

Prius Plug-in Hybrid



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DRIVE

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Prius Plug-in Hybrid. The best of both worlds. Introducing the electric and hybrid car that delivers unbelievable fuel economy and ultra low CO₂ emissions.

And thanks to the cutting-edge Lithium-ion batteries, Prius Plug-in Hybrid can travel up to 15.5 miles on electric power alone.

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Plug-in technology

Equipped with state-of-the-art Lithium-ion batteries, Prius Plug-in Hybrid can be driven electrically for up to 15.5 miles – perfect for your daily commute.



City friendly

Zero emissions in electric driving mode (EV). Ultra-low emissions in hybrid driving mode (HV) with a possible range of more than 700 miles (subject to driving style and conditions).



Innovative technology

Inside you will find a range of advanced technologies that make driving utterly satisfying and trouble free.



Shaped by nature. 15 years of innovation.

Prius has always been engineered with nature in mind and with wind resistance especially. Over the last 15 years, each evolution has been more streamlined than the last. Today, Prius continues to be pioneering, leading the way in aerodynamic and fuel.

Prius Plug-in Hybrid offers all the familiar virtues of Prius, and then some. Like its sister model, it is powered by a smooth, refined and ultra-efficient full hybrid powertrain which automatically chooses the optimum driving.

Thanks to new, rechargeable lithium-ion battery technology, it can also cover longer distances and reach higher speeds on electric power alone, cutting emissions to zero. And unlike all-electric vehicles, if the charge in the battery is used up, the car switches seamlessly to its hybrid system, so you need have no anxiety about journey distances.

With Hybrid Synergy Drive® technology, you'll save money with better fuel efficiency and take better care of the environment with lower CO₂ emissions.



Enjoy the ride, love the innovative technology.



Prius Plug-in offers high levels of innovative technology, such as CVT (Continuously Variable Transmission), which results in a more powerful and smooth drive. Meanwhile, its pioneering hybrid technology helps to lower fuel consumption and running costs.

You can also access driving information simply by touching the steering wheel with your thumb. Or see everything from fuel efficiency to your speed at eye-level in the Head Up Display, so you'll never have to take your eyes off the road. Prius Plug-in makes everything effortless, and every drive relaxing.

01. 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.

03. Check fuel efficiency in real time

Simply glance at the Hybrid System Indicator to see if you're getting the best possible fuel efficiency. Adjust your driving accordingly and you'll see your fuel consumption and emissions drop in real time.

02. Keep your eyes safely on the road

See everything without taking your eyes off the road. Speed, fuel efficiency, current hybrid mode – they appear sharp and clear in the Head Up Display projected onto the windscreen.

Discover a multitude of ingenious features.

01. Daytime Running Lights (DRL) ensure that the Prius plug-in remains visible to other road users during daytime.

02. Smart Entry & Start System Unlock the car without having to take your key out of your pocket or handbag. To start the car, simply press the button.

03. Rain-sensing wipers The automatic rain sensor instantly sets the appropriate wiper speed and intervals for you.

04. e-CVT delivers the optimum blend for every driving condition, ensuring maximum fuel efficiency.

05. Automatic air conditioning Prius Plug-in is equipped with an automatic air conditioning system to maintain a comfortable temperature for all passengers.

06. Cruise control system automatically maintains a constant vehicle speed.

07. Touch Tracer controls give you fingertip selection of driving information, air-conditioning and audio.

08. LED headlamps Newly designed LED headlamps with auto-levelling and headlamp cleaners for enhanced night visibility.



Toyota Touch & Go Plus™

Enjoy unprecedented in-car convenience with Toyota Touch & Go Plus™, standard on Prius Plug-in.

01. Touch screen Multimedia Use the 6.1" colour touch screen with the radio/CD and portable media players connected via USB or aux-in. View instant fuel consumption vehicle data, too.

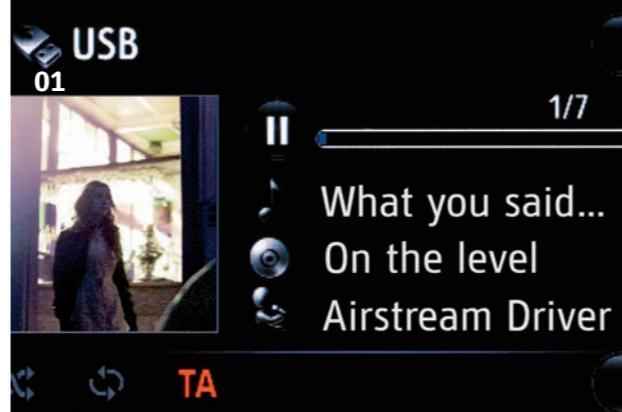
02. Rear-view camera Reverse more safely using the rear-view camera. The clear colour image displayed on screen helps you spot hidden hazards and park with ease.

03. Hands-free answering Connect a compatible phone using Bluetooth®* to enjoy safe hands-free operation when answering your phone and to stream stored music to your Toyota Touch™.

* Contact your local Toyota Centre to find out if your phone is compatible.



Point your smartphone or webcam at the graphic for more about Touch & Go™.



Toyota Touch & Go Plus™

04. Text messaging Use advanced Bluetooth® to send and receive SMS messages when it's safe to do so, with customisable templates available to minimise distraction.

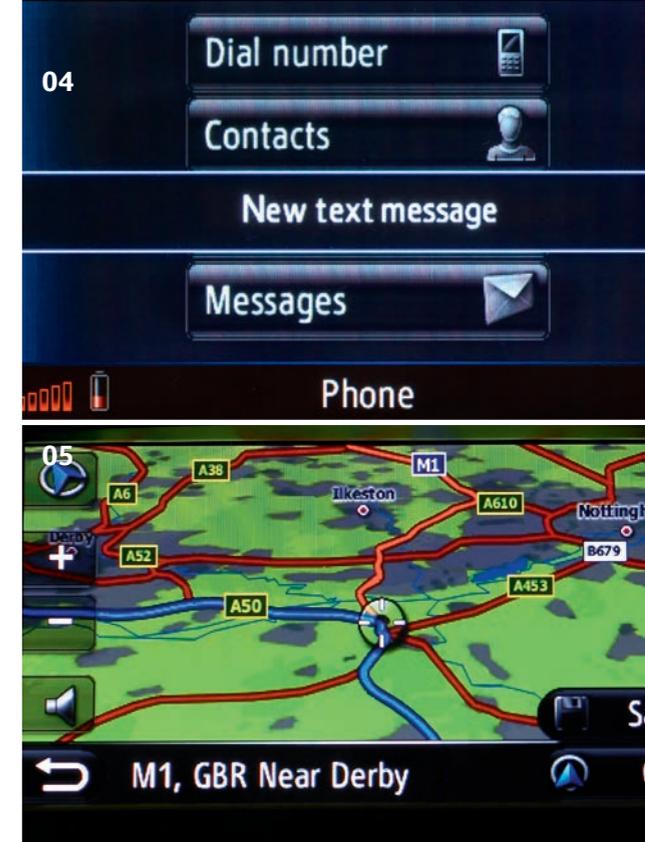
† Bluetooth® MAP profile required on your mobile phone.

05. Full map satellite navigation Plot your route with advanced, easy-to-update satellite navigation. Includes speed limit and safety camera warnings.

06. Connected services Enhanced connectivity***: online local search, plus applications including Fuel, Parking Information and Weather.

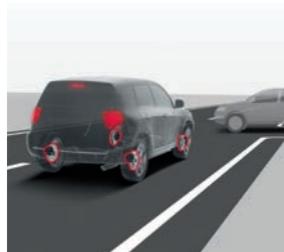
** Requires compatible mobile device and tethering.

Toyota Touch & Go Plus™ enables touch screen convenience with additional features that include advanced 3D navigation and multimedia, voice recognition, text to speech, traffic patterns and map updates for 3 years.

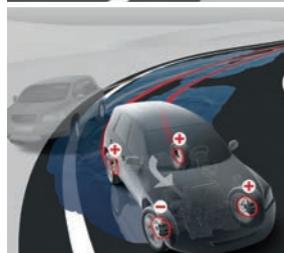


Advanced safety.

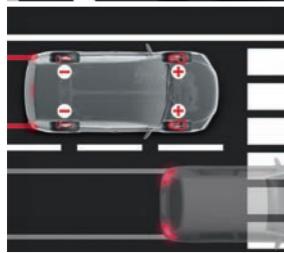
Emergency Brake-light Signal (EBS) – In emergency braking situations, EBS flashes the vehicle's brake lights repeatedly to alert following traffic.



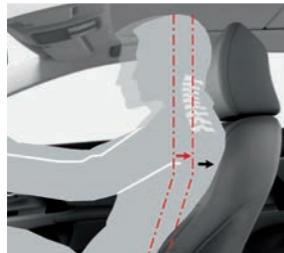
Vehicle Stability Control (VSC) – VSC automatically activates each individual brake as needed and controls engine output to help maintain stability and prevent skidding when turning sharply or cornering on slippery road surfaces.



Brake Assist (BA) – If you attempt an emergency stop, BA will detect this and apply additional brake pressure. This enables ABS to work to its maximum potential.



Whiplash Injury Lessening (WIL) seats – During an impact at lower speeds and particularly from the rear, WIL seats and headrests cushion the head and back. This reduces the risk of whiplash injuries.



Supplemental Restraint System (SRS) airbags – Prius Plug-in is fitted with seven airbags.

Non U.K. specification vehicle shown.

Everything you love in a Prius, but with more driving diversity.

The diverse Prius Plug-in Hybrid really does deliver. Not only is it technologically advanced but also environmentally friendly.

There are three driving modes: hybrid driving mode (HV), electric driving mode (EV) and electric driving city mode (EV-City).

HV mode delivers the same Hybrid Synergy Drive[®] experience as Prius, engaging the petrol engine when needed.

EV mode utilises only the battery for maximum efficiency. In some circumstances, the combustion engine will add power to help performance.

EV-City mode permits greater use of the accelerator before the petrol engine is started.

Prius Plug-In Hybrid combines the benefits of a short-range electric car with those of a modern petrol-electric hybrid to deliver unbelievable fuel economy and ultra low emissions.

It can travel solely on electric power for up to 15.5 miles, at up to 51 mph with zero emissions. When the battery power has been used up, the car switches automatically to using its hybrid engine meaning longer journeys are always an option.



Acceleration
11.3
0-62 mph

EV range
15.5
miles

Fuel consumption*
134.5
mpg[‡]

CO₂ emissions*
49
g/km

Power[‡]
136
DIN hp

* Combined cycle.
‡ Petrol and electric combined total power.

The Prius Plug-in Hybrid – exterior



Main features

- 15" alloy wheel with wheel caps
- Body-coloured, electric, heated and retractable door mirrors
- LED headlamps with washers
- LED daytime running lights

- Front fog lamps
- Front and rear electric windows
- Full Smart Entry
- Rain sensing wipers
- Reverse camera

Options

- Privacy glass

– interior



Main features

- Minowa cloth seat trim with leather bolsters
- Automatic air conditioning
- Toyota Touch & Go Plus™ multimedia navigation with JBL GreenEdge premium sound system and 8 speakers
- Head Up Display

- Touch Tracer controls
- Bluetooth® connectivity
- Cruise control
- Leather steering wheel
- Heated front seats
- Smart Start system

Options

- Setana black leather seats

Wheels and trims



Minowa black cloth with leather bolsters
Standard



Setana black leather
Optional



15" alloy wheel
195/65R15 91H
Standard

Colours



040 Pure White



070 White Pearl*



1F7 Tyrol Silver[§]



8V1 Novus Grey[§]



8W1 Sky Blue[§]

* Pearlescent paint.
[§] Metallic paint.

Specifications

ENVIRONMENTAL PERFORMANCE	Prius Plug-in Hybrid
Fuel consumption (EU legislation EC 715/2007 as last modified by EC 692/2008)	
Combined driving (mpg)	134.5*/78.5 [§]
Recommended fuel grade	95 unleaded petrol or higher
Fuel tank capacity (litres)	45
Carbon dioxide, CO₂ (EU legislation EC 715/2007 as last modified by EC 692/2008)	
Combined driving (g/km)	49*/84 [§]
Exhaust emissions (EU legislation EC 715/2007 as last modified by EC 692/2008)	
Euro class	Euro 5
Carbon monoxide, CO (g/km)	0.1184
Total Hydrocarbons, THC (g/km)	0.0254
Non-methane Hydrocarbons, NMHC (g/km)	0.0227
Nitrogen Oxides, NOx (g/km)	0.0009
Noise (drive-by) (EU legislation 70/157/EEC as last modified by 2007/34/EC)	
dB(A)	69

The fuel consumption and CO₂ values are measured in a controlled environment, in accordance with the requirements of directive 80/1268/EEC including its amendments, on a basic production vehicle. The fuel consumption and CO₂ 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, etc.) play a role in determining a car's fuel consumption and CO₂ emissions.

* As a PHV (figures calculated based on combined figures in EV and HV mode during EC mode driving).

§ As an HV (figures in HV mode during EC mode driving).

TRANSMISSION	Prius Plug-in Hybrid
Gearbox type	Electronically controlled continuously variable transmission (e-CVT)
Drive type	4x2

ENGINES	Prius Plug-in Hybrid	Battery	Motor generator
Number of cylinders	4 in line		
Valve mechanism	16-valve DOHC with VVT-i		
Fuel system	Electronic fuel injection		

ENGINES	Prius Plug-in Hybrid	Battery	Motor generator
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)	142/4400		
Additional information on battery			
Type		Lithium-ion	
Nominal voltage (V)		207.2	
Number of battery cells		56	
Battery capacity (3HR) Amp.hr.		21.5	
Additional information on motor generator			
Type			Permanent magnet synchronous motor
Maximum voltage (V)			650
Maximum output (kW)			60
Maximum torque (Nm)			207

SUSPENSION	
Front	MacPherson strut
Rear	Torsion beam

PERFORMANCE	Prius Plug-in Hybrid
Maximum speed mph	112
0–62 mph (secs)	11.3
Drag coefficient	0.25

Specifications

BRAKES	
Front	Ventilated discs
Rear	Solid discs

TYRES AND WHEELS	
15" alloy (195/65R15) with full wheel cover	
Tyre repair kit	

WEIGHTS	
Kerb weight (kg)	1425–1450
Gross vehicle weight (kg)	1840

DIMENSIONS	Prius Plug-in Hybrid			
	Length	Width	Height	Wheelbase
Exterior dimensions				
Overall (mm)	4480	1745	1490	2700
Front tread (mm)	1525			
Rear tread (mm)	1520			
Front overhang (mm)	925			
Rear overhang (mm)	855			
Turning radius – tyre (m)	5.5			
Front overhang (mm)	925			
Rear overhang (mm)	855			

DIMENSIONS	Prius Plug-in Hybrid		
	Length	Width	Height
Interior dimensions			
Overall (mm)	1905	1470	1225
Luggage compartment			
Overall, rear seats in place, up to roof (mm)	863/1830*	1555	601

DIMENSIONS

Luggage compartment	
VDA luggage capacity, up to roof, rear seat up (litres)	443
VDA luggage capacity, up to roof, rear seat down (litres)	1120



Equipment

COMFORT	Prius Plug-in Hybrid	COMFORT	Prius Plug-in Hybrid
Automatic air conditioning	●	LED daytime running lights	●
Clean air filter	●	Full Smart Entry & Start System	●
Cruise control	●	Front and rear electric windows	●
Electric power steering	●	Front personal lamp	●
Leather steering wheel with Touch Tracer control switches	●	Automatic reverse buzzer	●
Tilt and telescopic adjustable steering wheel	●	Rain-sensing wipers	●
Electronic gear shift lever	●	Sun visors with courtesy mirror and lamp: driver and passenger	●
EV (electric only), ECO and EV city switches	●	Low temperature warning	●
Manual rear-view mirror	●	Rear view camera	●
LED headlamps and washers	●		

● = Standard * With rear seats folded down.

Equipment

SECURITY Prius Plug-in Hybrid

Thatcham approved Cat. 1 Alarm and Immobiliser ●

EXTERIOR Prius Plug-in Hybrid

Bumpers: colour-keyed ●
 Door handles: silver ●
 Door mirrors with integrated turning signal: colour-keyed, electrically foldable and heated ●
 LED rear combination lamps ●
 Time-adjustable intermittent wipers ●
 Front and rear wipers with electric wash ●
 Front fog lamps ●
 Green (UV cut-off) tempered glass ●

INFORMATION Prius Plug-in Hybrid

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) ●
 Audio and air conditioning switches on steering wheel (with Touch Tracer display) ●
 Bluetooth® telephone switch on steering wheel ●

STORAGE COMPARTMENTS Prius Plug-in Hybrid

Cup holders (1 front and 2 rear) ●
 Coat hooks (2 rear) ●
 Double glovebox with lamp ●
 Driver and passenger seatback pockets ●
 Foldable floor board with underfloor box: boot ●
 Overhead console ●
 Power outlets (2) ●
 Tonneau cover ●
 Luggage holding hooks ●

SEATS AND SEAT MODULARITY Prius Plug-in Hybrid

Driver seat height-adjustable ●
 Driver electric lumbar support adjustment ●
 Front heated seats ●
 Front seat reclining: driver and passenger ●
 Front seat slide: 260 mm ●
Modularity
 Rear seats: 60:40 split/folding ●
 Rear seat armrests (with 2 cup holders) ●
 Front armrest ●

SAFETY Prius Plug-in Hybrid

Active
 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) ●

SAFETY Prius Plug-in Hybrid

Passive
 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 ●

OPTION PACKS Prius Plug-in Hybrid

Setana black leather upholstery ○
 Protection pack: rear parking sensors & boot liner ○
 Style pack: side chrome trim, lower rear chrome trim & chrome front fog light surround ○
 Privacy glass ○

● = Standard ○ = Optional

* Advanced Bluetooth® requires a compatible mobile device. Online in-car services require compatible mobile device and tethering. Mobile network data charges may apply dependent on your contract. These charges may vary, check with your service provider for details. Registration to Toyota Customer Portal is required. In car applications can be downloaded from the Toyota customer portal and may incur additional charges.

MULTIMEDIA AND INFORMATION Prius Plug-in Hybrid

Audio controls integrated in steering wheel (Touch Tracer display) ●
 Aux-in plug for external devices (mini jack) ●
 Toyota Touch™:
 – 6.1" touch screen ●
 – Radio, CD, MP3, WMA audio system ●
 – iPod® and MP3 player connectivity & play list management via the touch screen ●
 – Bluetooth® connectivity for hands-free calls and music streaming ●
 – Trip information and vehicle settings ●
 – JBL GreenEdge Premium Sound System with 8 speakers ●
 Toyota Touch & Go Plus™:
 – Navigation system with full European map coverage; traffic information; speed limits and safety camera warnings ●
 – Advanced Bluetooth® connectivity ●
 – Range of applications including Weather, Fuel Prices, Parking Information* ●
 Short pole antenna ●

Q&A

How long does it take to charge the Prius Plug-in?

Plug it in at home, the office or an on-street charging point for just 90 minutes and the on-board lithium-ion battery will store enough energy to propel the car for up to 15.5 miles.

Do I have to switch between power sources?

Unlike all-electric vehicles, if the charge in the battery is used up, the car switches seamlessly to its hybrid system, so you need have no anxiety about journey distances.

Is Prius Plug-in complicated to drive?

Prius Plug-in 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 Plug-in Hybrid provides outstanding driving dynamics and quiet top-speed cruising.

Shouldn't a 'green' car be smaller?

The Prius Plug-in 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, Prius Plug-in Hybrid 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 Plug-in emit CO₂?

Whilst driving in electric mode you won't use a drop of petrol or emit a gramme of CO₂. When the petrol engine is engaged Hybrid Synergy Drive® balances the flow of fuel with electric power to minimise emissions.

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 CO₂. 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 CO₂.

What is the environmental impact from production to disposal?

Prius Plug-in has a lower life cycle assessment impact than a conventional vehicle. Compared to a conventional petrol and diesel vehicle the CO₂ emissions of Prius Plug-in 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 Plug-in and the Environment** booklet go to www.toyota.co.uk/priusenvironment



Installing confidence

Toyota's nationwide charging partner has expertise in the field of electric vehicle charging solutions.

So, when buying a Prius Plug-in Hybrid vehicle we at Toyota, along with our partner British Gas, or Scottish Gas in Scotland and Northern Ireland, highly recommend a dedicated charging solution. This offers significant benefits including safer, simpler and more compatible charging. You can rest assured that our partner's highly experienced electrical engineers can install a solution that will enable you to charge your vehicle at home or your business safely and conveniently, now and in the future.

Charge safely with a dedicated circuit

To charge your Prius Plug-in Hybrid with peace of mind and minimal chance of compromising your home electrics, all of our partner's charging solutions use a dedicated circuit. This provides an important safety measure that meets the latest industry standards, and also helps to protect your home or business' circuits from possible overload when you charge your Prius Plug-in Hybrid.

From as little as £375* you can have a dedicated circuit installed in your home.

Your dedicated circuit installation includes:

- A free survey and expert advice from a British or Scottish Gas engineer on the best location and requirements for your dedicated charging solution.
- Installation of a dedicated circuit with a specific socket outlet by expert British or Scottish Gas electrical engineers – no mess, no fuss.
- The choice of indoor or outdoor installation (an additional charge may apply).
- A 12-month guarantee on all parts and labour.

Charge conveniently with the Single Wall-Box charger

The Single Wall-Box charger offers an even more convenient way to charge your Prius Plug-In Hybrid. From as little as £799[§] you can have a Single Wall-Box charger installed and fully operational at home. Your Single Wall-Box Charger installation includes:

- A free survey and expert advice from a British or Scottish Gas engineer on the best location and requirements for your dedicated charging solution.
- Installation of a 16a Single Wall-Box Charger[¶] by expert British or Scottish Gas electrical engineers – no mess, no fuss.
- A simple to use on/off key. Just turn it on, plug in and start charging.
- A compact, robust charger design with tethered charging cable for extra convenience.
- The choice of indoor or outdoor installation.
- A 36-month guarantee on all parts and labour^{**}.
- A 36-month Home Electrical Care™ package^{§§}.

Next step

To find out how you or your business could benefit from a dedicated charging solution or to book a survey, call our partner on 0800 980 8175 or visit britishgas.co.uk/electricvehicles

* Prices may vary due to additional external safety work to some properties (as required by IET safety standards).

§ Standard installation – where British Gas is able to install your home charging solution without having to undertake any additional repair work or replace anything on your property.

¶ 16A and 32A options are available. 32A option is available at an additional cost on quotation.

** Chagemaster products, including all components and accessories shall be fully guaranteed against all defects arising from faults in design, manufacture and workmanship for a period of 36 months from delivery of unit/s. Anything else is excluded. Applies to Mainland UK only.

§§ Home Electrical Care™ – For terms and conditions visit britishgas.co.uk/electricvehicleteams. Home Electrical Care™ is available in mainland Great Britain only. Customers in Northern Ireland, the Channel Islands and the Isle of Man will receive a three-year charging solution service and repair warranty.

Phone lines are open 8am to 5pm Monday to Friday. Calls may be recorded and/or monitored for quality assurance and compliance purposes.

Quick and easy – Fully recharge the battery in just 90 minutes.



Glossary

Discover more about the Prius Plug-in technology.



Traction Control (TRC)

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



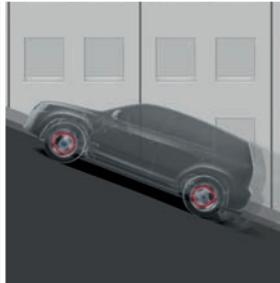
Pre-tensioners and force limiters

Integral to the front 3-point ELR seat belts, pre-tensioners and force limiters are designed to help avoid injuries to the chest area.



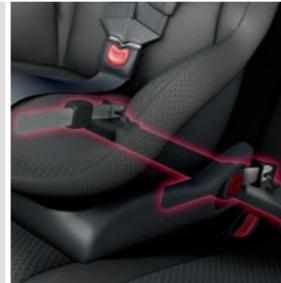
e-CVT

The innovative, electronically controlled Continuous Variable Transmission (e-CVT) manages the flow of power from the petrol engine and electric motors for smooth, effortless acceleration. It delivers the optimum blend for every driving condition, ensuring maximum fuel efficiency.



Hill-start Assist Control (HAC)

HAC helps to ensure a smooth start on steep inclines by applying the brakes for up to 2 seconds after the brake pedal is released. This prevents the vehicle from rolling back. It is activated by pushing the brake pedal harder after stopping, as long as the transmission shift lever is in any forward gear position.



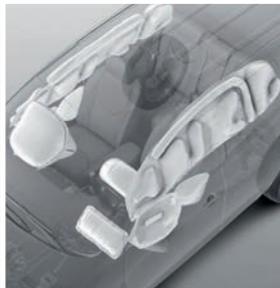
ISOFIX seat fixing

Seats incorporate special anchor points, including a top tether that helps prevent the seat tipping forward. These provide a safe and convenient way of correctly securing ISOFIX child seats (available from your Toyota dealer).



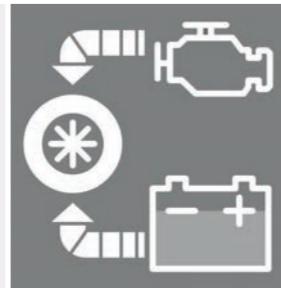
1.8 HSD

The 1.8 litre Hybrid Synergy Drive® (HSD) is the world's most advanced full hybrid system. It combines a 1.8 litre VVT-i petrol engine with two electric motors to provide low fuel consumption, low CO₂ emissions and a powerful, peaceful driving experience.



Supplementary Restraint System (SRS) airbags

This model is fitted with seven airbags. They include driver's knee airbag, SRS airbags for both driver and passenger, side airbags for the front seats, and SRS curtain shield airbags covering both the front and rear seat passengers.



Hybrid System Indicator

The Hybrid System Indicator consists of an energy flow monitor and ECO-drive monitor. This helps you refine your eco-driving skills and optimise fuel consumption.



Rain sensor

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

Toyota takes great pride in constantly improving environmental performance.



- National sales centres
- Logistics centres – vehicles
- Logistics centres – accessories/spares
- Production sites
- Supporting companies
- Training centres

As a worldwide corporation we aim to be wherever our customers need us, and therefore we have a strong presence in Europe. This shortens delivery distances and results in substantial time savings that are good for you and the environment.



Designing your car

Each design detail on our vehicles is analysed to ensure the lowest possible environmental impact throughout its life cycle. This meticulous approach has led to an array of innovative features on our cars that contribute to environmental efficiency.

50% less CO₂ used to build Prius since 1990

Making your car

At Toyota, every effort is made to ensure environmental efficiency throughout the manufacturing process. Since 1990, we have reduced the CO₂ emissions per unit of production at Toyota Tsutsumi Plant by 50%.



Getting vehicles and parts to you

Toyota is always looking to employ the most efficient and environmentally friendly logistical and delivery methods.



Selling and servicing your car

We have developed a sustainable Toyota Centre programme to reduce energy, water and waste emissions generated across our network. This covers everything from rainwater recycling, introducing additional roof insulation and using renewable energy at new Toyota Centres, as well as carrying out energy audits to identify efficiency improvements at existing Centres.

HSD is Toyota's revolutionary full hybrid technology. Switch seamlessly and automatically between petrol and electric engines to suit your driving needs. Or choose to run electric-only



95% of your Prius is recoverable

The end of the road for your vehicle?

Toyota always designs and manufactures its vehicles with an eye on the three Rs: reduce, reuse and recycle. For example, 95% of every Prius Plug-in is reusable and recoverable, 100% of materials are coded and four heavy metals have been eliminated completely in accordance with 2000/53/EC. In addition, our environmental policy means that we offer Toyota drivers new and innovative ways of returning their old car. For more information visit: www.toyota.eu or contact your local Toyota Centre.

20-30% less fuel and CO₂

Drive thoughtfully

Drive your car in the right way and you could reduce your fuel bill and your CO₂ 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. Shift up gear earlier.
07. Only use air conditioning when necessary.
08. Follow and anticipate traffic flow.
09. Keep your windows closed.

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

On the day you purchase your Prius Plug-in, your Toyota Centre will present you with the 'Prius Plug-in 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 Plug-in to you in detail – and always be available should you require any assistance.

Toyota Roadside Assistance

When you buy a Toyota you automatically receive 12 months AA Roadside Assistance in the UK and Europe, free of charge. As an owner you will also benefit from specially negotiated offers and promotions on a whole host of exciting leisure and motoring activities. To find out more visit www.toyota.co.uk/owners

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.

5-Year Toyota Warranty

Every new Toyota car comes with a five-year/100,000-mile warranty, whichever comes first, with no mileage limitation for the first year. This covers your car against the unlikely event of a manufacturing defect.

Additionally, the Hybrid battery in the Prius Plug-in is covered, in the event of a manufacturing defect, for 8 years/100,000 miles, whichever comes first. For full details, please ask your Official Toyota Centre or visit www.toyota.co.uk/5yearwarranty

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 materials 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 materials or workmanship.

Extended warranty

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*, 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 Approved Used Car Scheme

All Toyota Approved Used vehicles come complete with a pre-delivery inspection, a mileage check, 12 months' warranty, breakdown cover, 12 months' AA Roadside Assistance[§] 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

Intelligent design

The Prius Plug-in 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 Plug-in 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 Plug-in in an ideal working condition.

Toyota quality service

Your Toyota Centre will talk you through the Prius Plug-in 'Health and Safety' maintenance programme. The programme is very straightforward and designed for your convenience. In effect, your Prius Plug-in 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).

Toyota genuine parts

The Prius Plug-in 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 parts and labour charges.

Toyota accessories

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Tailor-made for your Toyota, they fit perfectly and add a personal touch of style, comfort or practicality. And because they've been tested under the most severe conditions, you can have complete confidence in their reliability and durability. To add to the reassurance, every genuine Toyota accessory has a 5-year warranty when purchased together with the vehicle.

Added security

The Prius Plug-in has a fully approved Thatcham Category 1 security system. This level of security is recognised by the UK's leading insurance companies.

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 has 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**

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.

* 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.

[§] Except on non-Toyota vehicles.

[°] On payment of the option-to-purchase fee.

** Subject to mileage and fair wear and tear conditions being met.

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.



ALWAYS A BETTER WAY

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Point your smartphone or webcam at the graphic for more information.

To experience the new Prius Plug-in Hybrid or for more information, please contact your local Toyota Centre or visit our website toyota.co.uk/priusplugin

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