

2010

Prius



 **TOYOTA**
make things better



Prius

The 3rd generation Prius. It's a better hybrid. It's a better car. The product of three cycles of design evolution, the 2010 Prius has been totally redesigned to be more stylish, yet more aggressive. It has a striking, even more aerodynamic shape, yet it still manages to increase both headroom and cargo space. Under the hood, yet another innovative paradox; more power, less fuel. The all-new 1.8-litre engine receives 22% more power while consuming 7% less fuel, giving the Prius a combined city/highway rating of 3.7/4.0 k/100 km, making it Canada's most fuel-efficient vehicle.⁶ And it also includes an array of innovative options like a moonroof with imbedded solar panels to power ventilation. Bridging the gap to the future today, that's how we make things better.

FRONT COVER/
PAGE 2
Prius with Premium
Package w/Solar
Panel shown in
Blizzard Pearl.

TOYOTA'S HYBRID SYNERGY DRIVE combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than many typical new conventional vehicles¹ and offers enhanced efficiency by combining gas and electric power. Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel economy.



¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Prius

FUEL CONSUMPTION²

3.7 City/4.0 Highway L/100 km
1.8-litre, 4-cylinder with
Hybrid Synergy Drive

The 3rd generation Prius was designed to give the driver complete awareness of the road ahead and unhindered, control of the technology inside. By combining intuitive features like the Touch Tracer Display, Eco driver monitor and available Navigation System,⁴ Prius offers greater freedom to operate the vehicle, while also providing necessary information and helping to reduce driver distraction.

SELECT FEATURES

- Hybrid Synergy Drive.
- 134 hp hybrid system net power⁵
- 1.8-litre, 4-cylinder, DOHC, 16-valve, VVT-i gas engine.
- Sealed Nickel-Metal Hydride HV battery.
- Continuously Variable Transmission (CVT), low co-efficiency of drag (.25 Cd).
- Push Button Start, Smart Key System.
- AM/FM CD/MP3/WMA player, 6-speakers, audio auxiliary input jack, XM[®] satellite ready antenna with prewire.

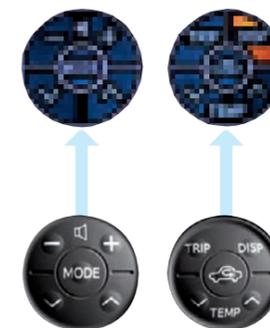


ELECTRONIC SHIFT LEVER Input from the driver is sent to the drive-by-wire transmission via an electronic shift lever.



INTELLIGENT PARKING ASSIST Press the available Intelligent Parking Assist button and an image of the desired parking spot appears on the navigation screen, with a box indicating the final position of the vehicle. Once the driver approves the position, Prius steers and virtually drives by itself, only requiring soft braking by the driver to stop the vehicle in the intended parking spot.

EV/ECO/POWER MODE Three additional modes for special types of driving. EV mode drives solely on battery power for up to 1.6 kms under certain conditions. Eco mode helps maximize fuel economy. Power mode increases gas pedal sensitivity so you can achieve more get-up-and-go.



TOUCH TRACER DISPLAY Steering wheel-mounted controls let you adjust settings for temperature, audio mode and volume, which are conveniently displayed on the instrument panel.





In designing the 2010 Prius, one objective couldn't be compromised: to give Prius more room inside. So our designers found ways to add more space for you, your passengers and all your cargo. The front seats feature a slim new seatback design that creates more knee room for the rear passengers, while improving the comfort of the front seat passengers. And with a larger cargo area in the back, the 3rd generation Prius can adapt to any travel need.



BLUETOOTH[®] CONNECTIVITY Available Bluetooth[®] technology helps Prius integrate seamlessly with your life. The advanced Bluetooth[®] functionality lets you stream music files stored on your compatible stereo Bluetooth[®]-enabled phone directly to the Prius optional audio system.



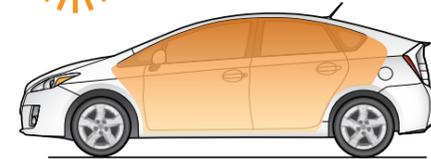
JBL[®] AUDIO SYSTEM Prius fuels your passion for music with an available JBL[®] audio system that reproduces sound with the power, clarity and fullness of a live concert. And you can link to available satellite radio via controls on the Touch Tracer Display.



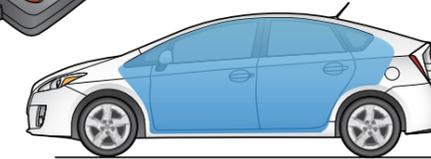
6-WAY ADJUSTABLE DRIVER'S SEAT Sit down. Get comfortable. It's easy, thanks to a 6-way adjustable driver's seat with available lumbar support that lets you find your ideal position.



LED LIGHTS The available LED headlamps help reduce the electricity consumed by the headlamps approximately 20 to 30 percent, aiding the overall efficiency of Prius.



REMOTE AIR CONDITIONING SYSTEM Prius starts to cool itself before you get in. When you're within 28 metres of the vehicle, use your key fob to activate the available Remote A/C System. The interior can cool to your preset temperature level without even turning the engine on.



SOLAR ROOF The available solar roof in the 2010 Prius is embedded with solar panels. When Prius is parked in direct sunlight, these solar panels can power a fan which brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.



Prius shown in Blizzard Pearl.

More edge. More style. Less wind resistance. Along with a new, more aggressive look, Prius uses its shape to help cut fuel consumption. Its crisp sculpted lines follow aerodynamic principles to resist the wind and ultimately improve fuel efficiency. With a 0.25 drag coefficient, it's one of the lowest of any mass-produced vehicle in the world.

WATER-REPELLENT GLASS An available water-repellent film in the front door windows helps keep the glass clear, improving visibility.



Canada's most fuel-efficient vehicle.⁶

The 3rd generation Prius uses Toyota's legendary Hybrid Synergy Drive, which can propel Prius using either the gasoline engine or electric motor, or from both simultaneously. The result is a powerful driving experience with lower emissions, making Prius Canada's most fuel-efficient vehicle⁶ with an outstanding combined city/highway fuel consumption rating of 3.7/4.0 L/100 km.



FEEDBACK TO THE DRIVER
A set of digital readouts located on the Eco driver monitor provides constant feedback to the driver. You can instantaneously monitor your fuel consumption or use the Hybrid System Indicator to help optimize your fuel efficiency.

Prius with Touring Package shown in Classic Silver Metallic.



- STARTING** From initial "light" or "moderate" acceleration to low speeds, the Prius is powered solely by a high-torque electric motor.^A
- NORMAL RUNNING** In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed.
- FULL ACCELERATION** Under full throttle acceleration, both the gasoline engine and the electric motor are committed to providing power to the wheels.
- DECELERATION/BRAKING** When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery.
- STOPPING** When the Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.^B

^AGasoline engine utilized for acceleration on cold starts and full acceleration. ^BThe preceding are based on a "likely scenario" for driving conditions.

Safety

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into every Prius. Standard equipment on every 3rd generation Prius includes seven airbags: an Advanced Airbag System for the driver and front passenger; front and rear side curtain airbags; front seat-mounted side airbags for the driver and front passenger; and a driver's knee airbag.

SELECT FEATURES

- Antilock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA).
- Integrated Regenerative Braking System, Electronically Controlled Hydraulic System (ECB2).
- Dual-Stage Driver and front passenger airbag Supplemental Restraint System (SRS).¹
- Front seat-mounted side airbags (SRS).¹
- Front and rear head/side curtain airbags (SRS).¹
- Driver knee airbag (SRS).¹
- Energy absorbing collapsible steering column.
- Energy absorbing upper interior trim.
- Anchor points for child restraint seats, child protector rear door locks.
- Adjustable front and rear headrests.
- Door ajar, low fuel warnings.
- Engine immobilizer.



ACTIVE FRONT HEADRESTS

Prius comes standard with active headrests in the front seats that help keep the occupants' heads ideally positioned in the event of certain lower-speed rear-end collisions.

DYNAMIC RADAR CRUISE CONTROL PRE-COLLISION SYSTEM (PCS) Located behind the front grille, the available Dynamic Radar Cruise Control senses the vehicle ahead and automatically adjusts your vehicle speed to allow for a safe and comfortable distance between vehicles. The available Pre-Collision System is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help reduce collision damage.

Toyota Quality

Quality is built right into the production process from the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

THE TOYOTA PRODUCTION PROCESS is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality.



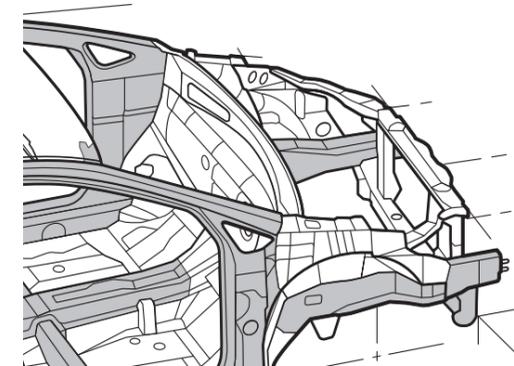
THE HUMAN TOUCH. As impressive as the machinery is, the achievement of perfect fit and finish is also the result of continuous human touch for every step of the way.

SOUND PROOFING TECHNOLOGY. Our Toyota team seeks out every source of noise within the vehicle and works to ensure that they are no longer an issue. This is achieved by using a network of complex sound-absorbing and vibration-damping materials to isolate our interiors from the outside.



TOYOTA CANADA COLD RESEARCH CENTRE. Located in Timmins, Ontario, our teams simulate Canadian winter conditions at our cold weather testing track to make certain that our vehicles remain dependable throughout the long winter months.

TOYOTA'S COMMITMENT TO QUALITY is evident by the frequent awards won by Toyota vehicles, the Canadian manufacturing plants, as well as the millions of satisfied customers who continue to choose Toyota vehicles year after year. For more information visit toyota.ca



2010 Colours



070 Blizzard Pearl^{A,B,C,D}



1F7 Classic Silver Metallic^{C,D}



202 Black^{A,B,C,D}



3R3 Barcelona Red Metallic^{A,B}



4T8 Sandy Beach Metallic^{A,B}



8T5 Blue Ribbon Metallic^{C,D,E,F}



8V1 Winter Grey Metallic^{C,D,E,F}

Please see your Toyota Dealer for details.

Interior colour options

^A Bisque Fabric.

^C Dark Grey Fabric.

^E Misty Grey Fabric.

^B Bisque Leather.

^D Dark Grey Leather.

^F Misty Grey Leather.

New vehicle warranty summary

NO DEDUCTIBLES – NO TRANSFER FEES

COMPREHENSIVE COVERAGE – 3 YEARS OR 60,000 KM This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS – 5 YEARS OR 100,000 KM This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS – 8 YEARS OR 130,000 KM This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION – 5 YEARS UNLIMITED DISTANCE Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

HYBRID-RELATED COMPONENTS – 8 YEARS OR 160,000 KM** This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

Protect your investment. Our accessory lineup not only adds convenience to your daily driving, but many also safeguard your Prius from external environmental damages.

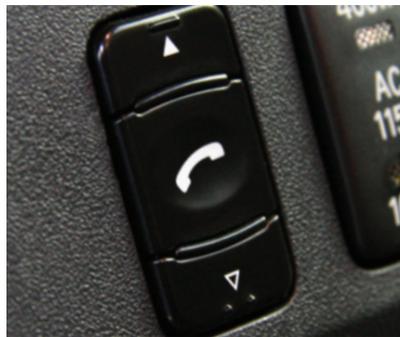
- All-Season Mats
- Ashtray
- Block Heater
- Bluetooth®³
- Bodyside Mouldings
- Cargo Liner
- Door Sill Protectors
- Emergency Assistance Kit
- First Aid Kit
- Hood Deflector
- iPod™ Adapter/Interface
- Licence Plate Cover
- Rear Bumper Protector
- Remote Engine Starter
- Satellite Radio



Hood Deflector Protect your vehicle with a high impact deflector that minimizes damage caused by road debris, pebbles and insects.



All-Season Mats Safeguard your vehicle's interior against mud, slush and salt with custom-fitted All-Season Mats.



Bluetooth®³ Keep your hands on the wheel and your eyes on the road as you talk conveniently and safely through the Bluetooth®³ hands free system.



Door Sill Protectors Keep your door sill clean from dirt and scratches with these functional and stylish nameplate-door sill protectors.



Cargo Liner Protect your interior with this durable vinyl liner which features a raised lip to contain spills for easy cleanup.



iPod™ Adapter/Interface Take your playlist on the road and manage your iPod™ with your vehicle's audio controls.

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. We service your Toyota the way we built it. So you can count on quality parts and professional service.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive, convenient services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.

Working together to make things better.

Through education, inspiration, financial support and a long standing commitment to the environment, Toyota Canada is proud to contribute to various community programs that are devoted to the betterment of our planet. To learn more about how we are working to make things better, visit us at Toyota.ca



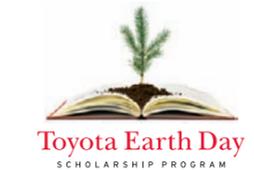
Photo: Joshua Berson



Photo: Evergreen – Jane Churchill



Toyota Evergreen Learning Grounds
Toyota Canada Inc. and its Dealerships partnered with Evergreen in 2000 to create the Toyota Evergreen Learning Grounds Program, that is transforming Canadian school grounds into natural learning environments. For more information visit evergreen.ca



Toyota Earth Day Scholarship Program
Toyota Canada Inc. and Earth Day Canada established the Toyota Earth Day Scholarship Program in 2003 to recognize and reward graduating high school students who have distinguished themselves through environmental, volunteer and academic excellence. Each year, 15 scholarships are awarded coast to coast, allowing Canada's future environmental leaders to continue their studies. For more information visit earthday.ca



Special Olympics Canada
Toyota Canada Inc. and its Dealers are National Sponsors of Special Olympics Canada, which is dedicated to making a difference in the lives of Special Olympics athletes. Toyota Canada Inc. reaches out to Special Olympics athletes whenever possible through participation in events at a local, regional, provincial and national level. For more information visit specialolympics.ca

¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.



Yaris Hatchback



Camry Hybrid



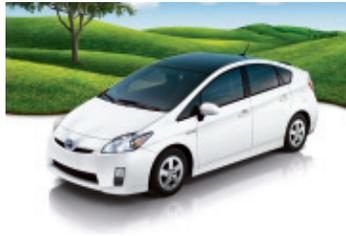
RAV4



4Runner



Yaris



Prius



Highlander



Sequoia



Corolla



Venza



Highlander Hybrid



Tacoma



Matrix



Avalon



FJ Cruiser



Tundra



Camry



Sienna

Our Toyota dealers realize that building a lasting relationship is about more than just selling a vehicle. That's why our approachable staff is always happy to assist you, whatever your need may be. To find a Dealer nearest you, visit toyota.ca



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