

# PRIUS C



**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.



## It's 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 in 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?

## Big city charisma. Small car efficiency.

Life's busy. To stay ahead, you need a car that acts like a part of you – and which looks the part: a car that's fun to drive, yet delivers a whole range of important benefits. Like smooth, user-friendly and comfortable driving, low fuel consumption, superior environmental performance and world-class safety.

From the outside, one of the first things you'll notice about Prius c is its compact, sporty style – front fog lamps, a rear spoiler, UV cut glass windows, and on Prius c i-Tech® models, 15" alloy wheels and efficient LED headlamps.

Prius c's sportiness is anything but superficial. This is a car that delivers impressive acceleration and performance, with satisfying agile response when you need it most.

Prius c puts you in control – with the ability to rapidly switch driving modes depending on your needs. Choose the 'NORMAL' mode for strong, on-demand performance, the 'ECO' mode for outstanding fuel efficiency, or the 'EV' mode for low speeds, short distance driving that only utilises the electric motor – a great option when you don't want to wake sleeping neighbours!

Everything about Prius c has been designed with efficiency in mind – from ground-breaking technology that provides ongoing feedback which helps you actively improve the way you drive, to its Hybrid Synergy Drive® technology, a smart combination of a responsive electric motor, and a 1.5L Atkinson Cycle petrol engine.



Prius c was also built on the understanding that the road from A to B isn't always predictable. As such, it has a low centre of gravity for improved handling, a sophisticated suspension system tuned for challenging urban driving conditions, Hill-start Assist technology, and an impressively tight turning circle, making it ideal for navigating complex inner-city streets.

When you're zipping about town, Prius c also helps keep you safe, with a sophisticated passive safety system – including seven SRS airbags and a front and side collision structure – as well as active safety features like Vehicle Stability Control, Anti-skid Braking System, Brake Assist, Electronic Brakeforce Distribution, and more.

Plus, Prius c is also available in a whole range of fun exterior colours, so you can truly make it your own.



PRIUS C IN SILVER PEARL



PRIUS C i-TECH® IN TIDAL BLUE

# Your inner-city oasis.

No matter what's happening on the outside – traffic, road works, or miserable weather – you can step inside your Prius c and enjoy instant calm and comfort.

The clever touch tracer allows you to control the audio, air conditioning temperature and multi-information display without taking your hands off the steering wheel. You can even personalise the start-up screen on your audio display for a friendly welcome every time you turn on the ignition and, on Prius c i-Tech® models, play DivX®<sup>1</sup> files from a USB<sup>2</sup> when you're parked.

Thanks to contoured front seats and a compact engine compartment, there's also plenty of room for you to fit up to four friends – and 60/40 split fold rear seats mean you can quickly create more space for extra gear or luggage – ideal for weekends away.

For a small car, Prius c's audio system is big on fun, sophisticated features. Plug in your USB<sup>2</sup> device, iPod®<sup>3</sup> or MP3 player, and enjoy Bluetooth™<sup>4</sup> connectivity for audio streaming and hands-free mobile calls. Thanks to voice control, you can also easily change tracks or call someone hands-free on the mobile. Your word is Prius c's command.

Prius c i-Tech® also comes with a T.E.C.H.™ unit with Satellite Navigation<sup>5</sup> and 3D graphics, which helps you find your way through busy streets. Plus, a traffic avoidance system (SUNA™ Traffic Channel<sup>6</sup>) which gives you up-to-the-minute information about road conditions and helps the Satellite Navigation<sup>5</sup> work out the best route to avoid congestion. So finding your way around and avoiding hold ups is easier than ever.

And the insights don't stop there. A 3.5" Multi-Information Display on Prius c provides a whole range of valuable data to help you drive more efficiently, including your eco-score, five-minute fuel consumption and overall eco-saving. So you can actively evaluate and change the way you drive for even greater efficiency.

All proof that good things do come in very smart little packages.

- 1 Connectivity via USB only, not all devices will be compatible and functionality will vary depending on the device. This product supports the DivX® format which can only be viewed when the vehicle is parked.
- 2 Not all devices will be compatible and functionality will vary depending on the device.
- 3 iPod® is a registered trademark of Apple Inc.
- 4 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.
- 5 Current navigation mapping database encompasses major capital and primary national road networks as well as offering some coverage in regional areas.
- 6 SUNA™ GPS Traffic Updates are only available in metropolitan Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Perth and Sydney; it operates from information provided by Intelematics Australia and may not cover all road incidents and congestion. Please see [www.sunattraffic.com.au](http://www.sunattraffic.com.au) for details.



Prius c interior



PRIUS C i-TECH® INTERIOR



Smart Start Button



Drive Mode Switches



Touch Tracer Display

## 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

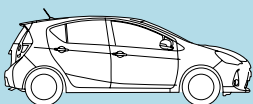
Hybrid Synergy Drive® combines the power of two energy sources to deliver powerful, smooth acceleration. Your vehicle can be powered by electricity, petrol, or a combination of both – and it's discreet and seamless.



### How the Prius c hybrid system works.

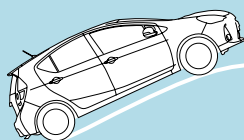
#### Starting Off

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



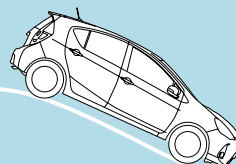
#### Full Acceleration

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



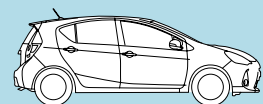
#### Deceleration

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 c, your way.

Personalise your new Prius c with Toyota Genuine Accessories – all of which are developed to strict quality and performance standards, and are backed by our Toyota Warranty<sup>1</sup>, to suit both your life, and your style.



PRIUS c i-TECH® IN TIDAL BLUE ACCESSORISED WITH 15" ALLOY WHEELS, FRONT PARK ASSIST, HEADLAMP COVERS AND SLIMLINE WEATHERSHIELDS. 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**



**15" Alloy Wheels**



**Floor Mats**  
Front & Rear Set  
(Front Set shown only)

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) Accessory colours shown may vary from actual colour due to the printing process. 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 c	Prius c i-Tech®
Hybrid System	System type	Series-Parallel	
	Combined system output	74kW	
	Three driving modes	Normal, 'ECO' mode, 'EV' mode	
Petrol Engine	Engine description	1.5L Atkinson cycle in-line 4 cylinder petrol engine	
	Engine code	1N2-FXE	
	Valve mechanism	16-Valve Double Overhead Cam Shaft (DOHC), with Variable Valve Timing with intelligence (VVT-i)	
	Maximum power	54kW @ 4800rpm	
	Maximum torque	111Nm @ 4000rpm	
	Bore x Stroke	75.0 x 84.7mm	
Electric Motor	Compression ratio	13.4:1	
	Maximum voltage	520V	
	Maximum power	45kW	
Battery	Maximum torque	169Nm	
	Battery type	Nickel-metal hydride	
Fuel System, Consumption & Emissions	Maximum power	19.3kW	
	Fuel – Fuel type octane no. (minimum recommended)	91 RON unleaded petrol	
	Fuel economy – ADR81/02 combined cycle (L/100km) <sup>1</sup>	3.9L/100km	
Transmission	Emissions – Combined CO <sub>2</sub> g/km <sup>1</sup>	90g/km	
	Transmission type	Continuously Variable Transmission (CVT) automatic	
Steering, Braking and Suspension	Electric Power Steering (EPS)	•	•
	Front ventilated disc brakes and rear drum brakes	•	•
	Regenerative braking system	•	•
	Front MacPherson strut type with stabiliser bar	•	•
	Rear coil spring & tuned torsion beam	•	•
BODY			
Body type	5 door hatchback	•	•
Dimensions	Overall length	3995mm	
	Overall width	1695mm	
	Overall height	1455mm	
	Wheelbase	2550mm	
Weights and Capacities	Vehicle kerb weight	1120 – 1140kg	
	Gross vehicle weight	1565kg	
	Seating capacity	5	
	Fuel tank capacity	36L	
EXTERIOR FEATURES			
Wheels	Wheel – size & type	15" Steel	15" Alloy
	Full size spare wheel	•	•
Exterior Details	Front fog lamps	•	•
	Halogen headlamps	•	•
	Auto-levelling LED headlamps with washer	•	•
	LED brake lights	•	•
	Electric adjustable body coloured side mirrors with indicator lamps	•	•
	Electric adjustable & retractable body coloured side mirrors with indicator lamps	•	•
	Privacy glass	•	•
	Rear spoiler	Small	Large
INTERIOR FEATURES			
Seating	Premium seats and trim	•	•
Instruments and Controls	60:40 split fold rear seats	•	•
	Smart Entry & Smart Start	•	•
	Automatic climate control air conditioning	•	•
	Colour TFT Multi-Information Display including Trip A & B odometer (km), outside temperature (°C), fuel range (km), fuel consumption (L/100km <sup>1</sup> ), average speed (km/h)	•	•
	Energy monitor	•	•
	Hybrid system indicator	•	•
	Touch tracer display	•	•
	Cruise control	•	•
	Power windows – front & rear	•	•
	Tilt and reach adjustable steering wheel	•	•
	Premium steering wheel	•	•
	Vanity mirror – driver & front passenger	•	•
Storage	Map lamp & cargo lamp	•	•
	Glove box	•	•
	Centre console with armrest box	•	•
	Seat back storage pocket – behind front passenger seat	•	•
ENTERTAINMENT	Door pockets – driver's & front passenger side	•	•
	Beverage holders – 2 x front, 2 x front pocket, 1 x rear	•	•
	6.1" touch screen audio with Voice Control and Bluetooth™,2 compatibility	•	•
	6.1" touch screen audio with Satellite Navigation <sup>3</sup> , SUNA™ Traffic Channel <sup>4</sup> , DivX <sup>5</sup> media file and Bluetooth™,2 compatibility	•	•
SAFETY	3.5mm AUX input for portable audio players <sup>5</sup>	•	•
	Personalised start screen	•	•
	6 speakers	•	•
	Anti-skid Braking System (ABS) with Electronic Brakeforce Distribution (EBD) and Brake Assist (BA)	•	•
SECURITY	Vehicle Stability Control (VSC) and Traction Control (TRC)	•	•
	Hill-start Assist Control (HAC)	•	•
	Reverse camera <sup>7</sup> integrated with 6.1" display	•	•
	Seven SRS Airbags – dual front, front side and full length curtain airbags and driver's knee airbag	•	•
	3-point ELR seatbelts for all occupants and driver and front passenger with pre-tensioner and force limiter seatbelts	•	•
	Central Locking	•	•
SECURITY	Immobiliser	•	•
	Cargo cover	•	•

# A Prius c in your colour.

Available in 9 dynamic colours so you're sure to find one that's perfect for you.



040 Glacier White



082 White Mist<sup>8</sup>



1F7 Silver Pearl<sup>8</sup>



3P0 Cherry



4V7 Sunrise<sup>8</sup>



774 Aqua<sup>8</sup>



8T7 Tidal Blue<sup>8</sup>

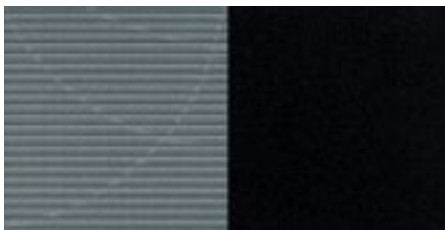


1G3 Graphite<sup>8</sup>



209 Ink<sup>8</sup>

## Interior Trim



FG28 Fabric Seat Trim  
(Prius c)



LB28 Premium Seat Trim  
(Prius c i-Tech<sup>®</sup>)

## Wheels



15" Steel Wheel  
with full size cover  
(Prius c)



15" Alloy Wheel  
(Prius c i-Tech<sup>®</sup>)

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.

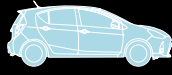
- 1 Fuel consumption and emissions will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 Combined cycle.
- 2 The Bluetooth<sup>™</sup> word mark is owned by The Bluetooth SIG, Inc. Not all devices will be compatible and functionality will vary depending on the device.
- 3 Current navigation mapping database encompasses major capital and primary national road networks as well as offering some coverage in regional areas.

- 4 SUNA<sup>™</sup> GPS Traffic Updates are only available in metropolitan Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Perth and Sydney; it operates from information provided by Intelomatics Australia and may not cover all road incidents and congestion. Please see [www.sunatrafic.com.au](http://www.sunatrafic.com.au) for details.
- 5 Connectivity via USB only, not all devices will be compatible and functionality will vary depending on the device. This product supports the DivX<sup>®</sup> format which can only be viewed when the vehicle is parked.
- 6 Not all devices will be compatible and functionality will vary depending on the device.
- 7 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 area into which the vehicle is to be driven must be visually monitored by the driver.
- 8 Indicates mica, metallic or pearlescent paint which is available at an extra cost on some models.

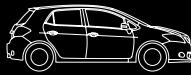
# Leading the hybrid revolution. Shaping the future of cars.



Yaris



Prius c



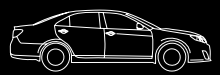
Corolla



Rukus



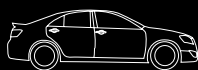
Prius



Camry Hybrid



Camry



Aurion



Tarago



RAV4



Kluger



FJ Cruiser



Prado



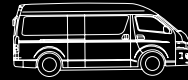
LandCruiser 200 Series



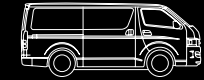
LandCruiser 70 Series



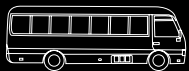
HiLux



HiAce Commuter Bus



HiAce Van



Coaster