

# New Prius



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TODAY TOMORROW **TOYOTA**



## The next giant leap forward.

The all new, third generation Toyota Prius with Hybrid Synergy Drive® builds on the strengths of the earlier, revolutionary models. That means an even smoother, quieter, cleaner and more fuel efficient drive. It means more space, dynamism, power and performance. In short, the best just got better.





# The driving revolution continues.

Our latest full hybrid technology makes owning a Prius even more satisfying. It's a cutting edge combination of petrol and electric power that brings compellingly clear benefits – and an effortless drive.





## Exhilarating performance with world class efficiency.

Prius has a combined power of 136 DIN hp. The smooth and efficient engine seamlessly boosts you to 0–62 mph in a crisp 10.4 seconds, yet you'll only use 3.9 litres\* of fuel for every 62 miles of your journey. CO<sub>2</sub> emissions are as low as 89 g/km\*.

And it feels good too. The new Prius is bright and responsive in electric mode – but when you shrug off the city and pick up pace, you'll take control of the open road with outstanding driving dynamics, excellent handling and stability with quiet top speed cruising.

\* Combined cycle.







## Shaped by nature.

Thanks to the exceptionally sleek profile, the new Prius is one of the world's most aerodynamic cars. The benefits?

Enhanced all-round performance and economy, plus a unique and solid design.



# The future at your fingertips.

Absorb yourself in a driving environment that is brimming with innovative and intuitive technology.

## Eco driving

See just how efficient the new Prius is – and how efficiently you're driving with the Eco Drive Monitor. Along with real-time fuel consumption and hybrid power flow information, it indicates how effectively you're using the accelerator, helping you to change your driving style for better economy. Standard on all models.

## EV, ECO and POWER

There are three 'on demand' drive modes on the new Prius – EV, which is Electric only, ECO for improved fuel efficiency when less

power is required and POWER for increased throttle response and a more dynamic driving experience.

## Head-up display

This innovation means you never have to take your eyes off the road to read essential driving information. The head-up display projects data such as speed, navigation\* and Eco Drive details on to the base of the windscreen directly in front of you. It can be adjusted for brightness and height. Standard on all models.

## Touch Tracer

This world first from Toyota is a simple but very effective idea that means you don't have to look down when operating steering wheel-mounted buttons. All it takes is a touch of your thumb and an image of the button cluster appears in the high-mounted display, comfortably within view. Standard on all models.

\* T Spirit model only.







Cool and contemporary.  
Warm and welcoming with  
space for all the family.

Hi-tech features blend with inviting natural textures to create a state-of-the-art cockpit that is both calming and sophisticated. Room to savour quality drive time with family and friends. The new Prius boasts impressive luggage space – enough for three golf bags – considerable head and leg room for front and rear passengers, and many innovative storage solutions.



## Advanced safety.

Safety for all on board and in all possible situations is crucial. This is why the new Prius, built to achieve five stars in Euro NCAP safety rankings, delivers a host of state-of-the-art systems, all fitted as standard, for complete peace of mind.

### Driving stability

Many advanced driving support systems, fitted as standard, keep you safe and secure on the road. Vehicle Stability Control+ (VSC+), for instance, increases the already high protection levels of VSC by adding automatic steering assistance to the enhanced grip and cornering stability provided by the system. There's also Traction Control (TRC), which optimises road-holding on slippery surfaces.

### Emergency Brake Signal

Sometimes hard emergency braking can't be avoided. To help make sure you fully capture the attention of driver behind you, the new Prius features a clever emergency brake signal. Under heavy braking, the rear brake lights flash so the other driver can see what's happening and react in good time.



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### Protective body structure

The new Prius features special side-impact support boxes to help ensure survival space for all on-board, high-strength side members to reduce body deformation in a collision and high-tensile steel to react to and disperse frontal collision force. The car is even built to limit collision damage to other vehicles of different sizes and weights.

### Multiple airbags

Seven airbags throughout the new Prius offer comprehensive protection. Along with airbags for the driver and front seat passenger, there are front seat-mounted side bags, a driver's knee airbag and side curtain airbags.

### Active headrests

These can play an important role in helping to reduce neck and shoulder injuries in a rear collision. They work by moving forward when there's an impact, reducing the distance between your head and the headrest itself.

### Pedestrian protection

The chances of pedestrian impact injury have been further reduced with the cleverly structured new Prius. The cowl area crushes on impact from above, the bonnet features a sloping, injury-reducing design and the front bumper area is designed to absorb impact forces as well as reduce the likelihood of a person's legs from sliding under the car.

Non-UK specification vehicle shown.





# New Prius in detail.

Take a closer look at the new Prius to discover a multitude of ingenious design features. Breakthrough technology that has shaped the spacious and stylish new Prius. True innovations for advanced people.

## Remote Air Conditioning System\*

The world's first ever remotely operated pre-air conditioning system allows you, in the right conditions, to reduce the cabin temperature before you enter your parked Prius.

**Benefits** Remotely switch on the air conditioning.

## Powerful efficiency

The compact and lightweight petrol 1.8 litre engine functions with powerful efficiency, thanks to our advanced VVT-I technology, exclusive Atkinson cycle and a ground-breaking beltless design.

## Ecological plastic

Plastic produced from plant-only or a mix of plant and petroleum-derived materials is used on many features to reduce overall life cycle CO<sub>2</sub> emissions.

**Benefits** Reduced total life cycle CO<sub>2</sub> emissions.

## Driver innovations

Head-up display. Touch tracer controls. Three on demand driving modes.

## Eco driving

The Eco Drive Monitor together with real-time fuel consumption and hybrid power flow information indicates how effectively you are using the accelerator, helping you to change your driving style for better economy. Standard on all models.

## Lightweight body

Lightweight, low noise, low vibration body with full impact absorption attributes. Many parts are made from aluminium including the engine hood, back door and suspension knuckles.

**Benefits** A peaceful driving environment. Low fuel consumption and emissions.

## Solar Ventilation System\*

Revolutionary ventilation system driven by a hi-tech solar panel which operates when Prius is parked in the scorching sun. Not illustrated.

**Benefits** Helps to keep your car at an ambient temperature.

## Sleek aerodynamics

The exterior form is refined for extra dynamism and efficiency and features a distinctive rear spoiler for enhanced performance. The high roofline provides extra headroom.

**Benefits** Outstanding fuel efficiency and dynamic performance.

## Electric power

The smaller, more efficient nickel metal hydride battery is built to last the entire lifetime of the car.

## Smart Entry & Start System

Instead of a conventional key the Smart Entry & Start System features a transmitter that allows you to unlock the doors by simply touching the handle\*\* or start the engine at the touch of a button. All you need to do is carry the Smart Entry key with you.

## Smart parking

The new Prius can park itself. The Intelligent Parking Assist (IPA) option uses a rear camera and ultrasonic sensors to find a useable space and self-steer the car home. Its tried, tested and appreciated technology, already enjoyed by owners of the second generation Prius, has been further refined. Standard on T Spirit only.

**Benefits** Effortless parking.

## Automatic CVT transmission

Our innovative system seamlessly interacts between power sources for super-smooth gear transition and acceleration.



\* Optional on T Spirit only; can only be fitted with 15" wheels.

\*\* Driver's door only - T<sub>3</sub>. All doors - T<sub>4</sub> & T Spirit.

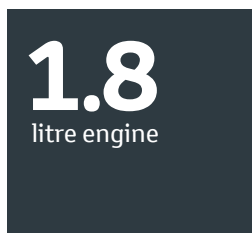


## Exhilarating performance and world-class efficiency

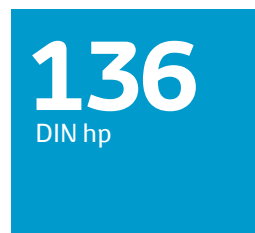
Outstanding levels of fuel efficiency, low CO<sub>2</sub> emissions and high performance are achieved through a potent combination of advanced hybrid technology, finely tuned aerodynamics and lightweight materials. Driving pleasure is enhanced by a smooth and responsive automatic CVT transmission, whilst the refined platform ensures outstanding suspension and handling stability. Start Prius without releasing any CO<sub>2</sub>, using advanced Stop & Start technology.



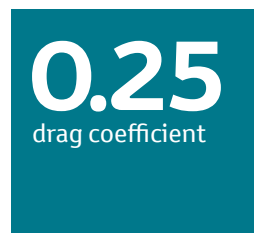
**Advanced full hybrid**  
The world's most advanced hybrid technology creates superior levels of performance and efficiency from each power source. Enjoy silent and emission-free driving in electric mode.



**Powerful efficiency**  
The compact and lightweight 1.8 litre engine functions with powerful efficiency, thanks to our advanced VVT-i technology, exclusive Atkinson cycle and a ground-breaking beltless design. Maximum torque is 142 Nm at 4000 rpm – providing an effortless drive at cruising speeds.



**Pure performance**  
Prius boasts a combined total power of 136 DIN hp, accelerating to 62 mph in 10.4 seconds – a match for any conventional 2.0 litre car.



**Trailblazing aerodynamics**  
The refined streamlined body shape is tested and developed using state-of-the-art airflow simulations and full-scale wind tunnel tests. With a drag coefficient of 0.25, it is the best in its class.

Ultra low CO<sub>2</sub> emissions

from **89** g/km\*

**72.4**  
mpg\*

**Class-leading fuel economy**

Fill up and cruise an average distance of up to 750 miles.

\* Combined cycle.





## Starting off

When you move off, the vehicle can run on the electric motor alone under the right driving conditions. The 60 kW motor output gives you a crisp start up with powerful and responsive performance delivering a maximum speed of up to 30 mph for up to 1.2 miles.

**Benefits** Zero emissions and a completely silent driving experience.



**Hybrid ECO area** Indicates zero fuel consumption through light operation of the accelerator. The ECO Drive Indicator\* is switched on.



## Regular driving

When cruising, the vehicle runs with the electric motor and petrol engine in the most fuel-efficient configuration. The flow of power between the two is managed by the highly responsive power control unit, specially designed to maximise economy and power.

With the EV button activated the vehicle is powered exclusively via the electric motor for up to 1.2 miles.

**Benefits** Highly fuel efficient driving, lower engine noise and responsive performance.



**ECO Drive area** Indicates minimal fuel consumption through controlled use of the accelerator. The ECO Drive Indicator\* is switched on.



## Full acceleration

Effortlessly accelerate into high speed cruising. The petrol engine combines with the electric motor to maximise performance. Even at high speeds, the new Prius is partly propelled by the electric motor for continued fuel economy, while the second motor ensures that electricity is generated throughout the drive.

**Benefits** Instant performance with excellent efficiency.



**Power area** Indicates greatest fuel consumption due to hard acceleration. The ECO Drive Indicator\* will switch off.



## Deceleration/braking

As you decelerate or brake, the battery recharges itself by recovering and converting kinetic energy into electrical energy. The ultra compact battery delivers extremely high-energy output (27 kW) with a larger capacity than any other hybrid system.

**Benefits** The battery is continuously charged and ready. No manual charging or leads.



**Charge area** Indicates that energy is being recovered and the battery is being charged during braking. The ECO Drive Indicator\* is switched on.

\* Illuminates during environmentally considerate driving.



## Hybrid Synergy Drive®

The world's most advanced full hybrid technology combines 1.8 litre VVT-i petrol engine technology with two electric motors to provide low fuel consumption and CO<sub>2</sub> emissions with powerful yet peaceful performance.

The sophisticated full hybrid system runs on the electric motor or petrol engine or a combination of both depending on speed and acceleration. The CVT transmission seamlessly transfers power from one source to another. The series-parallel layout means that the engine and motors are all separate.

This allows simultaneous motor assist and electric generation for maximum response and efficiency at every stage of your drive. You can operate solely on electric power for zero fuel consumption or emissions, but once you increase your speed the petrol engine will kick in and contribute to the additional exhilarating and powerful performance.

## It's easy to drive

Just drive normally and the new Prius will do the rest of the thinking for you. The Hybrid Performance indicator displays the flow of power by reading your pedal use – giving you a chance to monitor and hone your eco-driving skills. You will discover how a gentle use of the accelerator between speeds wastes less fuel and creates less emissions. In addition to the normal driving mode, you can now also enhance the power and efficiency of your drive by choosing from EV, Eco and Power modes.

The illustration on the left shows a typically ultra efficient journey.





### T<sub>3</sub>

Enjoy the true innovation of the world's most advanced car.



### T<sub>4</sub>

Elevated comfort and design.



#### Main features

- 15" alloy wheels with full wheel covers
- Head Up Display
- Touch Tracer controls
- Eco Drive support monitor
- Radio/CD player with six speakers
- Dual zone climate control air conditioning
- Smart Entry (driver's door only) & Start system
- Multi Information Display
- Front and rear electric windows
- Electric lumbar support
- Electrically adjustable & heated exterior mirrors with integrated turn signal
- Front fog lights
- Active LED rear brake lights
- Vehicle Stability Control+ (VSC+) with steering torque assist
- ABS, BA, EBD & TRAC
- Active front headrests
- SRS knee airbag – driver
- SRS seat mounted side airbags – driver and passenger
- SRS front and rear side curtain airbags – driver and passenger
- SRS advanced airbags – driver and passenger





**Main Features (in addition to T<sub>3</sub>)**

- 17" alloy wheels
- Radio/CD player with eight speakers and Bluetooth®
- Leather steering wheel
- Cruise control
- Full Smart Entry & Start system
- Rain sensing wipers

**Optional Features**

- Full leather upholstery
- Protection pack
- Style pack



## T Spirit

Superior comfort and an irresistible array of trailblazing technology combine to create an unparalleled driving experience.



**Main features (in addition to T<sub>4</sub>)**  
Premium Navigation system including:  
—7" colour touch screen display  
—10 GB music hard disk drive  
—Rear view camera  
—Intelligent Park Assist

**Optional features**  
—Full leather upholstery  
—Protection pack  
—Style pack  
—Solar roof (with 15" alloy wheels)



## Wheels and trims

Choose from six bold, sophisticated and natural interior colour schemes and 17" alloy wheels.



**15" alloy wheels with full wheel covers**  
Standard on T<sub>3</sub>

**17" alloy wheels**  
Standard on T<sub>4</sub> and T Spirit

Please note: When the solar roof is selected on T Spirit 15" alloy wheels are required.



**Tahara Dark Grey**  
T<sub>3</sub>



**Murana Light Grey (Orion Blue only)**  
T<sub>3</sub>



**Galena Dark Grey**  
T<sub>4</sub>/T Spirit



**Kalbarri Light Grey (Orion Blue only)**  
T<sub>4</sub>/T Spirit

**Tiega Dark Grey leather**  
Optional for T<sub>4</sub> and T Spirit  
Must be ordered when ordering your vehicle.





# Colours



3R3 Vermillion Red\*



040 Pure White



8T5 Orion Blue\*



8V1 Novus Grey\*



1F7 Tyrol Silver\*



070 White Pearl\*



202 Astral Black

\* Metallic paint.



## Option packs

Choose from our specially created range of Option packs to add a touch of individuality.

Please order when ordering your vehicle.

### Protection pack

Protect your new Prius with the parking aid system, which will be a big benefit in avoiding accidental damage when manoeuvring in tight spaces. The body coloured ultrasonic sensors in the rear bumpers link to an in-cabin alarm that warns of obstacles in your way. And for the boot of your Prius the tough, black rubber liner will protect against mud, dirt and spilled liquids.

### Style pack

With its smooth aerodynamic contours, the Prius turns heads in appreciation wherever it goes. Style pack accessories build on the appeal to make a personal statement.

Fog lamp contours, sills along the side and an eye-catching boot garnish add those extra details to create a co-ordinated yet highly individual appearance.

- 01Rear parking sensors
- 02Boot liner
- 03Front fog lamp contours
- 04Side sills
- 05Lower boot garnish



### Solar roof

The sun beating down on a car's roof can heat up an interior to uncomfortable levels. Not with the new Prius. Solar panels in the optional glass sunroof power a fan to keep the car well ventilated. As part of the system, the air conditioning can be switched on remotely using the key fob, cooling the car up to three minutes before you even get in. The solar roof also benefits from an electric tilt and slide sunroof. Optional on T Spirit only. Requires 15" wheels.

06Solar roof

Contact your local Toyota Centre for details of the full accessory range.



## Accessories

With genuine Toyota accessories you can personalise your Prius by adding your own extra touches of style, practicality and innovation. Reassuringly, each accessory comes with the same clever thinking and commitment to quality as the Prius itself.

### Audio

DAB Tuner USB box (USB/iPod®/iPhone® integration kit)  
Speaker set for (8–9 speakers)  
Amplifier SD 8 (8–9 speakers)

### Body exterior

Bumper corner protectors  
Front fog lamp contours (TMG)  
Licence plate garnish (TMG)  
Mud flaps, front pair  
Mud flaps, rear pair  
Rear bumper protection film  
Rear bumper protection plate – stainless steel  
Rear lower boot garnish (TMG)  
Side protection mouldings, black (can be painted at additional cost)  
Side sills kit (TMG)  
Wind deflectors (full set 4)

### Convenience

Bluetooth® hands free system  
Bluetooth® kit with SWC – (with Audio streaming)  
Cool/hot box  
Modular In-Car Entertainment system – for active headrest  
Satellite navigation system TNS 510  
Toyota Parking Aid, front 4-sensor system  
Toyota Parking Aid, rear 4-sensor system

### Interior trim

Carpet mats, aqua or anthracite, full set  
Scuff plates, front set

### Load space

Boot liner  
Boot mat

### Roof

Roof rack system  
The following accessories can be fitted with the above roof rack system:  
Barracuda bicycle holder – two can be installed  
Ski holders, small and large  
Luggage/Ski boxes – range of sizes in silver or black metallic finish  
Surfboard or windsurf board/mast holder  
Athletic roof platform  
Safari roof platform  
Surfboard holder  
Sydney kayak holder  
Canoe holder  
Fixation straps  
Load stop

### Safety

Child restraint seat, Baby Safe G0, birth to 13kg (approx. up to 15 months)  
Child restraint seat, ISOFIX Duo Plus G1 Plus, 9 to 18kg (approx. 8 months to 4 years)  
Child restraint seat, Kid G2, 15 to 36kg (3 years to 12 years)  
Fire extinguisher  
First aid kit  
High visibility reflecting jacket  
Warning triangle

## Child seats

Peace of mind is knowing that your younger passengers can travel in safety and comfort with the Toyota range of child restraint seats. Each seat is purpose designed for the special needs of particular age groups.

### 01 Babysafe restraint seat

Comfort and protection for babies from birth up to around 15 months (to 13 kg). An integral retractable canopy provides protection against the sun and wind.

### 02 Duo Plus ISOFIX restraint seat

For children of between eight months and four years (approximately 9 to 18 kg). For maximum safety, the seat locks into the rear ISOFIX bars to anchor directly to the car body and also has a top tether to prevent forward tipping. Deep padded wings increase side impact protection.

### Kid restraint seat

Height adjustable for children between three and 12 years (approximately 15 to 36 kg). A booster seat and adjustable head rest add flexibility for a growing child. Not illustrated.

01



02





# Audio & technology

The sophistication of Toyota technology accessories ideally complements the dynamics of modern living.

Whether for in-car entertainment, pan-European navigation or simply finding a better way of staying in touch, you'll find accessories that make the world a more rewarding place to be. Crucially, the ultra quiet Prius is the perfect environment for enjoying every feature on offer.

01



### Modular in-car entertainment system

Journeys will fly by for rear seat passengers as they watch a DVD or play a connected games console on the in-car entertainment system.

Features include an all in one DVD player with CD and MP3 compatibility, a 7" screen, infra red headphones, a remote control and a USB slot for accessing media straight from a memory stick.

Conveniently, you can move the unit between seats and cars and also adjust the screen height for adult or child viewing.

02



03



### 01 Modular in-car

Film and graphic imagery reproduce superbly on the system's 7" screen.

### 02 Headphones

The system's infra red headphones automatically shut down to preserve battery life when no signal has been received for a period of time.

### 03 Remote control

Passengers can operate the entertainment system without adjusting their seatbelts.

### 04 DAB

Enhances your Toyota radio or multi media navigation system to receive digital audio broadcasts.



### 05 iPod®, iPhone® and USB integration kit

Locates in the centre console to integrate your personal technologies with the Prius' standard multi-media navigation system or radio.





# Q&A

## Do I have to switch between power sources?

Prius automatically reads your use of the throttle to decide whether to drive with the electric motor, petrol or both – seamlessly flowing between sources. All you do is drive normally.

## Do I need a lead to re-charge the battery?

No, Prius charges itself, ingeniously gathering surplus energy generated by braking and exhaust heat. You do nothing. The life of the battery is dependent on driving conditions. It has a 5-year (from the day of new car registration) or 60,000 miles warranty, whichever comes first.

## Is Prius complicated to drive?

Prius is simple to drive. Press the start button, engage the accelerator and go. Clear and intuitive controls ensure an easy and invigorating experience. The full hybrid technology is so sophisticated that you don't have to do a thing to make it work.

## Does environmental efficiency mean a compromise on power?

At Toyota, we are dedicated to maximising both driving pleasure and efficiency – in equal measures. The 136 DIN hp engine provides powerful performance with world-class environmental credentials. Prius accelerates to 62 mph in 10.4 seconds, providing outstanding driving dynamics and quiet top-speed cruising.

## Shouldn't a 'green' car be smaller?

The Prius is the perfect size for family, business and everyday trips. Large enough to be comfortable and safe on long journeys, small enough to be manoeuvrable and fun in town.

## Are there any hidden costs – is it expensive to run?

There are no hidden costs. In fact the only secret is the extremely low overall ownership cost, the most economic in its class. Hybrid Synergy Drive® means you buy less petrol – and benefit from a 5-year warranty on its hybrid components. Low maintenance costs, no road fund licence and high residual values.

## Does Prius emit CO<sub>2</sub>?

Drive up to a maximum speed of 30 mph for up to 1.2 miles on electric motor only. You won't use a drop of petrol or emit a gramme of CO<sub>2</sub>. When you speed up and engage the petrol engine, Hybrid Synergy Drive® balances the flow of fuel with electric power to minimise emissions.

## What is the difference between hybrid vehicles and electric vehicles?

Electric vehicles are powered solely by an electric motor, operating efficiently at slow speeds only – without emissions. Hybrid vehicles combine the best of petrol engine technology with an electric motor to assist with powerful acceleration and high speed driving performance.

## Are all hybrid vehicles the same?

Not all hybrids are the same. There are 2 main types of system; series-parallel (full hybrid) and parallel (mild hybrid).

Toyota series-parallel is the most versatile system, operating with a separate electric motor and generator. The generator, motor and petrol engine are free to combine harmoniously during your drive to provide maximum efficiency, performance and power generation. Uniquely, full hybrid means you can run on electric alone and recycle a maximum amount of otherwise wasted energy. The benefit: you use less fuel and emit less CO<sub>2</sub>. In short, full hybrid means full driving satisfaction.

In contrast, the parallel system cannot benefit from simultaneous motor assist and electricity generation. The result is that you use more fuel and emit more CO<sub>2</sub>.

## What is the environmental impact from production to disposal?

Prius has a lower life cycle assessment impact than a conventional vehicle. Compared to a conventional petrol and diesel vehicle the CO<sub>2</sub> emissions of Prius are 37% less with similar figures related to the production process.

Specially designed eco-friendly factories use sustainable materials and processes at all stages. We recycle and re-use as many parts as possible. Our recyclable plastics are used to make features such as the instrument panels. Over 95% of the vehicle weight is recoverable and over 85% is recyclable.



For a copy of our Prius and the Environment booklet go to [www.toyota.co.uk/priusenvironment](http://www.toyota.co.uk/priusenvironment)

Non UK specification vehicle shown.



# Specifications

ENVIRONMENTAL PERFORMANCE	1.8 litre VVT-i 2ZR-FXE e-CVT T <sub>2</sub> /T Spirit with solar roof	1.8 litre VVT-i 2ZR-FXE e-CVT T <sub>4</sub> /T Spirit
<b>Fuel consumption (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Combined driving (mpg)	72.4	70.6
Urban driving (mpg)	72.4	70.6
Extra urban driving (mpg)	76.4	74.3
Recommended fuel grade	95 unleaded petrol or higher	95 unleaded petrol or higher
Fuel tank capacity (litres)	45	45
<b>Carbon dioxide, CO<sub>2</sub> (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Combined driving (g/km)	89	92
Urban driving (g/km)	90	93
Extra urban driving (g/km)	86	87
<b>Exhaust emissions (EU legislation EC 715/2007 as last modified by EC 692/2008)</b>		
Euro class	Euro 5	Euro 5
Carbon monoxide, CO (g/km)	0.258	0.258
Total Hydrocarbons, THC (g/km)	0.0584	0.0584
Non-methane Hydrocarbons, NMHC (g/km)	0.0537	0.0537
Nitrogen Oxides, NOx (g/km)	0.0058	0.0058
<b>Noise (drive-by) (EU legislation 70/157/EEC as last modified by 2007/34/EC)</b>		
dB(A)	69	69

The fuel consumption and CO<sub>2</sub> values are measured in a controlled environment, in accordance with EU legislation EC 715/2007 as last modified by EC 692/2008, on a basic production vehicle. For further information or if you are interested in buying a basic production vehicle, please contact Toyota Motor Europe NV/SA. The fuel consumption and CO<sub>2</sub> values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle conditions, installed equipment, load, number of passengers, ...) play a role in determining a car's fuel consumption and CO<sub>2</sub> emissions.

TRANSMISSION	Prius
Gearbox type	Electronically controlled continuously variable transmission
Drive type	4x2

ENGINES	1.8 litre VVT-i 2ZR-FXE e-CVT	Battery	Motor generator
Number of cylinders	4 in line		
Valve mechanism	16-valve DOHC with VVT-i		
Fuel system	Electronic fuel injection		
Displacement (cc)	1798		
Bore x stroke (mm x mm)	80.5 x 88.3		
Compression ratio	13.0 : 1		
Maximum output (kW/rpm)	99 DIN hp (73/5200)		
Maximum torque (Nm/rpm)	142/4000		
<b>Additional information on battery</b>			
Type		Nickel-Metal Hydride (NiMH)	
Nominal voltage (V)		201.6	
Number of battery modules		28	
Battery capacity (3HR) Amp.hr.		6.5	
Maximum output (kW)		27	
<b>Additional information on motor generator</b>			
Type			Permanent magnet synchronous motor
Maximum voltage (V)			650
Maximum output (kW)			60
Maximum torque (Nm)			207

SUSPENSION	
Front	MacPherson strut
Rear	Torsion beam



# Specifications

## PERFORMANCE

	1.8 litre VVT-i 2ZR-FXE e-CVT
Maximum speed mph	110
0–62 mph	10.4
Drag coefficient	0.25

## BRAKES

Front	Ventilated disc
Rear	Solid disc

## TYRES AND WHEELS

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
15" alloy (195/65R15) with full wheel cover	●	–	–
17" alloy (215/45/R17)	–	●	●*
Temporary spare wheel/tyre (tyre repair kit only with solar roof)	●	●	●

## WEIGHTS

Kerb weight (kg)	1370–1420
Gross weight vehicle (kg)	1805

\* Except where solar roof fitted (15" alloys).

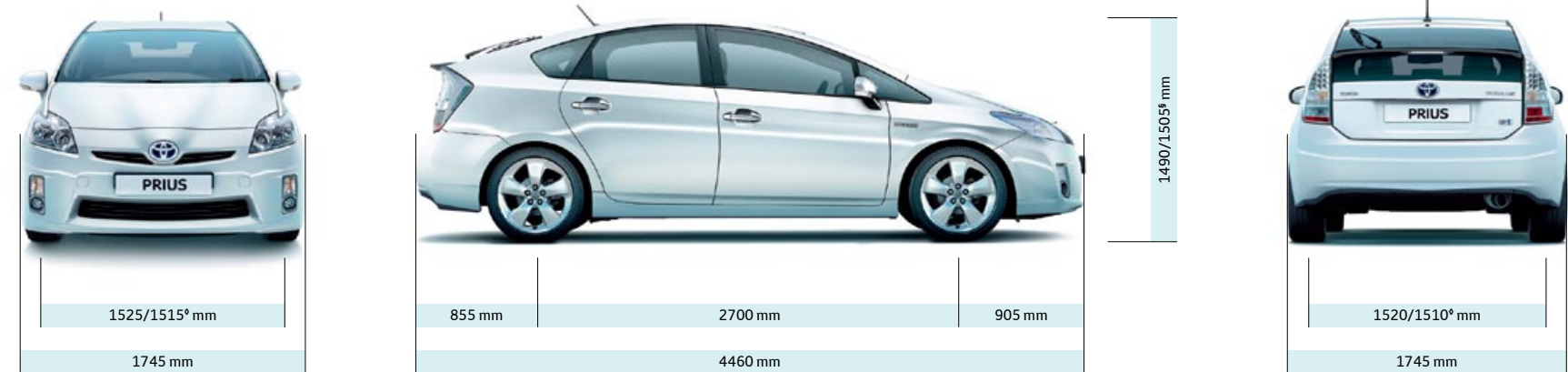
§ With solar roof.

° With 17" wheels.

\*\* With rear seats folded down.

## DIMENSIONS

	Length	Width	Height	Wheelbase
<b>Exterior dimensions</b>				
Overall (mm)	4460	1745	1490/1505 <sup>§</sup>	2700
Front tread (mm)	1 525/1515 <sup>°</sup>			
Rear tread (mm)	1520/1510 <sup>°</sup>			
Front overhang (mm)	905			
Rear overhang (mm)	855			
Turning radius – tyre (m)	5.2/5.5 <sup>°</sup>			



## DIMENSIONS

	Length	Width	Height
<b>Interior dimensions</b>			
Overall (mm)	1905	1470	1225
<b>Luggage compartment</b>			
Overall, rear seats in place, up to roof (mm)	880/1830**	1555	645
VDA luggage capacity, up to roof, rear seat up (litres)	446		
VDA luggage capacity, up to roof, rear seat down (litres)	1120		



# Equipment

COMFORT	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Automatic air conditioning	●	●	●
Remote air conditioning system	–	–	●*
Solar Ventilation System	–	–	●*
Clean air filter	●	●	●
Cruise Control	–	●	●
Electric power steering	●	●	●
Urethane steering wheel with Touch Tracer control switches	●	–	–
Leather steering wheel with Touch Tracer control switches	–	●	●
Tilt and telescopic adjustable steering wheel	●	●	●
Electronic gear shift lever	●	●	●
EV (electric-only), ECO and Power mode switches	●	●	●
Intelligent Parking Assist (IPA) with rear-view camera	–	–	●
Manual rear-view mirror	●	●	●
Smart Entry & Start System (driver only)	●	–	–
Full Smart Entry & Start System	–	●	●
Front and rear electric windows	●	●	●
Front personal lamp	●	●	●
Automatic reverse buzzer	●	●	●
Rain sensing wipers	–	●	●
Sun visors with courtesy mirror and lamp: driver and passenger	●	●	●
Low temperature warning	●	●	●

● = Standard    ○ = Optional    – = Not available

\* Only with solar roof fitted.

EXTERIOR	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Bumpers: colour-keyed	●	●	●
Door handles: colour-keyed	●	●	●
Door mirrors with integrated turning signal: colour-keyed, electric and heated	●	●	●
Headlamps with halogen multi-reflector	●	●	●
LED rear combination lamps	●	●	●
Time adjustable intermittent wiper	●	●	●
Front and rear wipers with electric wash	●	●	●
Front fog lamps	●	●	●
Green (UV-cut off) tempered glass	●	●	●
Door scuff plate (front and rear)	●	●	●

INFORMATION	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Digital meter illumination system	●	●	●
ECO Drive Monitor	●	●	●
Head-up display	●	●	●
Display area (driver information, multi-information display and warning/indicator)	●	●	●
Touch Tracer display	●	●	●
Multi-information display (petrol and electric motor details, Bluetooth® functions, audio and air conditioning controls)	●	●	●
Premium navigation system with 7" colour touch screen display, rear view camera Intelligent Park Assist and 10 GB music hard disk drive	–	–	●
Audio and air conditioning switches on steering wheel (with Touch Tracer display)	●	●	●
Bluetooth® telephone switch on steering wheel	–	●	●

# Equipment

## STORAGE COMPARTMENTS

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Cup holders (1 front and 2 rear)	●	●	●
Coat hooks (2 rear)	●	●	●
Double glove box with lamp	●	●	●
Driver and passenger seatback pockets	●	●	●
Foldable floor board with underfloor box: boot	●	●	●
Overhead console	●	●	●
Power outlets (2)	●	●	●
Tonneau cover	●	●	●
Luggage holding belt with hooks	●	●	●

## SEATS AND SEAT MODULARITY

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Driver seat height adjustable	●	●	●
Driver electric lumbar support adjustment	●	●	●
Front seat reclining: driver and passenger	●	●	●
Front seat slide: 260 mm	●	●	●
<b>Modularity</b>			
Rear seats: 60:40 split/folding	●	●	●
Rear seat armrests (with 2 cup holders)	●	●	●
Front armrest	●	●	●

## SECURITY

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Thatcham approved Cat. 1 Alarm and Immobiliser	●	●	●

● = Standard    ○ = Optional    -- = Not available

## SAFETY

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
<b>Active</b>			
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD) and Brake Assist (BA)	●	●	●
Traction Control (TRC)	●	●	●
Vehicle Stability Control+ (VSC+)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
<b>Passive</b>			
Front Active Headrests	●	●	●
LED rear brake lights with emergency brake signal	●	●	●
Front passenger airbag switch-on/off	●	●	●
SRS curtain shield airbags (front and rear)	●	●	●
SRS front airbags (driver and passenger)	●	●	●
SRS side airbags (driver and passenger)	●	●	●
SRS knee airbag (driver)	●	●	●
Front seat belts: 3-point ELR with force limiters and pre-tensioners	●	●	●
Rear centre seat belt: 3-point ELR	●	●	●
Rear outer seat belts: 3-point ELR-ALR	●	●	●
ISOFIX CRS anchor points (rear x2) with 2 top-tether anchor brackets	●	●	●

## AUDIO

	T <sub>3</sub>	T <sub>4</sub>	T Spirit
Audio controls integrated in steering wheel (Touch Tracer display)	●	●	●
Aux-in plug for external devices (mini jack)	●	●	●
Radio, CD, MP3, WMA audio system – 6 speakers	●	–	–
Radio, CD, MP3, WMA audio system – 8 speakers	–	●	●
Radio, CD, MP3, WMA audio system with full map navigation system (HDD) – 8 speakers	–	–	●
Bluetooth® connectivity	–	●	●
Short pole antenna	●	●	●



# Glossary

Discover even more about the new Prius technology.



## Hybrid Synergy Drive®

The world's most advanced hybrid technology creates superior levels of performance and efficiency from each power source with silent and emission-free driving in electric mode.



## Variable Valve Timing – with intelligence (VVT-i)

Precise petrol engine technology that balances optimised driving pleasure with low fuel consumption and low emissions. VVT-i refers to the engine's ability to alter the timing of the intake valve opening. This means that valve timing is optimised for any driving condition.



## Vehicle Stability Control+ (VSC+)

A driving dynamics system which increases the protection normally given by VSC during sudden handling changes or slippage of tyres. It adds steering torque assist that counteracts yaw movement when the vehicle understeers or oversteers in reaction to an emergency. The driver may sense some torque movement on the

steering wheel in a given direction to compensate and can further enhance the adjustment made by the VSC itself.



## Traction Control (TRC)

If you accelerate too hard and cause the drive wheels to lose grip and begin spinning, TRC will instantly reduce engine power and control brake force to help restore traction.

## Anti-lock Brake System (ABS) with Electronic Brake Force Distribution (EBD)

ABS helps you maintain control by electronically balancing the braking force between all four wheels to match the level grip of each one. EBS complements this by optimising brake force distribution between each wheel. Together the two systems help prevent the wheels from locking, and allow you to steer around obstacles as you halt.

## Brake Assist (BA)

Automatically supports emergency braking if the brakes are applied quickly but without sufficient pressure on the pedal. It does this by measuring how fast and how hard the brake pedal is depressed and then, if appropriate, increasing braking force. The timing and degree of assistance reflects your own braking action, when you ease the pressure on the pedal, BA similarly reduces the amount of assistance.



## Rain sensor

The automatic rain sensor instantly sets the appropriate wiper speed and intervals for you.

# Glossary

Discover even more about the new Prius technology.



## Supplemental Restraint System (SRS)

The Prius is fitted with seven SRS airbags, including a driver's knee airbag. The driver and front passenger's (twin chamber) inflatable SRS airbags have proximity and rate-of-impact sensors that ensure proper deployment to help

prevent injuries. There are also SRS side airbags for the front seats and SRS curtain shield airbags covering both the front and rear seat passengers.



## Active Headrest

On impact, a sensor recognises that the passenger's lower back is pressed hard against the seatback. The headrest automatically moves diagonally upward and forward to catch the back of the head. This alleviates neck impact and

reduces risk of whiplash in the event of a rear-end collision.



## Smart Entry & Start System

This system allows you to unlock and start the vehicle without having to take the key out of your pocket or handbag. Your vehicle senses the key and is automatically unlocked when the door handle is pulled. It even activates the interior lamp to guide you in the dark. Just get in and press lightly on the

Start/Stop button to start or stop the engine. To lock the vehicle you only need to touch the small button on the outside of the door handle.



## Head-up display

Groundbreaking technology that projects key driving information onto the windscreen directly in front of you. Includes vehicle speed, Hybrid System Indicator and navigation information. You keep your eyes safely on the road.



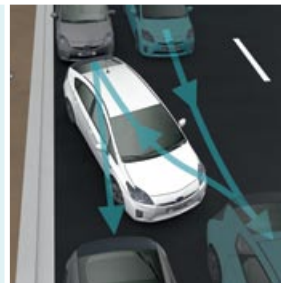
## Touch Tracer

This world first from Toyota is a simple but very effective idea that means you don't have to look down when operating steering wheel-mounted buttons. All it takes is a touch of your thumb and an image of the button cluster appears in the high-mounted display, comfortably within view. Standard on all models.



## Eco Drive

Eco Drive displays how efficiently you are driving. It indicates how effectively you're using the accelerator, helping you to change your driving style for better economy. Standard on all models.



## Intelligent Parking Assist (IPA)

Automatically manoeuvres you into your chosen parking spot. A backwards-looking video image calculates the steering movements needed to enter a parking space. You just control the reversing speed.

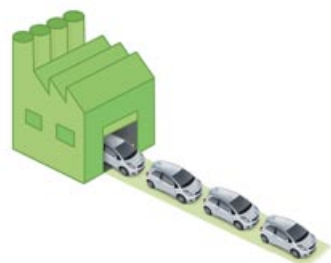


## Solar Ventilation System

Revolutionary ventilation system driven by a hi-tech solar panel which operates when Prius is parked. Enjoy the unexpected comfort of returning to a ventilated car parked in the scorching sun.



# Toyota and the environment



Full hybrid, full satisfaction – Toyota’s unique Hybrid Synergy Drive® is the world’s most advanced hybrid technology. Outstanding levels of fuel efficiency, low CO<sub>2</sub> emissions and high performance are achieved through

the intelligent combination of two electric motors and a powerful 1.8 litre engine – seamlessly choosing the best operating mode as you drive.



## Designing your car

To achieve lower emissions and greener vehicles on the way toward the ultimate eco-car, it is essential to measure progress. Toyota has therefore developed its Ecological Vehicle Assessment System, or Eco-VAS. This is a comprehensive approach to assessing a vehicle’s whole life cycle in terms of its impact on the environment, starting at the early stage of development, before the vehicle is actually built.

The environmental impact of the Prius against a comparable conventional diesel vehicle (Euro 5) is demonstrated through the complete life cycle analysis, with 37% CO<sub>2</sub> (carbon dioxide), 16% NO<sub>x</sub> (nitrogen oxide), 32% NMHC (non-methane hydrocarbons), 4% PM (particulate matter) and 20% SO<sub>x</sub> (sulphur oxide) reduction.

## Making your car

During the production of your vehicle every effort is made to help reduce the effect of the manufacturing process on the environment.

The Tsutsumi plant is striving toward sustainable manufacturing with the concept of a plant that fully utilises natural resources while existing in harmony with the natural environment. By continuously implementing new measures at Tsutsumi, the overall CO<sub>2</sub> emissions in the production process were halved by 2006 compared to the level in 1990. Also, in order to conserve the local eco-system, in May 2008 the employees and community members planted 50,000 trees that are native to the region. The plant qualified for the Environmental Management System ISO 14001 in 1996, a green standard we are extremely proud of.

## Getting vehicles and parts to you

We are always looking to employ the most efficient and environmentally friendly logistical and delivery methods. For instance, modes of transport with the least environmental impact are selected wherever possible.

## Selling and servicing your car

We take great pride in demonstrating the benefits of driving eco-cars to each of our new customers. Every opportunity is then taken to raise awareness of their ongoing responsibility towards the environment when servicing and driving their car.

## The end of the road for your vehicle?

Over 95% of the Prius is recoverable and the cars built in Japan use up to 5.7 kg of recycled material (plastics and soundproofing material). 100% of materials are coded and the four heavy metals have been eliminated completely (in accordance with 2000/53/EC).

Our environmental policy means that we offer Toyota drivers new and innovative ways of returning their old car. For more information visit: [www.toyota.co.uk/environment](http://www.toyota.co.uk/environment) or contact your local Toyota Centre.

## Drive thoughtfully

Drive your car in the right way and you could reduce your fuel bill and your CO<sub>2</sub> emissions by around 20–30%.

01. Remove any extra weight and roof load.
02. Plan your route and avoid detours.
03. Avoid using your car for short journeys.
04. Check your tyre pressure regularly.
05. Service your car according to the owner’s manual.
06. Accelerate smoothly.
07. Only use air conditioning when necessary.
08. Follow and anticipate traffic flow.
09. Keep your windows closed.

# Owning the new Prius means you enjoy the peace of mind afforded by Toyota's global reputation for quality and integrity.

## Flexible Finance from Toyota Financial Services

When choosing your new car you will make sure you choose the right model, the right specification and the right colour to suit you. Choosing how you finance your car is just as important.

Our range of finance plans have been designed with simplicity in mind to make funding your car as easy as driving it. All our plans offer easy budgeting and peace of mind and **AccessToyota** brings these and other benefits together in one flexible package.

**AccessToyota** is a finance plan that puts you in control. You don't have to worry about finding a large deposit as you agree the amount of deposit that you want to pay and choose your repayment term from 2 to 3 years.

What makes **AccessToyota** different is that Toyota Financial Services (TFS) give your vehicle the security of a guaranteed future value (GFV) which is your optional final payment, deferred to the end of the agreement. Affordable monthly payments are yours to enjoy as your repayments are based on the vehicle selling price less your deposit and the GFV/optional final payment, plus the cost of borrowing.

In addition, you can have reassurance against the risk of a fall in used car prices, knowing the minimum amount your Toyota will be worth at the end of your agreement is guaranteed at TFS.

Then when your agreement comes to an end you have three flexible choices:

- Part exchange your vehicle for a brand new Toyota
- Pay your final payment (the GFV) and take full ownership of the car\*
- Simply hand the car back with nothing more to pay<sup>§</sup>

Ask your Toyota Centre to show you how **AccessToyota** could be the best choice for you.

Flexible Finance for all Toyota Customers

Whatever your needs, to complement **AccessToyota**, TFS has a full range of finance options to offer. From traditional Hire Purchase to Contract Hire and Leasing.

Whether you're a private motorist with a fixed monthly budget in mind or a business customer looking for VAT efficient funding options, just discuss your individual requirements with your Toyota Centre. They will be pleased to show you how convenient and competitive Toyota Financial Services can be.

\* On payment of the option to purchase fee.  
<sup>§</sup> Except on non-Toyota vehicles.

Finance subject to status to over 18s only. Indemnities may be required. Terms and conditions apply. Toyota Financial Services is authorised and regulated by the Financial Services Authority.

Toyota Financial Services, Great Burgh, Burgh Heath, Epsom, Surrey, KT18 5UZ.



On the day you purchase your Prius, your Toyota Centre will present you with the 'Prius Passport'. It's a guide to getting the best out of your Prius and its comprehensive range of features. Of course, your Toyota Centre will explain the Prius to you in detail – and always be available should you require any assistance.

## Club Toyota

When you buy a Toyota you automatically become a member of Club Toyota, for 12 months free of charge. This entitles you to take advantage of a host of benefits including free RAC Roadside Assistance in the UK and Europe, specially negotiated rates for travel insurance, a 5% discount off Toyota Motor Insurance, plus exclusive offers and promotions through our quarterly customer magazine. For further information please call 0845 275 5555 or visit [www.toyota.co.uk/club](http://www.toyota.co.uk/club)

## Toyota Motor Insurance

Toyota Motor Insurance is available for Toyota owners at competitive premiums. To obtain details of the benefits included and to arrange a quotation, please contact your local Toyota Centre or call 0800 350 500.

## Toyota Fleet

Toyota Fleet provides complete business solutions for companies that run a fleet of vehicles. For more information on how Toyota Fleet can deliver your fleet requirements either contact your local Toyota Centre or the Toyota Fleet Business Centre on 0845 271 2712.

**Toyota Warranties 5 year hybrid component warranty** for hybrid models; certain components within the hybrid drivetrain system have a 5 year or 60,000 mile warranty, whichever comes first.

Other components of the Toyota Prius come with a three-year/60,000-mile manufacturer's warranty, covering your car against the unlikely event of a manufacturing defect causing a mechanical fault.

After the initial warranty period has ended, you can extend your warranty until the vehicle is seven years old – choosing from a range of packages to

suit your vehicle and your needs. Our Extended Warranty covers the main component parts of the vehicle<sup>¶</sup>, meaning that you pay for nothing beyond routine servicing and maintenance, so there are no unexpected bills to pay. For more information please contact your Toyota Centre.

## Toyota Accident Assistance

At Toyota, we believe that our customers deserve the best possible care. Therefore if you are involved in an accident, one call to Toyota Accident Assistance will get you back on the road again, whilst we take care of liaising with your insurer and arranging for your car to be repaired. By making us your first call, we will ensure your vehicle is repaired by Toyota to factory standards, meaning no compromise to your warranty or residual value.

## Toyota Approved Used Car Scheme

All Toyota Approved Used vehicles come complete with a pre-delivery inspection, a mileage check, 12 months warranty, RAC breakdown cover, Club Toyota membership<sup>§</sup> and a 30 day vehicle exchange plan.

## Recycling Toyota End-Of-Life Vehicles

We offer a free vehicle take back scheme through our appointed service provider, Autogreen. This is a new and innovative way for Toyota drivers to return their vehicle at the end of its life for dismantling and recycling. For more information about End-Of-Life Vehicles please refer to [www.toyota.co.uk/environment](http://www.toyota.co.uk/environment)

## Intelligent design

The Prius is designed and engineered to minimise the maintenance overhead. There are fewer parts that require servicing and those that do are inherently durable to extend service intervals. Equally important is that Prius technology is made easily accessible so that maintenance labour time can be minimised. These features combine with the highly competitive pricing of Toyota parts to ensure the lowest cost of maintaining your Prius in an ideal working condition.

## Toyota quality service

Your Toyota Centre will talk you through the Prius 'Health and Safety' maintenance programme. The programme is very straightforward and designed for your convenience. In effect, your Prius needs a full Health and Safety check, dependent on driving style and conditions, up to once every two years or 20,000 miles (whichever comes sooner). An intermediate Health and Safety check is necessary every year or 10,000 miles (whichever comes sooner).

## Rust and paint defects

The warranty also covers surface rust and paint defects appearing on any of the painted body panels as a result of a fault in material for a period of 3 years, regardless of mileage.

## Corrosion cover

The warranty offers 12 years' coverage, regardless of mileage, against perforation of the bodywork (from inside to outside) that develops due to corrosion caused by faults in material or workmanship.

## Toyota genuine parts

The Prius is designed to minimise the cost of accident repair. Energy absorbing elements are built into the bumpers, expensive to replace parts are located away from damage zones, and commonly damaged body parts are bolted rather than welded. As a result, the extent of damage is limited and damaged parts are easy to remove, replace or repair. Ultimately, this means very low part and labour charges.

## Added security

The Prius has a fully approved Thatcham Category I security system. This level of security is recognised by the UK's leading insurance companies.

<sup>¶</sup>With the exception of batteries, corrosion of exhaust and damage or wear to the interior. Please refer to our Terms and Conditions for full details.





It's time to move forward. If you would like to be one of the first to experience the Next Prius or for more information, please visit our website

[www.toyota.co.uk/prius](http://www.toyota.co.uk/prius)



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GBNGV-079PR-VB July 2009



Today  
Tomorrow  
Toyota

# help

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