

# PRIUS



TOYOTA





# The Toyota Advantage.



## Capped price servicing.<sup>1</sup>

New Toyotas come with Toyota Service Advantage. For the first 3 years or 60,000km (whichever comes first) you'll pay the same low capped price for logbook servicing, so you know what to expect when you take your vehicle in. And because your car will be serviced by Toyota-trained technicians who use Toyota Genuine Parts, you know what to expect when you drive it out too.



## We've got your back.

Every new Toyota is built to exceptional standards, which is backed by a 3 year/100,000km<sup>2</sup> warranty, giving you the peace of mind to feel confident for years to come.



## Your battery goes further.

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 occurs first) commencing with the 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.



## Finance to get you going.

Sometimes you need just a little help to get up and running. Toyota Finance<sup>3</sup> can offer you a wide range of vehicle financing. From personal loans to leasing for all kinds of business, we can help.



## Even more protection.

Everyone needs vehicle insurance, but take out our Comprehensive Motor Vehicle insurance and you'll get a policy packed with a great range of benefits.

These include:

- Where your Toyota becomes a total loss, is under 3 years old and has less than 100,000km on the clock, we'll replace it with a brand new Toyota vehicle.
- We'll also promise to use genuine new Toyota parts to repair your vehicle if it is less than 5 years old.
- And we'll guarantee the quality of workmanship on all authorised repairs as long as you remain the owner of the vehicle.

Toyota Insurance also offers Finance Gap Insurance, Payment Protection Insurance and Extended Warranty Insurance.<sup>4</sup>



## Extend your peace of mind.

Extend your original factory warranty by up to 3 years with the Toyota Extra Care Extended Factory Warranty. Available on most new and used Toyotas,<sup>5</sup> it will give you extra peace of mind – as will membership to our Roadside Assist service, offering breakdown assistance 24/7. Rest assured should your vehicle be immobilised by a roadside breakdown or accident, help is never more than a phone call away with Toyota Extra Care Roadside Assist.

## Discover the full range of Toyota products and services and find your nearest dealer at [toyota.com.au](http://toyota.com.au)

1 Maximum payable for standard scheduled servicing (normal operating conditions) until first of 3 years or 60,000kms (up to the first 6 services). Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to [toyota.com.au/advantage](http://toyota.com.au/advantage) for other exclusions and eligibility.

2 New Vehicle Warranty expires 3 years from date of first delivery or 100,000 kms, whichever occurs first. Refer to the warranty conditions. The New Vehicle Warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.

3 Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence No 392536.

4 Terms and conditions apply. Before making a decision about any of the insurance products, please refer to the current Product Disclosure Statement (PDS) for the relevant product available from participating dealers, via the Toyota Insurance website at [toyotainsurance.com.au](http://toyotainsurance.com.au) or by calling 137 200. Toyota Insurance is a division of Aioi Nissay Dowa Insurance Co. Ltd. ABN 39 096 302 466 AFSL Number 254489 (Andia). Nothing within the Toyota Insurance Extended Warranty products affects any statutory rights you may have under the *Competition and Consumer Act 2010*.

5 The Toyota Extra Care Extended Factory Warranty Agreement is between Toyota Motor Corporation Australia Limited ABN 009 686 097 (TMCA) and the purchaser of the motor vehicle and is administered

by Toyota Financial Services (TFS) a division of Toyota Finance Australia Limited ABN 48 002 435 181 on behalf of TMCA. Terms and conditions apply. Available on most new and used Toyota vehicles up to 8 years old that have travelled less than 120,000 kms. For more information visit [toyotaextracare.com.au](http://toyotaextracare.com.au). Nothing within the Toyota Extra Care Extended Factory Warranty product affects any statutory rights you may have under the *Competition and Consumer Act 2010*.

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# A family of high achievers.



Prius v overseas model shown.



## Simply a better way to drive.

When Prius was born at the dawn of the 21st century, it combined the power of a petrol engine and an electric motor in the world's first mass production hybrid car.

Going beyond delivering exceptional fuel efficiency, it also shaped a motoring revolution – with advanced design and powerful performance. Prius received great acclaim, the world over.

Importantly, Prius anticipated and responded to the needs of an increasingly environmentally-conscious society, shaping a new direction for what is possible, and setting all new benchmarks for the vehicles of the future.

Today, Prius has evolved into a truly remarkable, high-achieving family of hybrids. Each offers unique styling, superior comfort and optimal power and control.

The original Prius continues to impress, with its raft of technical innovations and enduring style. The economical, stylish and compact new Prius c hatch is hard to beat when it comes to zipping about town. Joining the Prius family mid 2012 will be the new functional and versatile seven seat Prius v wagon, offering a raft of technologically advanced features as well as plenty of space for both passengers and cargo.

In 2012 there will be a Prius to suit everybody, which one's for you?

## Looks that are anything but superficial.

Today's Prius is the culmination of decades of research, testing and refinement. The result? A vehicle that proves you can deliver impressive fuel efficiency, without sacrificing power, style or comfort. This is also a car that proves looks do matter. Prius boasts a unique, custom-designed body that's a very deliberate combination of form and function.

For a start, it is specifically streamlined – with a refined body, aero-cornered bumpers and a sculpted roof, to provide a seamless flow of air around, over and under the car. This provides tangible economy and emissions benefits. In fact, each Prius has spent more time being refined and perfected in wind tunnels than any other Toyota in history.

And of course, Prius also offers technical innovations like Smart Entry and Start. On the i-Tech® model the features continue with LED headlamps, a solar ventilation system and a noise-reducing windscreen.



Prius also puts you in control – with the ability to rapidly switch driving modes depending on your needs. Choose the 'PWR' mode for strong, on-demand performance, the 'ECO' mode for absolute fuel efficiency, or the 'EV' mode for low speed driving that only utilises the electric motor.

So whether you're cruising around town or exploring the open road, you can be confident that Prius has raised the bar in terms of design, innovation and pure driving pleasure.



PRIUS i-TECH® MODEL IN SILVER PEARL



PRIUS i-TECH® MODEL IN SILVER PEARL

# All the comfort you could imagine. And then some.

When shaping Prius, Toyota's designers focused on minimising its exterior, while maximising its interior. The result is an incredibly spacious cabin, with comfortable seating for up to five adults as well as ample luggage space.

Getting from A to B is made easy thanks to instruments and features that have been designed with ultimate efficiency, intuition and comfort in mind.

The Head-up Display lights up right in your line of vision – meaning you never have to take your eyes off the road to focus. It also provides insights about your driving performance – which allow you to make active modifications in order to drive more safely, smoothly and efficiently.

When it comes to safety, Prius includes leading passive and active safety technologies – including Anti-skid Braking System, Brake Assist, seven SRS Airbags, Vehicle Stability Control, Traction Control and several other interior safety features that help ensure you arrive at your destination safely.

Even though the engine is incredibly quiet, Prius also includes an impressive stereo system that will command your attention, with JBL speakers and iPod®<sup>1</sup> and Bluetooth™<sup>2</sup> connectivity<sup>3</sup>.

And despite boasting all the latest technology, Prius doesn't flaunt its brilliance. Everything just works. Beautifully. And seamlessly. And isn't that what refinement is all about?

## Intelligent on the inside

Dials and instruments are at your fingertips and in your line of vision, keeping you focused on the road.

## Styled for space

Ample room for both front and rear seat passengers, thanks to Prius' well-dimensioned interior and cleverly designed front seats.

## Advanced safety

Combination of active and passive safety features deliver ultimate peace of mind.

1 iPod® is a trademark of Apple, Inc.

2 The Bluetooth™ word mark is owned by The Bluetooth SIG, Inc. Not all devices will be compatible and functionality will vary depending on the device.

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Prius shown in Dark Grey Fabric



PRIUS i-TECH® MODEL IN DARK GREY



Smart Start Button



Touch Tracer Display



Head-up Display

# Seemingly effortless efficiency.

Despite its refined style and comfort, Prius is a technical masterpiece: a powerhouse of smart, meaningful technology that works together to deliver a peaceful, easy and highly efficient drive.

When you're getting from A to B, a whole range of technical innovation comes into play to make you feel relaxed and comfortable. This, combined with ongoing insights regarding your driving performance, helps you drive smoothly and with maximum efficiency.



## Solar Ventilation System

This clever system harnesses the power of the Australian sun to keep the cabin cooler and more comfortable – even when you're well away from your car. When 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. So when you return, there's no blast of hot air or a long cooling down period.



## Remote Air Conditioning

Remote Air Conditioning in Prius i-Tech® means you can simply press the A/C button on your 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 your car needing to be on. The result? A dramatic reduction in air temperature – and a more comfortable drive from the moment you push the Smart Start button.



## Intelligent Park Assist<sup>1</sup>

Parking in a tight spot, or when you're in busy traffic, can be challenging. However, Intelligent Park Assist<sup>1</sup> on Prius i-Tech® does the hard work for you, physically assisting you to park. All you have to do is spot a vacant space and press the Park Assist button as you approach. Once you approve it, hit reverse and an image of the parking spot appears on the navigation screen. Prius i-Tech® steers itself into the space, leaving you to gently apply the brakes.



## LED Headlamps

Prius i-Tech® was the first Toyota to ever use LED (Light-Emitting Diode) headlamps, which deliver a high quality light output, have a long lifespan, and are very efficient to run – requiring minimal power.



## Emergency Brake Signal

Prius' Emergency Brake Signal technology works to help both you and other drivers on the road to avoid a collision. When driving over 55km/h, the on-board computer causes the LED rear brake-lamps to rapidly flash if the brakes are suddenly applied – warning other drivers behind you to avoid a rear-end collision.



## Dynamic Radar Cruise Control<sup>2</sup>

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



## Pre-Collision Safety System<sup>3</sup>

In the unfortunate event that an accident does occur, the Pre-Collision Safety System<sup>3</sup> on Prius i-Tech® can actually sense obstacles on the road ahead, and then activates a formidable set of safety features if an accident is unavoidable. The Pre-Collision Safety System<sup>3</sup> applies the brakes and pre-tensions the front seatbelts to better prepare you for the resulting impact.

<sup>1</sup> Intelligent Park Assist is designed as a driver assist device only and should not be used as a substitute for skilled driving and safe parking practices. The driver should watch the area into which the vehicle is to be reversed, react appropriately and ensure compliance with all road rules. Intelligent Park Assist requires brake control.

<sup>2</sup> Dynamic Radar Cruise Control is a driver assist technology and should not be used in place of safe driving practices. Driver should continue to monitor road ahead.

<sup>3</sup> Pre-Collision Safety System is a driver assist technology and should not be used in place of safe driving practices. Driver should continue to monitor road ahead.



## Emissions

By ensuring high-level fuel efficiency, Hybrid Synergy Drive® helps minimise output of CO<sub>2</sub> and other harmful emissions. All of Toyota's hybrid vehicles are designed to comply with relevant global exhaust emissions regulations.

## Quietness

The peaceful performance of our electric EV-mode combined with the high-performance soundproofing materials throughout the engine and passenger compartments delivers a uniquely tranquil driving experience.

## 4 Key Benefits



## Fuel Economy

The aerodynamic styling of Toyota's hybrid vehicles, and clever pairing of an electric motor and robust petrol engine delivers significant fuel savings. Each vehicle also provides ongoing feedback via its Multi-Information Display, to help owners drive more efficiently.

## Power

Hybrid Synergy Drive® combines the power of two energy sources to deliver powerful, smooth acceleration. Your vehicle can be powered by electricity, petrol, or a combination of both – and it's discreet and seamless.



### How the Prius hybrid system works.

#### Starting Off

The electric motor is used primarily and power stored in the battery is used to turn the motor.

#### Full Acceleration

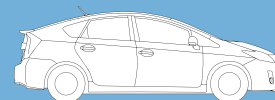
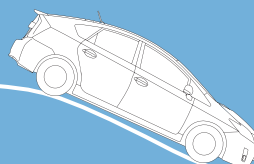
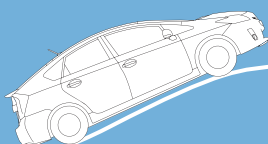
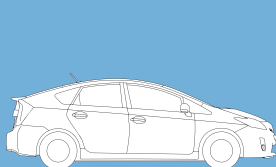
Power is also provided by the petrol engine in addition to the electric motor. Power output is maximised for a very powerful acceleration.

#### Deceleration

The electric motor functions as a generator during deceleration and braking. Regenerated energy is used to recharge the battery.

#### At Rest

Braking to a stop at a traffic light, the petrol engine is first cut off and the electric motor brings the car gently to a stop. The system automatically avoids wasteful idling to conserve fuel and stop CO<sub>2</sub> emission.



# Your Prius, your way.

Personalise your new Prius, and enhance its practicality and individuality. Toyota's range of Genuine Accessories is developed to strict quality and performance standards, and is backed by our Toyota Warranty<sup>1</sup>, to suit both your life, and your style.



PRIUS i-TECH® IN STEALTH ACCESSORISED WITH FRONT PARK ASSIST<sup>2</sup>, SLIMLINE WEATHERSHIELDS AND HEADLAMP COVERS. ACCESSORIES SOLD SEPARATELY.



**Boot Liner**



**Front Park Assist<sup>2</sup>**  
Clearance Parking Sensors



**Headlamp Covers**



**Slimline Weathershields**  
Front & Rear Set



**Door Handle Protection Film**



**Scuff Guard**



**Floor Mats**  
Front & Rear Set

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](http://accessories.toyota.com.au)





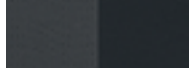
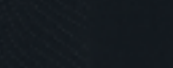






Toyota Genuine Accessories are covered by our Toyota Warranty.<sup>1</sup>

<sup>1</sup> 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. The Toyota Genuine Accessories Warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.

<sup>2</sup> Park Assist is designed as a driver assist device only and should not be used as a substitute for skilled driving and/or safe parking practices. The area into which the vehicle is to be driven must be visually monitored by the driver.

MECHANICAL SPECIFICATIONS		PRIUS	PRIUS i-Tech®
Hybrid System	System type	Series-parallel THS III	
	Combined system output	100kW	
	Three alternative driving modes	'PWR', 'ECO' Drive, 'EV' Mode	
Petrol Engine	Engine description	1.8L Atkinson Cycle, 4 cylinder petrol engine	
	Engine code	2ZR-FXE	
	Valve mechanism	16-Valve Double Overhead Cam Shaft (DOHC), with Variable Valve Timing with intelligence (VVT-i)	
	Maximum power	73kW @ 5200rpm	
	Maximum torque	142Nm @ 4000rpm	
	Bore x Stroke	80.5 x 88.3mm	
Electric Motor	Compression ratio	13.0:1	
	Maximum voltage	650V	
	Maximum power	60kW	
Battery	Maximum torque	207Nm	
	Battery type	Nickel-metal hydride	
Fuel System, Consumption & Emissions	Fuel Economy – ADR81/02 combined cycle (L/100km) <sup>1</sup>	3.9L/100km	
	Emissions – Combined CO <sub>2</sub> g/km <sup>1</sup>	89g/km	
Transmission	Transmission type	Continuously Variable Transmission (CVT) automatic	
Steering, Brakes and Suspension	Electric Power Steering (EPS)	•	
	Regenerative braking system	•	
	Rear coil spring & tuned torsion beam	•	
<b>BODY</b>			
Dimensions	Overall length	4480mm	
	Overall width	1745mm	
	Overall height	1490mm	1505mm
Weights and Capacities	Wheelbase	2700mm	
	Vehicle kerb weight	1365 – 1425kg	
	Gross vehicle weight rating	1805kg	
	Fuel tank capacity	45L	
<b>EXTERIOR FEATURES</b>			
Wheels	Wheel – size & type	15" Alloy	17" Alloy
Exterior Details	Front fog lamps	•	•
	Halogen headlamps	•	•
	Auto-levelling LED headlamps with washer	•	•
	LED daytime running lamps	•	•
	Electric adjustable body coloured side mirrors with indicator lamps	•	•
	Rear lip spoiler	•	•
	Solar ventilation system	•	•
	Moonroof	•	•
	Rain sensing wipers	•	•
<b>INTERIOR FEATURES</b>			
Seating	Driver and passenger heated seats	•	•
	Drivers seat – electrically adjustable	•	•
	60:40 split fold rear seats	•	•
Instruments and Controls	Smart Entry, Smart Start	•	•
	Automatic climate control air conditioning	•	•
	Remote air conditioning system	•	•
	Dynamic Radar Cruise Control <sup>2</sup>	•	•
	Intelligent Park Assist (IPA) <sup>3</sup>	•	•
	LED Multi-Information Display including Trip A & B odometer (km), outside temperature (°C), fuel range (km) consumption (L/100km), average speed (km/h)	•	•
	Head Up Display (HUD)	•	•
	Energy monitor	•	•
	Touch tracer display	•	•
Storage	Electro chromatic rear-view mirror	•	•
	Illuminated glove box	•	•
	Centre console with armrest lid	•	•
	Sunglass holder – front overhead console	•	•
	Rear seat back storage pocket	•	•
	Beverage holders – 4 x front, 2 x rear	•	•
<b>ENTERTAINMENT</b>			
	JBL 8 speaker premium audio with 6.1" screen audio display, single CD player and AM/FM tuner	•	•
	JBL 8 speaker premium audio with 7" screen audio display, Satellite Navigation <sup>4</sup> , single disc CD player and digital radio (DAB+) <sup>5</sup>	•	•
	Multi-function display screen	•	•
	Steering wheel audio controls with Bluetooth™ capability <sup>6</sup>	•	•
	3.5mm AUX + USB input for portable audio players <sup>7</sup>	•	•
<b>SAFETY</b>			
Active Safety Features	Anti-skid Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist (BA)	•	•
	Vehicle Stability Control (VSC) with Traction Control (TRC) & Hill-start Assist Control (HAC)	•	•
	LED tail lamps with Emergency Brake Signal	•	•
	Reverse camera	•	•
Passive Safety Features	Pre-Collision Safety System (PCS) <sup>9</sup>	•	•
	Seven SRS Airbags – including driver's knee airbag	•	•

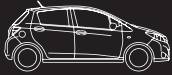
				<b>Interior Trim</b>		
040 Glacier White	070 Crystal Pearl <sup>10</sup>	1F7 Silver Pearl <sup>10</sup>	3R3 Wildfire <sup>10</sup>		FB20 Dark Grey Fabric (Prius)	LA20 Dark Grey Leather Accented (Prius i-Tech®)
						
8S6 Dynamic Blue <sup>10</sup>	3R9 Scarlet <sup>10</sup>	8V1 Stealth <sup>10</sup>	202 Ebony	15" Alloy Wheel	17" Alloy Wheel	

Note: Toyota Australia reserves the right to vary and discontinue from time to time the interior and exterior colours, trims and colour/trim/model combinations currently available. Colours and trims displayed here are a guide only and may vary from actual colours due to printing/display process. See your Toyota Dealer to confirm colour/trim/model availability when ordering your vehicle.

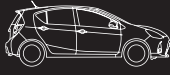
- Fuel consumption and emissions will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 Combined cycle.
- Dynamic Radar Cruise Control is a driver assist technology and should not be used in place of safe driving practices. Driver should continue to monitor road ahead.
- Intelligent Park Assist is designed as a driver assist device only and should not be used as a substitute for skilled driving and safe parking practices. The driver should watch the area into which the vehicle is to be reversed, react appropriately and ensure compliance with all road rules. Intelligent Park Assist requires brake control.

- Current navigation mapping database encompasses major capital and primary national road networks as well as offering some coverage in regional areas.
- Digital radio station coverage dependant on vehicle location.
- The Bluetooth™ word mark is owned by The Bluetooth SIG, Inc. Not all devices will be compatible and functionality will vary depending on the device.
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- Reversing Camera is designed as a driver assist device only and should not be used as a substitute for skilled driving and/or safe parking practices. The area into which the vehicle is to be driven must be visually monitored by the driver.
- Pre-Collision Safety System is a driver assist technology and should not be used in place of safe driving practices. Driver should continue to monitor road ahead.
- Indicates mica, metallic or pearlescent paint which is available at an extra cost on some models.

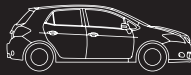
# Leading the hybrid revolution. Shaping the future of cars.



Yaris



Prius c



Corolla



Rukus



Prius



Camry Hybrid



Camry



Aurion



Tarago



RAV4



Kluger



FJ Cruiser



Prado



LandCruiser 200 Series



LandCruiser 70 Series



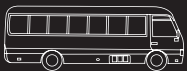
HiLux



HiAce Commuter Bus



HiAce Van



Coaster