

# Prius c

Compact brilliance.



**TOYOTA**



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



*Oh what a feeling!*

## Style with purpose.

If you're constantly zipping around town, then you need a car that's practical, stylish and fun to drive.

With its distinctive looks, efficient performance, world-class safety and the power of Hybrid Synergy Drive® (HSD), Prius c is the perfect choice.

The compact and sporty exterior features sculpted aero-corners and a rear spoiler to create a highly efficient, dynamic airflow and help deliver low fuel consumption. You'll find fog lamps up front and UV protectant glass windows and, on Prius c i-Tech® models, there are 15" alloy wheels and efficient LED headlamps too.

With Hill-start Assist Control (HAC), a tight turning circle and reverse camera, Prius c is perfect for tricky city streets. And the suspension

is specially tuned for urban conditions. The sophisticated safety features include seven SRS airbags and a front and side collision structure.

Plus you'll have an Anti-lock Braking System (ABS) and Vehicle Stability Control (VSC) to help with any potential oversteer or understeer. Electronic Brake-force Distribution (EBD) increases the brake force to the wheel(s) that need it most, and Brake Assist (BA) helps ensure the safest possible braking distance in an emergency.



Front cover: Prius c i-Tech® model shown  
This page: Prius c i-Tech® model shown

# Practical genius.

Step inside Prius c and discover a contemporary interior that exudes spaciousness and depth. The contoured front seats and clever design provide ample room for up to five people plus their gear.

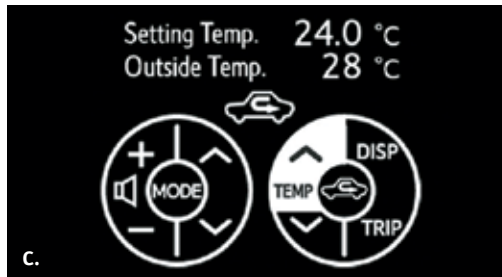
The Smart Entry and Start system lets you hop in and get going, even when the keys are still in your pocket or bag. The clever Touch Tracer Display allows you to operate the audio, the automatic climate-control air conditioning, and the data to help you drive more efficiently using the Multi Information Display (MID), without your hands leaving the wheel.

For a small car, Prius c's audio system is big on sound. You can plug in your USB<sup>1</sup> device, iPod<sup>®2</sup> or MP3<sup>1</sup> player, plus there's voice control and Bluetooth<sup>®3</sup> connectivity for audio streaming and hands-free calls. In i-Tech<sup>®</sup> models, SUNA<sup>™</sup> Traffic Channel<sup>4</sup> helps you avoid congestion with real-time traffic and road condition reports featured on the 6.1" touch screen display audio unit.

On the road, Hybrid Synergy Drive<sup>®</sup> offers three alternate driving modes: 'Normal', 'ECO' for optimal fuel efficiency and 'EV' for low speeds and short distances.

With Prius c, smart style is always in fashion.

- A. Prius c interior
- B. Smart Start Button
- C. Touch Tracer Display
- D. Drive Mode Switches





Prius ci-Tech® interior

## 4 key benefits

HYBRID  
SYNERGY  
DRIVE

### Quietness.

The peaceful performance of the electric 'EV' mode, combined with the high-performance soundproofing materials throughout the engine and passenger compartments, delivers a uniquely tranquil driving experience.

### Emissions.

By ensuring high-level fuel efficiency, Hybrid Synergy Drive® helps minimise the output of CO<sub>2</sub> and other harmful emissions. All of Toyota's hybrid vehicles are designed to comply with relevant global exhaust emissions regulations.

### Fuel economy.

The aerodynamic styling of Toyota's hybrid vehicles, and clever pairing of an electric motor and robust petrol engine, deliver significant fuel economy. Each vehicle also provides ongoing feedback via its Multi Information Display, so you can actively evaluate and change the way you drive for even greater efficiency.

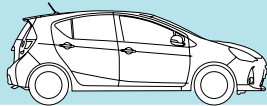
### Power.

Hybrid Synergy Drive® combines the power of two energy sources to deliver powerful, smooth acceleration. Your vehicle can be powered by electricity, petrol, or a combination of both – and it's discreet and seamless.

## How the hybrid system works.

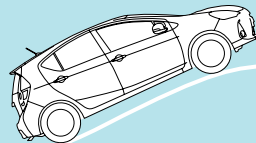
### Starting off

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



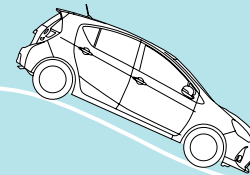
### Full acceleration

Power is provided by the petrol engine in addition to the electric motor. Power output is maximised for a very powerful acceleration.



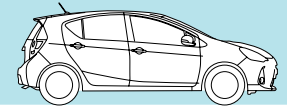
### Deceleration

The electric motor functions as a generator during deceleration and braking. Regenerated energy is used to recharge the battery.



### At rest

Braking to a stop at a traffic light, the petrol engine is cut off and the car is brought to a gentle stop. The system automatically avoids wasteful idling to conserve fuel and stop CO<sub>2</sub> emission.



# Your model, your colour.

With two models to choose from, you can choose the Prius c that perfectly suits your style and taste. Prius c features comfortable fabric seat trim and Prius c i-Tech® features premium seat trim. Then complement your choice with one of nine stylish colours.

- A. Glacier White 040
- B. White Mist<sup>5</sup> 082
- C. Silver Pearl<sup>5</sup> 1F7
- D. Cherry 3P0
- E. Sunrise<sup>5</sup> 4V7
- F. Aqua<sup>5</sup> 774
- G. Tidal Blue<sup>5</sup> 8T7
- H. Graphite<sup>5</sup> 1G3
- I. Ink<sup>5</sup> 209
- J. Fabric seat trim (FG28)  
Prius c model only
- K. Premium seat trim (LB28)  
Prius c i-Tech® model only



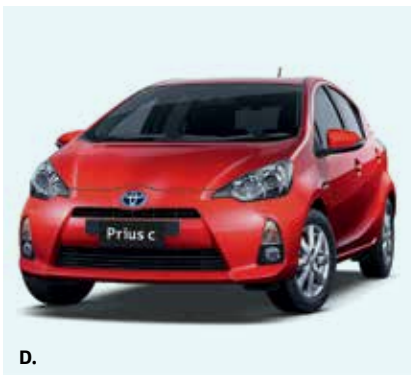
A.



B.



C.



D.



E.



F.



G.



H.



I.



J.



K.

# Your Prius c, your way.

Personalise your new Prius c with Toyota Genuine Accessories – all of which are developed to strict quality and performance standards, and are backed by our Toyota Warranty,<sup>6</sup> to suit both your life, and your style.



Prius c i-Tech® in Tidal Blue accessorised with 15" Alloy Wheels, Front Park Assist, Headlamp Covers and Slimline Weathershields. Accessories sold separately.



- A. Boot Liner
- B. Front Park Assist  
Clearance parking sensors
- C. Headlamp Covers
- D. Slimline Weathershields  
Front and rear set
- E. Door Handle Protection Film
- F. Floor Mats – Front and rear set  
(Front set shown only)
- G. 15" Alloy Wheels

MECHANICAL SPECIFICATIONS			
<b>Hybrid System</b>	Combined system output	74kW	
	Three alternate driving modes	'Normal', 'ECO' mode, 'EV' mode	
<b>Petrol Engine</b>	Engine description	1.5L Atkinson cycle 4-cylinder petrol engine	
	Maximum power/torque	54kW @ 4800rpm/111Nm @ 4000rpm	
<b>Electric Motor</b>	Maximum voltage/power/torque	520V/45kW/169Nm	
<b>Fuel Consumption</b>	Fuel economy – ADR81/02 combined cycle (L/100km) <sup>7</sup> /emissions – combined CO <sub>2</sub> g/km <sup>7</sup>	3.9L/100km/90g/km	
<b>Transmission</b>	Transmission type	Continuously Variable Transmission (CVT)	
<b>Steering and Brakes</b>	Electric Power Steering (EPS)	•	•
	Regenerative braking system	•	•
PRIUS C MODEL		Prius c	Prius c i-Tech®
<b>Dimensions<sup>8</sup></b>	Overall length/overall width/overall height (mm)	3995/1695/1455	
<b>Capacities and Weights</b>	Vehicle kerb weight (kg) <sup>9</sup>	1120–1140	
	Seating capacity	5	
	Fuel tank capacity (L)	36	
<b>Wheels</b>	Size and type	15" steel	15" alloy
<b>Exterior</b>	Front fog lamps	•	•
	Auto-levelling LED headlamps with washer		•
	Privacy glass		•
	Retractable side view mirrors		•
<b>Interior</b>	Premium seats and trim		•
	60:40 split fold rear seats	•	•
<b>Instruments and Controls</b>	Smart Entry and Start system	•	•
	Automatic climate control air conditioning	•	•
	Energy monitor/Hybrid system indicator/Multi Information Display (MID)	•	•
	Cruise control	•	•
<b>Entertainment</b>	6.1" touch screen audio with Voice Control and Bluetooth® <sup>3</sup> capability, 3.5mm AUX input for audio player	•	•
	Satellite Navigation, <sup>10</sup> SUNA™ Traffic Channel, <sup>4</sup> DivX® media file player <sup>11</sup>		•
<b>Safety</b>	Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA), Vehicle Stability Control (VSC) with Traction Control (TRC) and Hill-start Assist Control (HAC)	•	•
	Reverse camera	•	•
	Seven SRS airbags – dual front, front side and full length curtain airbags and driver's knee airbag	•	•
	3-point ELR seatbelts for all occupants and driver and front passenger with pre-tensioner and force limiter seatbelts	•	•



# The Toyota Advantage.

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



## A smarter way to buy.

Toyota Access puts you in complete control when buying a new car.<sup>12</sup> Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with ongoing flexibility and assurance. To discover Toyota Access for yourself visit [toyota.com.au/access](http://toyota.com.au/access)



## Capped price servicing.<sup>13</sup>

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



## We've got your back.

Every new Toyota is built to exceptional standards, backed by a three year/100,000km<sup>14</sup> warranty, giving you the peace of mind to feel confident for years to come. In the unlikely event that you need them, every Toyota Service Centre is committed to providing any warranty repairs you may need. They have the technology, the tools, and the skilled personnel to keep your Toyota in excellent condition.



## Your battery goes further.<sup>15</sup>

The Hybrid battery used by Toyota, requires no maintenance, charges automatically while you drive and never needs to be plugged into a power supply.

The battery is disposable, recyclable and your Toyota dealership can arrange recycling at no extra cost.



## Finance to get you going.

If you need a little help, Toyota Finance<sup>16</sup> can offer you a wide range of vehicle financing. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.



## Even more protection.

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; choice of agreed value or market value, New vehicle replacement cover for Toyota vehicles damaged beyond repair up to 3 years/100,000km,<sup>17</sup> Genuine Parts Promise and Quality Repair Guarantee. And our Toyota Insurance Factory Approved Extended Warranty Insurance provides protection that continues after your Toyota New Vehicle Warranty ends.



## Extend your peace of mind.

Whether it's a flat tyre, lost keys or a flat battery, Toyota Extra Care Roadside Assist is never more than a phone call away. Available 24 hours a day, seven days a week, every day of the year, you'll have peace of mind, whatever your emergency.<sup>18</sup> With two levels of cover available, Toyota Extra Care Roadside Assist provides one of the most professional, reliable, and technologically advanced assistance networks in Australia.

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- 1 Not all devices will be compatible. Functionality varies depending on device.
- 2 iPod® and iPhone® are trademarks of Apple, Inc. Not all devices will be compatible and functionality will vary depending on the device.
- 3 The Bluetooth® word mark is owned by Bluetooth SIG, Inc. Not all devices will be compatible and functionality varies depending on the device.
- 4 SUNA™ GPS Traffic Updates are only available in metropolitan Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Perth and Sydney; it operates from information provided by Intelematics Australia and may not cover all road incidents and congestion. See [sunattraffic.com.au](http://sunattraffic.com.au) for details.
- 5 Paint featured is an optional extra at additional cost. Not all colours available on all models, see colour guide for details of availability.
- 6 All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for one year. Conditions apply. The Toyota Genuine Accessories Warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.
- 7 Fuel consumption and emissions will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle.
- 8 Some vehicle dimension figures are approximate and vary due to options and accessory fitment.
- 9 Kerb, tare and payload weights are nominal and vary depending on options and accessories.
- 10 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 11 Connectivity via USB only. Not all devices are compatible. Functionality varies depending on the device. This product supports the DivX® format which can only be viewed when the vehicle is parked.
- 12 Guaranteed Future Value (GFV) is the minimum value of your new Toyota at the end of your finance contract, as determined by Toyota Finance. If you decide to return your car to Toyota at the end of your term, Toyota Finance will pay you the agreed GFV amount which will be put against your final payment, subject to fair wear and tear conditions and agreed kilometres being met. The information provided is general in nature. You should seek your own financial advice to determine whether Toyota Access is appropriate for your individual circumstances. Terms and conditions, fees

Toyota Genuine Accessories are not applicable to all models/grades. Consider the mass of your load to ensure you will not exceed the maximum allowable individual axle capacity, Gross Vehicle Mass and/or Gross Combined Mass of the vehicle. Refer to the current Accessories brochure or visit [toyota.com.au](http://toyota.com.au) for details on

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- 13 Maximum payable for standard scheduled logbook servicing (normal operating conditions) until first of three years or 60,000km (whichever occurs first), up to the first six services. Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to [toyota.com.au/advantage](http://toyota.com.au/advantage) for other exclusions, eligibility and full details.
  - 14 New Vehicle Warranty expires three years from date of first delivery or 100,000km, whichever occurs first. Refer to the warranty conditions. The New Vehicle warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.
  - 15 The HV (Hybrid) Battery Warranty expires 8 years from date of first delivery or 160,000kms, whichever occurs first. This warranty is comprised of the 3 year Toyota New Vehicle Warranty and an additional 5 year Toyota Australia Hybrid (HV) battery warranty. Refer to warranty conditions. This warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.
  - 16 Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence No 392536.
  - 17 Terms and conditions apply. This advice does not take into account any of your particular objectives, financial situation or needs. For this reason, before you act on this advice, you should consider the appropriateness of the advice taking into account your own objectives, financial situation and needs. Before making a decision about any of the insurance products, please refer to the current Product Disclosure Statement (PDS) for the relevant product available from participating Dealers, via the Toyota Insurance website at [toyotainsurance.com.au](http://toyotainsurance.com.au) or by calling 137 200. Toyota Insurance is a division of Aioi Nissay Dowa Insurance Co., Ltd. ABN 39 096 302 466 AFSL Number 254489 (Andia). The Insurer is Andia. Our insurance policies do not change or take away your rights under the Australian Consumer Law. Your right to claim under our policies for the benefits covered is in addition to other rights and remedies you have under the law in relation to your vehicle. However, you can choose to make a claim under any of our policies even if you have rights under the law.
  - 18 Toyota Extra Care is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence 392536.

warranty and [toyota.com.au/vehiclepayload](http://toyota.com.au/vehiclepayload) for details on vehicle payload, to help determine Accessories suitable for your vehicle. Accessory colours shown may vary from actual colour due to the printing process.

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