

The image is a large-scale mosaic composed of thousands of tiny, square tiles. Each tile contains a different small image, likely related to nature, technology, or the environment. The overall composition is a landscape featuring a car in the foreground, a body of water in the middle ground, and a forested hillside in the background. The car is positioned in the lower right, facing left. The water is a winding path through the center. The background is dominated by a dense forest of green trees. The top of the image is a gradient of blue and green, suggesting a sky or a distant horizon. A dark green, leaf-like shape is positioned in the upper right corner, containing the text.

2002 PRIUS | genius

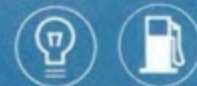
WHEN IT SEES RED,  
IT CHARGES.



Prius shown in Silver Strata Metallic.

You've heard people say their car was "smart-looking." And you've heard people say their car was "a smart purchase." But never that their car is "so smart it uses a gas engine and an electric motor to get 52 miles per gallon in the city and 45 on the highway." Or that "It's so smart that its self-contained hybrid power system never has to be recharged by an outside source." And of course you never hear: "It's so smart it reduces noise and emissions to help preserve the environment." You don't hear most people talk about their cars that way. But then, most people don't drive a Prius.

<sup>1</sup>See Specifications page for more information on mileage estimates.



Multi-information display panel.



Available touch-screen DVD navigation system.<sup>2</sup>



Deluxe AM/FM ETR/Cassette audio system.

There's the comfort of knowing you have complimentary roadside assistance.<sup>2</sup> And three years of free scheduled maintenance.<sup>2</sup> And an 8-year/100,000-mile warranty.<sup>2</sup> Then there's the peace of mind that comes with knowing that you're helping the environment. Those are the things that make Prius so special. Otherwise, this car is not unlike our other sedans. There's a handsome interior that seats five, and even an available touch-screen DVD navigation system! That's Prius for you. Part electricity. Part gas. Altogether ingenious.

<sup>1</sup>See Accessories section for more information on Toyota's touch-screen DVD navigation system.

<sup>2</sup>See your participating Toyota dealer for details.

<sup>3</sup>See Warranties section for more information on hybrid-related component coverage.

## PRIUS STANDARD FEATURES

- Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights
- Liquid crystal multi-information display panel with energy monitoring, outside temperature and audio status modes
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with engine immobilizer
- Power windows with driver's window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Driver and front passenger air bag Supplemental Restraint System (SRS)\*
- Rear-seat Child Restraint System (CRS) top tether anchors and ISO-FIX lower anchor points
- Internal trunk-release handle
- Remote trunk, hood and fuel-filler door releases
- Deluxe AM/FM ETR/Cassette with 4 speakers
- 12-volt auxiliary power outlet
- CFC-free 2-way flow automatic climate control with air filtration

- Center console with storage and dual front and rear cup holders
- Fabric-trimmed rear bench seat with separate headrests
- Fabric-trimmed 4-way adjustable front seats with adjustable headrests and seatback pockets
- Fabric-trimmed door panels with storage pockets
- Digital quartz clock
- Tilt steering wheel
- Dual sun visors with driver and passenger vanity mirrors
- P175/65R14 low rolling-resistance tires on 14" aluminum alloy wheels
- Color-keyed rear spoiler
- Aerodynamic multi-reflector halogen headlamps
- Color-keyed front and rear bumpers and door handles
- Dual color-keyed power remote outside mirrors
- Washer-linked variable intermittent windshield wipers
- Tinted thermal absorption glass with ceramic rear window sunshade
- Heavy-duty electric rear window defroster

## AVAILABLE OPTIONS

- Cruise control
- Touch-screen DVD navigation system<sup>1</sup>

- Driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)\*
- Daytime Running Lights (DRL)

## SAFETY FEATURES

- 3-year complimentary roadside assistance and basic maintenance
- Standard regenerative Anti-lock Brake System (ABS)
- Front and rear energy-absorbing crumple zones
- Side-impact door beams
- Driver and front passenger air bag Supplemental Restraint System (SRS)\*
- Driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)\* — available
- Rear-seat Child Restraint System (CRS) top tether anchors and ISO-FIX lower anchor points
- Internal trunk-release handle
- 3-point seatbelts in all seating positions
- Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (ALR/ELR) on all other seatbelts
- Adjustable front seatbelt shoulder anchors

- Front seatbelt pretensioners with force limiters
- Driver and front passenger seat seatbelt warning sensor
- Soft upper interior trim
- Adjustable front headrests, separate rear headrests
- Child-protector rear door locks
- Center high-mount stop lamp (CHMSL)
- Hood hold-down hooks

\*The Toyota driver, front passenger and front seat-mounted side-impact air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to inflate in a severe frontal collision. The side-impact air bags are designed to inflate in severe side-impact collisions. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the air bag modules and do not lean against the door. Do not put objects in front of an air bag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

## ACCESSORIES

Add a personal touch to your Prius with Toyota options and accessories. Remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, and some options and accessories may not be available in all regions of the country. So see your Toyota dealer, who can help locate the Prius that's right for you.

- 6-Disc In-Dash CD Changer
- CD Deck
- Glass Breakage Sensor (GBS)<sup>2</sup>
- Wheel Locks
- Carpeted Floor Mats

- Cargo Net
- Front-End Mask

<sup>1</sup>The Toyota touch-screen DVD navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other

road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. See your navigation Owner's Manual and your Toyota dealer for further details.

<sup>2</sup>Available for vehicles with factory security.

## TOYOTA FINANCIAL SERVICES<sup>1</sup>

You're thinking about driving a Toyota. You may also be thinking about whether you should purchase or lease your Toyota. Toyota Financial Services (TFS) offers a variety of finance and lease products to complement your lifestyle. At TFS we realize that purchasing or leasing a vehicle is a major financial commitment and we have developed some of the

finest insurance products to help protect your interest over time. And in most cases, you may include the cost of these products in your finance or lease contract.

With TFS, you'll find the quality and service that you have come to expect from Toyota. Keep it in the Toyota family — choose TFS for your finance and

insurance needs. Be sure to ask your Toyota dealers or go to [toyotafinancial.com](http://toyotafinancial.com) for details.

<sup>1</sup>Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available to qualified customers through your participating Toyota dealer and Toyota Financial Services. See your participating Toyota dealer or [toyotafinancial.com](http://toyotafinancial.com) for details.

## WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

**Basic:** 36 months/36,000 miles (all components other than normal wear and maintenance items).

**Hybrid-Related Component Coverage:** Prius' hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles.

**Powertrain:** 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and air bags).

**Rust-Through:** 60 months/unlimited miles (corrosion perforation of sheet metal).

**Emissions:** Coverages vary under Federal and California regulations. Refer to applicable Owner's Warranty Information booklet for details.

**Accessories:** 12 months/unlimited miles, or the remainder of any applicable new vehicle warranty (except car covers, which are warranted for 12 months).

You may be eligible for transportation assistance if your vehicle is required to be kept overnight for warrantable repairs.

For complete details about Toyota's warranties, please visit [toyota.com](http://toyota.com), refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

Toyota is constantly improving its products and has developed more vehicles rated "most fuel efficient" in their class than any other brand. (Based on 2001 EPA Most Fuel Efficient rankings using EPA size classes and estimated city mpg.)

## SPECIFICATIONS

### MECHANICAL/PERFORMANCE TOYOTA HYBRID SYSTEM (THS)

Gasoline engine Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.5 liters (1,497 cc)
Bore x stroke	75.0 mm x 84.7 mm
Compression ratio	13.0:1
Valvetrain	Double overhead cam (DOHC) 16-valve with Variable Valve Timing with intelligence (VVT-i)
Induction system	Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition system (TDI)
Horsepower	70 hp @ 4,500 rpm
Torque	82 lb.-ft. @ 4,200 rpm
Emissions rating	Super Ultra Low Emission Vehicle (SULEV) <sup>1</sup>

### ELECTRIC MOTOR/GENERATOR/POWER STORAGE

Motor type	Permanent magnet
Power output	33 kW/44 hp @ 1,040–5,600 rpm
Torque	350 N-m/258 lb.-ft. @ 0–400 rpm
Battery type	Sealed Nickel-Metal Hydride (Ni-MH) <sup>2</sup>
Output	273.6 V (228 1.2-V cells)
Transmission	Electronically controlled continuously variable transmission (ECVT)
Suspension	
Front	Independent MacPherson strut with stabilizer bar
Rear	Torsion beam with stabilizer bar
Steering	Rack-and-pinion with electric power-assist
Turning circle (ft.)	31.5
Brakes	Power-assisted ventilated front disc/rear drum with standard Anti-lock Brake System (ABS) and regenerative braking

### EXTERIOR DIMENSIONS (IN.)

Overall height	57.6
Overall width	66.7
Overall length	169.6
Wheelbase	100.4
Track (front/rear)	58.1/58.3
Coefficient of drag (Cd)	0.29
Ground clearance	4.9

### INTERIOR DIMENSIONS FRONT/REAR (IN.)

Head room	38.8/37.1
Shoulder room	52.8/52.2
Hip room	50.7/51.9
Leg room	41.2/35.4

### WEIGHTS AND CAPACITIES

Curb weight (lbs.)	2,765
Seating capacity	5
Passenger volume (cu. ft.)	88.6
Cargo volume (cu. ft.)	11.8
Fuel tank (gal.)	11.9

### TIRES

Standard	P175/65R14 low rolling-resistance tires on aluminum alloy wheels
Spare	Temporary

### MILEAGE ESTIMATES (MPG CITY/HIGHWAY/COMBINED)<sup>3</sup>

	52/45/48
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<sup>1</sup>California Air Resources Board SULEV-certified for California and some Northeastern states. ULEV-certified for the rest of the country. For more information about the certification process and criteria, please see [www.arb.ca.gov](http://www.arb.ca.gov).

<sup>2</sup>Hybrid vehicle battery assembly has an expected life of 10 years. <sup>3</sup>Preliminary mileage estimates determined by Toyota. Final EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in

your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle. Specifications, standard features and available equipment are based upon information available at the time of printing, are subject to change without notice, are for mainland U.S.A. vehicles only and may differ in the state of Hawaii and in other regions.

### 1-800-GO-TOYOTA

Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-GO-TOYOTA and tell us your story.

### toyota.com

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PC2-012 (9/01) 00616-02PRI  
Litho in U.S.A. (315M)



Silver Strata Metallic with Gray Interior



Super White with Gray Interior



Aqua Ice Opalescent with Gray Interior



Electric Green Mica with Gray Interior



Blue Moon Pearl with Gray Interior



Brilliant Blue Pearl with Gray Interior

Toyota has always been committed to building cars of the absolute highest caliber. Today, that also means developing technologies that make cars more efficient and less harmful to the environment. It's a process of striving to meet the needs of drivers on the one hand, and the needs of the planet on the other. We call it "eco logic." The Prius is a perfect example. This amazing car emits up to 84% less of the smog-forming emissions than are allowed under Federal guidelines. Yet, it drives like any other sedan. That's probably why, since 1997, we've sold over 65,000 of them worldwide. Making it a hit with consumers and environmental groups: The Sierra Club named it the first Green Family Car. In addition, Toyota has received that organization's "Excellence in Environmental Engineering" award. Aside from Prius, other Toyota models — such as the Tundra, Sequoia and the all-new Camry — are now classified as Ultra Low Emission Vehicles (ULEV). And more such vehicles are on the way. Toyota Greener Engineering. Transportation is finally evolving.

"As a public health advocate, I've long called for the production of cleaner, more efficient vehicles. The Prius hybrid system is part of the clean air solution and Toyota should be commended for its committed efforts to improving the health and quality of life for all Americans."

— John Garrison, former CEO of the American Lung Association

Prius Weblinks: To really explore what makes Prius so ingenious, log on to:

<a href="http://toyota.com/prius/purchaserequest">toyota.com/prius/purchaserequest</a>	Order your Prius here.
<a href="#">/exterior</a>	A 360-degree view of Prius' exterior.
<a href="#">/interior</a>	A 360-degree view of Prius' interior.
<a href="#">/safety</a>	Learn all about Prius' available side-impact air bags.
<a href="#">/hybridtechnology</a>	See what Prius does for the environment.



GET THE FEELING. TOYOTA.

[toyota.com/prius](http://toyota.com/prius)