices. The exact area into which the vehicle is to be reversed must be visually monitored by the driver when parking.
 (5) Tested to ADR81/02 (Combined cycle). Actual fuel consumption and emissions may vary depending on driving conditions/style, vehicle conditions and options/accessories.
 (6) Toyota Extra Care is administered by Toyota Financial Services, a division of Toyota Finance Australia Limited ABN 48 002 435 181.
 (7) Expires 3 years from vehicle first registration date. Available on new Prius i-Tech™ vehicles only.

EXTERIOR COLOUR



INTERIOR TRIM



* Not available with Aqua Grey interior.
 ^ Not available with Wildfire exterior.
 Note: Variations between the colours shown and actual paint colours may occur due to the printing process. Actual vehicle colours may appear different under certain light conditions.

Toyota Service Advantage cuts new car running costs

Toyota Service Advantage makes owning your Prius even more economical because you are entitled to low cost scheduled servicing. That's up to 6 standard services during the first three years or 60,000km, whichever occurs first. Terms and conditions apply. See your Toyota dealer or advantage.toyota.com.au for eligibility, pricing and more information. Toyota Service Advantage pricing represents the maximum amount payable for standard scheduled servicing which is as per 'maintenance for normal operating conditions' outlined in the Warranty & Service Handbook's service schedule. Service Advantage eligibility excludes Government and Rental vehicles and certain other exclusions apply.



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Conditions apply. All warranties are additional to implied warranties under the Trade Practices Act 1974.

* All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for 12 months. Conditions apply. All warranties are additional to the implied warranties under the Trade Practices Act 1974.

** Toyota Insurance products are underwritten by Aioi Insurance Co. Ltd. (Aioi), ABN 39 096 302 466 AFSL Number 254489 (Aioi). Aioi is a member of the Toyota Group of Companies. A Product Disclosure Statement (PDS) is available from participating Toyota Dealers or from Toyota Insurance by calling 137 200. You should consider the PDS before making a decision about this product. Terms and conditions apply.

^ Used vehicle being a vehicle less than three years old and has travelled less than 90,000kms since its purchase as a new vehicle (conditions apply).

^^ Extended Factory Warranty is not available for all vehicles (for example Toyota vehicles used as a taxi or for rental and courier purposes). Please ask your participating Toyota Dealership about eligibility. Terms and conditions apply.

Validation to confirm battery condition and related components to original specifications.

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TOYOTA ON THE WORLD WIDE WEB

For a comprehensive guide to the entire range of Toyota vehicles, accessories, merchandise and a whole lot more, visit our Internet site at: toyota.com.au

TOYOTA WARRANTY

Every new Toyota is proudly backed by a 3 year/100,000km warranty (whichever occurs first) which provides you with peace of mind and care free motoring.

TOYOTA GENUINE SERVICE

The advanced engineering and technology of every new Toyota is best maintained by the specialist skills only a Toyota Service Centre can provide. Toyota trained technicians have intuitive knowledge, use state-of-the-art diagnostic equipment and have access to the latest technical information to ensure your Toyota is serviced for optimal performance, efficiency and longevity. The use of Toyota Genuine Parts purchased carries a 12 month warranty* giving you further security and peace of mind - all of which adds up to a genuinely better service.

TOYOTA GENUINE ACCESSORIES

When you choose Toyota Genuine Accessories you're adding even more personality, protection and practicality to your Toyota - tailoring it to your individual lifestyle needs. Toyota Genuine Accessories are designed, tested and manufactured to strict Toyota Standards. This quality and reliability is supported with our Toyota Warranty.* For customised fit and real peace of mind, keep the feeling 100% Genuine, keep your Toyota all Toyota.

TOYOTA INSURANCE**

Toyota Insurance provides reliable and cost effective protection for the things that are important to your life such as your Toyota vehicle.

MOTOR VEHICLE INSURANCE**

Toyota Insurance's Comprehensive Motor Vehicle Policy is tailored specifically for Toyota customers. Key benefits include:

- Replacement of your new Toyota if it is a total loss so long as it is less than 3 years old and has travelled less than 100,000kms
- Genuine new Toyota parts replacement promise for Toyota vehicles less than five years old since the date of first registration
- Genuine Toyota quality repair guarantee for the duration of your vehicle ownership
- Continuity of your current rating and No Claims Bonus entitlement when you switch to Toyota Insurance
- 24 hours, 7 days a week claims notification service and "at scene" driver accident assistance

In addition, if your Toyota vehicle is equipped with Toyota Link and is stolen, the standard policy excess will be waived (subject to the terms & conditions of Toyota Insurance Motor Vehicle Insurance Policy).

For more information on Toyota Insurance** products, including Finance Gap Insurance and Payment Protection Insurance, please contact your participating Toyota Dealer or call us on 137 200, 8.30am to 6.00pm (EST) Monday to Friday or visit www.toyotainsurance.com.au

TOYOTA EXTRA CARE

Toyota Extra Care offers a wide range of Warranty and Roadside Assist solutions to provide you with protection for your Toyota so you can enjoy worry free motoring.

EXTENDED FACTORY WARRANTY

Whether your Toyota is new or used,[^] a Toyota Extra Care Extended Factory Warranty^{^^} can help protect you from any unexpected repair bills and the rising cost of parts and labour for years to come.

- Offers new and used[^] Toyota vehicle owners the opportunity to extend the Toyota New Vehicle Warranty
- Includes additional items such as car hire and accommodation
- Choice of 1, 2 & 3 year extended warranty plans available
- No excess to pay

If you have not purchased a Toyota Extra Care Extended Factory Warranty at the time you purchased your Toyota from a Toyota Dealer, we can offer you Toyota Insurance Factory Approved Extended Warranty Insurance** which offers a similar type of protection. This must be purchased whilst your Toyota is less than three years old and has travelled less than 90,000kms since its purchase as a new vehicle (conditions apply).

ROADSIDE ASSIST

Toyota Extra Care Roadside Assist provides you and your family with access to emergency roadside assistance 24 hours a day, 7 days a week, 365 days a year, giving you total peace of mind. You can choose between the Standard plan or the Plus plan for additional benefits.

For more information on Roadside Assist or any of the Toyota Extra Care range of products, please contact your participating Toyota Dealer or call us on 137 200, 8.30am to 6.00pm (EST) Monday to Friday or visit www.toyotaextracare.com.au

TOYOTA FINANCIAL SERVICES

Toyota Financial Services is here to help you with a range of easy vehicle finance options that can help you get in the driving seat faster. Whether it's a new or used vehicle, or a range of vehicles, we can tailor a personal or business finance solution to suit you. We have numerous financing options to suit your particular income, taxation and structural requirements. Whether you require a simple personal vehicle loan, a novated lease for you or your employees, or serviced leasing on your small-business tool of trade vehicles. For further information on our range of finance options or to discuss the best option for you, please contact your participating Toyota Dealer or call us on 137 200, 8.30am to 6.00pm (EST) Monday to Friday or visit www.toyotafinance.com.au Toyota Financial Services is a division of Toyota Finance Australia Limited ABN 48 002 435 181.

HYBRID BATTERY WARRANTY

Toyota Australia is pleased to announce that the HV (Hybrid) Battery Warranty coverage on Prius vehicles has been extended from 5 years/100,000 kilometres to 8 years/160,000 kilometres, whichever comes first, from the date of delivery commencing with the new model Prius on sale from July 2009. This extended warranty coverage will also apply retrospectively to all Prius vehicles sold by Toyota Australia since introduction in late 2001. Owners should contact their Toyota Prius Dealer to activate this retrospective warranty.



toyota.com.au

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