



TOYOTA



There's a spirit that runs through Toyota. It's a feeling of achievement. It pushes us. Inspires us.

— It's what saw us mass produce the first dedicated hydrogen fuel cell vehicle, the Mirai, and what will see us define the very future of movement. Our Japanese founders called it 'Kaizen,' but we simply call it 'continuous improvement.' A relentlessness to always move forward, never settle for good enough.

And here's the exciting part: this feeling of achievement is yours to experience. Life changing moments, just waiting to be told. Whether it's the thrill of experiencing the latest in technology, venturing somewhere completely new or simply spending more time with your family. That sense of achievement, whatever form it comes in, will be a feeling you never forget.

This is a journey for which we don't know the destination, but looking back at how far we've come, it's safe to say tomorrow looks exciting beyond imagination.

“

We are a group of passionate perfectionists who can't let well enough alone...

That's Toyota.

That's the spirit.

*And that's our contribution to the world.
We will be the best we can.*

*And we will help as many as
we can to be the best they can...*

— Eiji Toyoda

The future's taking shape.



i-Tech[®] model shown

Innovation comes in many forms, but never has it appeared as elegant and refined as Prius.

The unmistakable shape is a result of advanced wind tunnel testing, which has taken Prius into a bold new dimension. It's leading the way, being the first vehicle built on the Toyota New Global Architecture (TNGA) platform, which is a modular approach that underpins and unites the foundation of many Toyota models.

A more compact engine and a lower bonnet line combine to give Prius a highly distinctive silhouette. Clever placement of the fuel tank and batteries under the rear seat have created greater luggage space.

Advanced aerodynamics give Prius a world class co-efficient of drag (cD) of just 0.24, which means the airflow is smoother and less disturbed around the car, further helping to enhance fuel efficiency.¹ The body is built from high tensile steel to reduce weight, enhance efficiency and deliver better driving.

Up front Bi-LED headlamps with auto-levelling and Daytime Running Lamps (DRLs) show the way ahead. At the rear, the uniquely shaped tail lamps further accentuate the distinct flowing lines of Prius. Unique 15" lightweight alloy wheels are fitted as standard rising to 17" lightweight alloy wheels in Prius i-Tech.[®]

They all add up to create the unmistakable look and unique style of Prius.



i-Tech® interior shown

Brilliant surroundings.

The interior of Prius has been designed by adhering to the themes of ingenious beauty and 'iconic human tech'. Clutter is eliminated and this, when combined with an intuitive layout, creates an advanced, spacious and welcoming environment.

The centre display wraps harmoniously around you and the instrument panel with its low set base flows elegantly into the door trims.

The instrument panel and door trim surfaces are finished to provide a smooth, warm feel while the space above is shaped for maximum headroom. The black-out finish on the centre and rear pillars creates a feeling of greater space, and the silver chrome ornamentation presents a luxurious finish.

The 3-spoke synthetic leather steering wheel also places many essential controls right at your fingertips.

The front seats are designed to reduce neck, shoulder and lower back fatigue with power adjustable lumbar support (driver's seat only). And the i-Tech® grade features a 2-step adjustable heating system for the colder days, with the seats also including leather accented trim plus the driver's seat is 8-way power adjustable.



Leather accented seats – i-Tech® model only



Spacious boot



Front door bottle holder



Centre console storage compartment



Rear seat beverage holder



Heated front seats – i-Tech® model only, image for illustrative purposes



3-spoke synthetic leather steering wheel



Smart start button – Image for illustration purposes only



HUD with All-Range Active Cruise Control²

Intelligent driving.

The technology inside Prius has been developed to make driving easier, smoother and more intuitive. With smart entry and start system, you can unlock the driver's door and get going with the keys still in your pocket or bag.

On the road, technological advances such as the colour Head-Up Display (HUD) will keep you informed of essential driving data to help support safe driving practices. All-Range Active Cruise Control² senses the distance away and the speed of the vehicle ahead and then automatically controls your speed to maintain a sensible gap between you and them.

Together the centre meter and the Multi Information Display (MID) deliver information about speed, fuel efficiency, driving mode, trip details and climate control as well as audio settings and navigational directions.

Night or day, the auto-dimming rear view mirror automatically adjusts to the headlights of following traffic.

The 7" colour touchscreen display comes with satellite navigation³ with Live Traffic and powers the premium JBL^{®4} speakers, which are placed for optimal sound.

In every Prius you'll also have AUX, USB,⁵ digital radio, Bluetooth^{®6} and voice recognition capabilities. Then, connect your smartphone to Toyota Link⁷ or Siri 'Eyes Free' to find fuel, plan trips, receive real time advice, easy-to-follow directions and the latest weather information. You can also place your compatible smartphone on the charging pad for wireless charging.⁸

The advanced climate control system features a pollen eliminating filter and uses S-Flow Mode to focus the airflow towards the passengers, while the Eco-Score evaluates how environmentally friendly your climate control settings are, and displays this rating via the Multi Information Display (MID).



7" colour touchscreen display – i-Tech® model shown



Auto-dimming rear view mirror OFF

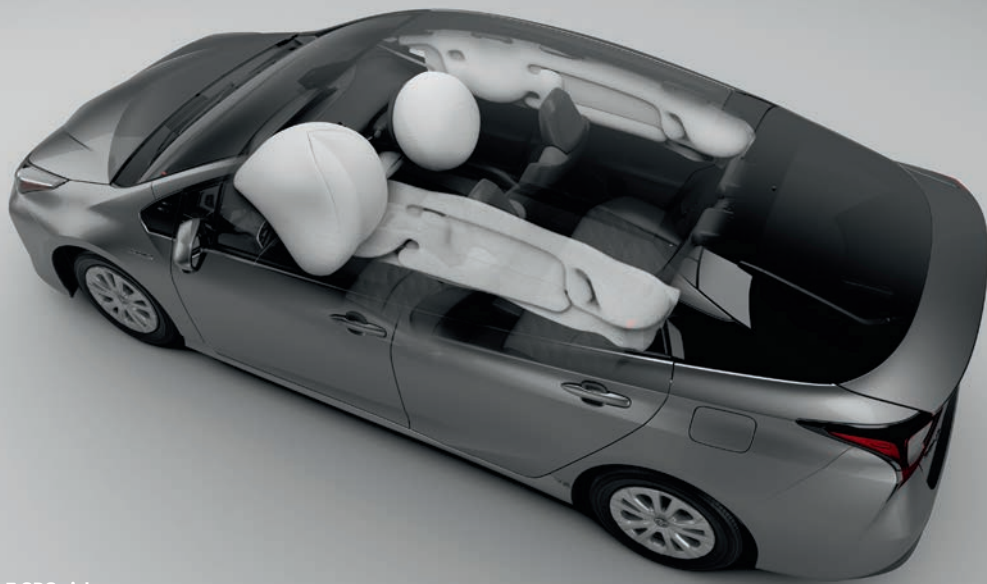


Auto-dimming rear view mirror ON



Wireless phone charger®

Clever thinking, smarter safety.



7 SRS airbags

The Prius has some of the most advanced safety features and technology, including Toyota Safety Sense which comes standard on both grades.

Vehicle Stability Control (VSC) uses electronic sensors to help deal with potential oversteer and understeer while Electronic Brake-force Distribution (EBD) automatically increases the brake force to the wheels that need it most. In the event of emergency braking, Emergency Brake Signal (EBS) will automatically activate the hazard lamps to warn other drivers. Plus there's the security that comes from being surrounded by 7 SRS airbags.

The seatbelt warning makes the driver aware if any of the passengers have failed to buckle-up. The reversing camera² provides a clear view of what's behind with moving guidelines on the display screen to help you into tight spaces.

In Prius i-Tech[®] Rear Cross Traffic Alert² (RCTA) helps when reversing out of a parking space by detecting vehicles approaching from either side and then providing a warning via the Blind Spot Monitor² in the corresponding side mirror.

Together Toyota Safety Sense features help ensure you can drive with confidence and feel safe inside your Prius.



Blind Spot Monitor² –
i-Tech[®] model only



Reversing camera² and centre meter with twin display

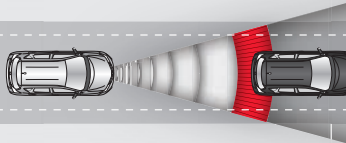
Images for illustration purposes only

Toyota Safety Sense

The road is an unpredictable place – you can never be certain of what dangers may lie ahead. Which is why we developed Toyota Safety Sense (TSS),² a multi-feature active safety package to help keep you and your passengers out of harm's way. TSS incorporates Lane Departure Alert with steering assist, Pre-Collision Safety system, Automatic High Beam and Active Cruise Control. With automated pre-collision warning and braking at its core, TSS uses intuitive technology to sense danger, providing greater reassurance to the driver and extra protection for passengers across a range of driving speeds and conditions.

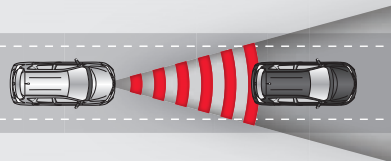


Pre-Collision Safety system²



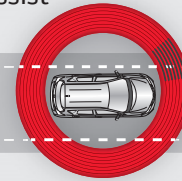
Pre-Collision Safety system is a multi-stage warning system, developed to help reduce the likelihood of a frontal collision with other vehicles. It includes a visible and audible alert of possible collisions, additional braking force to assist when you're braking, and if a collision is judged to be unavoidable, automatic braking to help mitigate the impact.

Active Cruise Control²



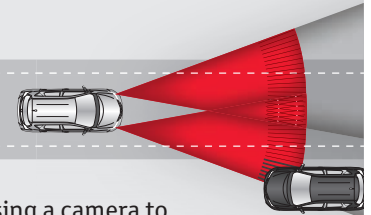
Active Cruise Control is designed to help keep a constant distance between vehicles. It uses a milliwave radar to monitor the gap between your vehicle and the one in front, automatically accelerating or slowing down when needed to help you maintain a set distance. All-speed available on CVT and high-speed on manual models.

Lane Departure Alert with steering assist²



Lane Departure Alert with steering assist is designed to help prevent vehicles drifting from their lane, by monitoring road markings, and providing a visible and audible alert should it detect any deviation from the lane. It may also apply additional steering force if needed, to help you stay in your lane.

Automatic High Beam²



Using a camera to sense either approaching headlights or the tail lights ahead, Automatic High Beam is designed to help you maintain safe and considerate driving by switching between high and low beam as needed.

Peace of mind comes from 1,264km¹ on one tank

The next generation Prius engine provides the optimum balance between fuel economy, low emissions and driving performance.

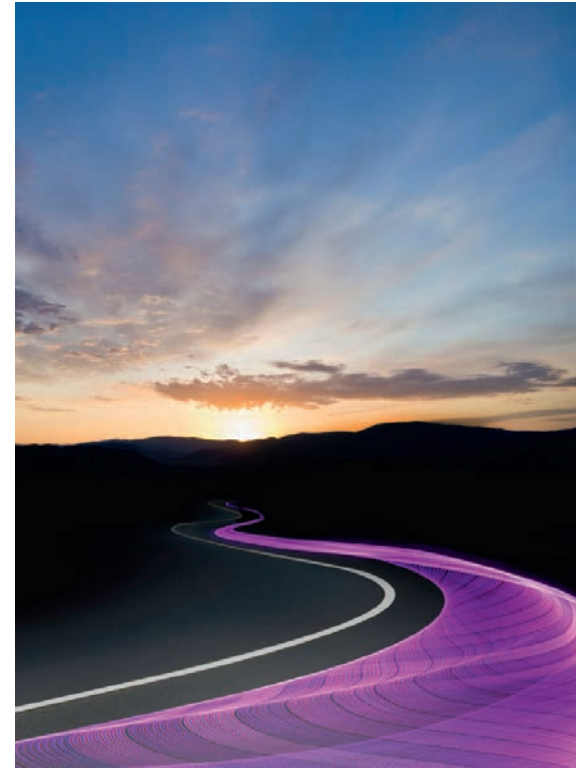
Its advanced Hybrid technology offers the reliability and quality you can always expect from Toyota, giving you peace of mind in every drive.

It delivers impressive acceleration, enviable fuel efficiency at up to 1,264kms¹ on one tank, and a calmer, more responsive, driving experience than ever before. Enjoy less stopping and more going with no need to plug-in, with the latest 1.8L engine combined with the responsive electric motor that charges as you drive.

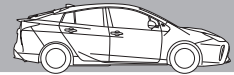
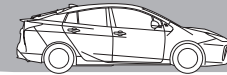
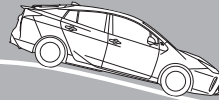
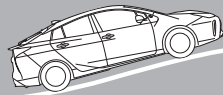
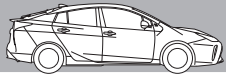
The all-new Hybrid engine delivers optimal torque control between the engine and electric generator for maximum performance while the Power Control unit, Hybrid Transaxle and the Hybrid battery have been developed to be compact and lightweight for higher efficiency.

Toyota has led the way in Hybrid technology for over 20 years. As it proves to be one of the most satisfying and enjoyable drives on the road, it's easy to see why millions of drivers worldwide have made the switch. You can be confident that Prius will take you further, for less.





Toyota Hybrid's latest technology gets you moving powerfully and smoothly every time. Enjoy an uncompromising drive with responsive, dynamic performance.



STARTING OFF

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

FULL ACCELERATION

Power is provided by the petrol engine in addition to the electric motor. Output is maximised for acceleration.

BRAKING & DECELERATION

The electric motor functions as a generator to recharge the battery by itself. No fuel is used, so there are no CO₂ emissions.

NORMAL DRIVING

A mix of petrol and electric is used for best economy, depending on the conditions. The battery is recharged where possible.

AT REST

With the car brought to a stop, the petrol engine cuts off. The system automatically avoids idling to conserve fuel and reduce CO₂ emissions.



i-Tech® model shown

Prius



- 1.8L petrol engine with Toyota Hybrid System
- 15" alloy wheels
- Daytime Running Lamps (DRLs)
- Privacy glass (rear side and rear glass)
- 3-spoke synthetic leather steering wheel
- Power adjustable driver's seat lumbar support

- Advanced climate control air conditioning
- Auto-dimming rear view mirror
- Smart entry and start system (driver's door only)
- Head-Up Display (HUD)
- 7" colour touchscreen display with satellite navigation,³ digital radio⁹ and Toyota Link⁷

- JBL^{®4} 10-speaker premium sound system
- Wireless phone charger⁸
- 7 SRS airbags
- Seatbelt warning
- Vehicle Stability Control (VSC)
- Toyota Safety Sense



Satellite navigation³



Head-Up Display



Wireless phone charger⁸

Prius i-Tech®



All the features of Prius, as well as:

- 17" alloy wheels
- Leather accented seats
- Heated front seats
- 8-way power adjustable driver's seat
- Smart entry (front passenger and boot)
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)



Colour your Prius.

Both Prius and Prius i-Tech[®] are available in seven colours. So you can colour your Prius just the way you choose, and if Feverish Red¹⁰ is your colour, it's applied using a new advanced paint technology resulting in a vibrant colour with a 3D appearance.



Glacier White 040



Crystal Pearl¹⁰ 070



Silver Pearl¹⁰ 1F7



Eclipse Black¹⁰ 218



Feverish Red¹⁰ 3U5



Graphite¹⁰ 1G3



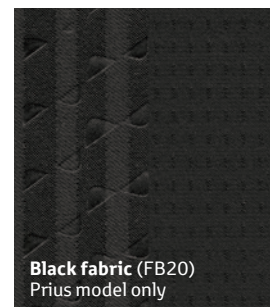
Blue Gem¹⁰ 8X7



i-Tech® interior shown

Assured comfort and understated elegance.

The Prius interior is purposely coordinated with fabrics and colours that provide an atmosphere of calm and accentuate the unique interior lines around you, rising to include tasteful leather accented seats in Prius i-Tech.®



Black fabric (FB20)
Prius model only



Black leather accented (LA20)
i-Tech® model only



Prius, customised to suit your style.

Personalise your new Prius to suit both your life and your style with Toyota Genuine Accessories.¹¹ They are designed to protect the internal space and help preserve your Prius. Have peace of mind knowing they are developed to meet strict

quality and performance standards and are backed by our Toyota Warranty.¹²

To find out more, go to toyota.com.au/prius



Slimline weathershields – i-Tech® model shown



Door handle protection film – i-Tech® model shown



Carpet floor mats – i-Tech® model shown



Alloy wheel lock nuts



First aid kit – Personal



The Toyota Advantage

Every Toyota gives you a lifetime of advantages. That's what makes it a Toyota. You'll enjoy legendary Toyota value from the moment you drive away, and you'll continue to appreciate the quality, safety and innovation that's engineered into each model, every day you drive.

Discover the full range of products and services and find your nearest Dealer at toyota.com.au

Discover the freedom of Toyota Access¹³

Toyota Access puts you in complete control when buying a new car, with lower monthly repayments.¹⁴ Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/toyota-access

Capped price servicing¹⁵

A new Toyota means you don't have to worry about unexpected service costs. Every Toyota comes with a low, capped price service cost for a set number of years/kilometres. Pay the same low capped price from one eligible logbook service to the next for up to three years or 60,000km, whichever occurs first (including Genuine parts, labour and fluids). For the full benefits consult a Toyota Dealer or visit toyota.com.au/advantage

Toyota Warranty Advantage

Every new Toyota is built to exceptional standards, and from 1 January 2019, Toyota vehicles are backed by a five year/unlimited kilometre warranty.¹⁶ If your vehicle is properly serviced and maintained per its Warranty and Service Book, we'll extend your engine and driveline warranty for an additional 2 years,¹⁷ giving you peace of mind for years to come. In the event of a claim covered by warranty, you are covered by a 60 day money back guarantee and 7 years emergency assistance including expenses related to car hire, towing or even accommodation if required. For more information visit toyota.com.au/owners/warranty

Your battery goes further¹⁸

The Hybrid battery used by Toyota, requires no maintenance, charges automatically while you drive and never needs to be plugged into a power supply. From 1 January 2019, Toyota Hybrid batteries are backed by a five year/unlimited kilometre warranty. Complete an annual hybrid battery health check according to Toyota specifications during routine maintenance, and we'll extend your Hybrid battery warranty to 10 years.

Finance to get you going

If you need a little help, Toyota Finance¹⁹ can offer you a wide range of vehicle financing options. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.

Insurance options

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first three years, use of Toyota Genuine Parts, and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.²⁰ For more information visit toyota.com.au/insurance

Extend your peace of mind

Whether it's a flat tyre, lost keys or a flat battery, Toyota Roadside Assist²¹ is never more than a phone call away. Available 24 hours a day, seven days a week, our technicians are there to help you get back on the road. For more information visit toyota.com.au/insurance/roadside-assistance

Disclaimers and Notice

- 1 Achieved in test conditions for comparison purposes only. Actual fuel consumption varies depending on driving conditions/style, vehicle condition, load and options/accessories fitted. Source: ADR81/02 combined 3.4L/100km for auto models.
- 2 Driver assist feature. Only operates under certain conditions. Check your Owner's Manual for explanation of limitations. Please drive safely.
- 3 Coverage varies based on vehicle location.
- 4 JBL® is a registered trademark of Harman International Industries, Incorporated.
- 5 Not all devices will be compatible. Functionality varies depending on device.
- 6 Bluetooth® is a registered trademark of Bluetooth SIG, Inc.
- 7 Uses third party information which may not be accurate or cover all areas, fuel types or fuel providers. Navigation is available in certain vehicle models and grades only. Compatibility and functionality varies depending on device. For details see toyota.com.au/toyotalink
- 8 Only Qi-supported devices compatible. Refer to device manufacturer. May require additional purchase of accessory to support wireless charging.
- 9 Coverage dependent on vehicle location.
- 10 Paint featured is an optional extra at additional cost.
- 11 Toyota Genuine Accessories are not applicable to all models/grades. See your Toyota Dealer to confirm Accessories suitable for your vehicle. Toyota Australia uses its best endeavours to ensure material is accurate at the time of publishing. All information must be confirmed with your Toyota dealer at the time of ordering, as specifications, applicability and availability may change over time. Colours displayed are a guide only and may vary from actual colours due to the printing/display process. Toyota Australia reserves the right to change and/or discontinue, without notice, prices, colours, materials, equipment and specifications. To the extent permitted by law, Toyota Australia will not be liable for any damage or loss incurred from relying on the information and images contained in this material. Consider the mass of your load and your selected accessories to ensure your vehicle will not exceed gross vehicle mass limits. Certain accessories when fitted may require removal of standard equipment, which may be retained by Toyota. Visit toyota.com.au/vehiclepayload
- 12 Toyota Genuine Parts/Accessories purchased at & fitted by a Toyota dealer to a Toyota vehicle purchased on or after 01/01/2019 are warranted for the remainder of that vehicle's Toyota Warranty Advantage period, or 2yrs (whichever is greater). Genuine Parts/Accessories purchased from a Toyota dealer over the counter are warranted for 2yrs from date of purchase. See toyota.com.au for T&Cs. This warranty does not limit & may not necessarily exceed your rights under the Australian Consumer Law.
- 13 Terms and Conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 14 Lower monthly repayments compared to a similar term with no Guaranteed Future Value (GFV) or equivalent balloon final payment. Total interest charges will be higher if a GFV or balloon final payment is selected.
- 15 Applies to standard scheduled logbook servicing (normal operating conditions). Excludes Government and Rental vehicles. For details see your Toyota Dealer or visit toyota.com.au/advantage
- 16 Applicable to new vehicles delivered on or after 01/01/2019. The standard Toyota Warranty Advantage period is 5yrs, with unlimited kms, from delivery. Excludes vehicles used for a commercial purpose, such as taxis, hire vehicles and vehicles transporting people or goods for payment including rideshare. The commercial vehicle Toyota Warranty Advantage period is 5 years from delivery or 160,000kms (whichever occurs first). See toyota.com.au/owners/warranty or your vehicle's Warranty and Service Book for T&Cs. This warranty does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 17 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) extended Engine and Driveline coverage is for 7 years from delivery, provided your vehicle is properly serviced and maintained per its Warranty and Service Book. See toyota.com.au/owners/warranty for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 18 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) Hybrid (HV) Battery coverage is for up to 10 years, with unlimited kms, from date of first delivery. It is comprised of the standard 5 year TWA and extended each year for an additional 5 years with an annual hybrid health check inspection according to Toyota specifications. See toyota.com.au/owners/warranty or your vehicle's Warranty and Service Book for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 19 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 20 Terms and conditions apply. This advice is general in nature and does not take into account your objectives, financial situation or needs. Before making a decision to purchase any of the insurance products you should consider the appropriateness of the advice taking into account your own objectives, financial situation and needs and refer to the current PDS for the relevant product available from participating Dealers, via our website at toyota.com.au/insurance or by calling 137 200. Toyota Insurance purchased in a dealership or via the Toyota Insurance National Customer Solutions Centre is issued by Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536. The insurer is Aioi Nissay Dowa Insurance Company Australia Pty Ltd ABN 11 132 524 282, AFSL 443540 (Adica). If Toyota Insurance is purchased online, the issuer and insurer is Adica.
- 21 Toyota Extra Care Roadside Assist is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.

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