

Progressive by nature.

There's never been a more exciting time in the automotive world.

Rapid advances in technology are helping us to re-invent the future of human mobility in ways the early pioneers could never have imagined. At Toyota, we feel our innovations are leading the way towards cleaner and more efficient solutions, helping to overcome the challenges that confront us all. Prius is testament to that commitment and spirit, where our engineers and designers were bold enough to go beyond the conventional boundaries of what a hybrid vehicle could be. They had the imagination to see new possibilities, and the resolve to make a reality of their dreams.

It's exciting to glimpse the future. It's even more exciting to grasp it.





The future's taking shape.

Innovation comes in many forms, but never has it appeared as elegant and refined as Prius.

The unmistakable shape is a result of advanced wind tunnel testing, which has taken Prius into a bold new dimension. It's leading the way, being the first vehicle built on the Toyota New Global Architecture (TNGA) platform, which is a modular approach that underpins and unites the foundation of many Toyota models.

A more compact engine and a lower bonnet line combine to give Prius a highly distinctive silhouette. Clever placement of the fuel tank and batteries under the rear seat have created greater luggage space.

Advanced aerodynamics give Prius a world class coefficient of drag (cD) of just 0.24, which means the airflow is smoother and less disturbed around the car, further helping to enhance fuel efficiency. The body is built from high tensile steel to reduce weight, enhance efficiency and deliver better driving.

Up front Bi-LED headlamps with Auto-levelling and Daytime Running Lights (DRLs) show the way ahead. At the rear, the uniquely shaped tail lamps further accentuate the distinct flowing lines of Prius. Unique 15" lightweight alloy wheels are fitted as standard rising to 17" lightweight alloy wheels in Prius i-Tech.®

They all add up to create the unmistakable look and unique style of Prius.



Brilliant surroundings.

The interior of Prius has been designed by adhering to the themes of ingenious beauty and 'iconic human tech'. Clutter is eliminated and this, when combined with an intuitive layout, creates an advanced, spacious and welcoming environment.

The centre display wraps harmoniously around you and the instrument panel with its low set base flows elegantly into the door trims.

The instrument panel and door trim surfaces are finished to provide a smooth, warm feel while the space above is shaped for maximum headroom. The black-out finish on the centre and rear pillars creates a feeling of greater space, and the silver chrome ornamentation presents a luxurious finish.

The premium 3-spoke Leather Accented steering wheel also places many essential controls right at your fingertips.

The front seats are designed to reduce neck, shoulder and lower back fatigue with power adjustable lumbar support (driver's seat only). And the i-Tech® grade features a 2-step adjustable heating system for the colder days, with the seats also including Leather Accented trim plus the driver's seat is 8-way power adjustable.

















Intelligent driving.

The technology inside Prius has been developed to make driving easier, smoother and more intuitive. With Smart Entry and Start system, you can unlock the driver's door and get going with the keys still in your pocket or bag.

On the road, technological advances such as the colour Head-up Display (HUD) will keep you informed of essential driving data without your eyes ever having to leave the road.

The centre meter delivers complete real time vehicle and trip data via colour TFT displays, including the Multi Information Display (MID). Together they deliver information about speed, fuel efficiency, driving mode, trip details, as well as climate control and audio settings. On Prius i-Tech® it also displays navigational directions.

Night or day, the Electro-chromatic rear view mirror automatically adjusts to the headlights of following traffic.

The 7" touchscreen display audio system powers 10 premium JBL speakers placed for optimal sound, rising to include Satellite Navigation¹ on i-Tech.®

In every Prius you'll also have AUX/ USB² and Bluetooth®³ functions. Then connect your smartphone with Toyota Link⁴ and find fuel and accommodation, plan trips, receive real time advice, easy-to-follow directions and the latest weather information, as well as the latest music streamed through the Pandora app. You can also place your compatible smartphone⁵ on the charging pad for fast, wireless recharging.6

The advanced climate control system features a pollen eliminating filter and uses S-Flow Mode to focus the airflow towards the passengers, while the Eco-Score evaluates how environmentally friendly your climate control settings are, and displays this rating via the Multi Information Display (MID).

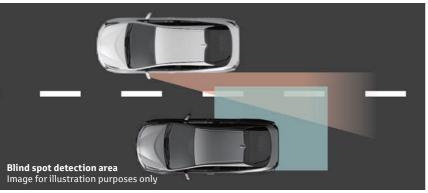




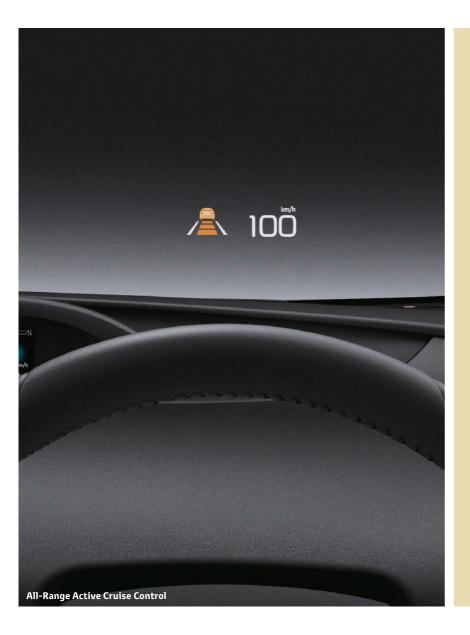












Intelligent, intuitive and in control.

The innovative thinking built into every Prius projects well beyond its flowing exterior lines.

All-Range Active Cruise Control⁷ senses the distance away and the speed of the vehicle ahead and then automatically controls your speed to maintain a sensible gap between you and them.

To help avoid blinding oncoming traffic, when Automatic High Beam⁸ (AHB) detects another vehicle approaching, it automatically switches the headlamps from high to low beam.

On Prius i-Tech,® the Blind Spot Monitor9 (BSM) provides a visual warning in your side mirror of another vehicle travelling close by and in your blind spot.

Clever thinking, smarter safety.

It's reassuring to know that when travelling in Prius, you're protected by some of the most advanced safety features and technology ever developed.

If you're ever facing the possibility of a frontal collision, Prius is equipped with a range of safety features, including Pre-Collision Safety system¹⁰ (PCS), which uses radar technology to sense the danger then initiates a three phase defence. First, an audible and visual warning alerts the driver, then Pre-Collision Brake Assist increases brake pressure to assist the driver and finally, Pre-Collision Brake will apply the brake.

Plus there's the security that comes from being surrounded by 7 SRS Airbags.

Lane Departure Alert⁹ (LDA) uses a camera to detect lane markings and provides an audible and visual warning should it recognise that you're deviating out of a lane, steering assist can then be engaged.

Vehicle Stability Control (VSC) uses electronic sensors to help deal with potential oversteer and understeer while Electronic Brake-force Distribution (EBD) automatically increases the brake force to the wheels that need it most.

In the event of emergency braking, Emergency Brake Signal will automatically activate the hazard lamps to warn other drivers.

The Seatbelt Warning makes the driver aware if any of the passengers have failed to buckle-up.

The Reversing Camera⁹ provides a clear view of what's behind with moving guidelines on the display screen to help you into tight spaces. In Prius i-Tech,[®] Rear Cross Traffic Alert⁹ (RCTA) helps when reversing out of a parking space by detecting vehicles approaching from either side and then providing a warning via the Blind Spot Monitor in the corresponding side mirror.

Together they ensure you can drive with confidence and feel safe every time you step inside your Prius.

- A. Reversing Camera with moving guidelines
- B. Centre Meter with twin display

Image for illustration purposes only







Full power, maximum efficiency.

Toyota's Hybrid Synergy Drive® technology is the world's leading hybrid technology that's proven to deliver remarkable fuel efficiency without compromising performance.

The intelligent management system seamlessly synergises the car's petrol engine with its electric motor so they support each other or take over completely, depending on the driving situation.

The electric motor in the Hybrid Synergy Drive® system generates enough power to drive Prius on its own. The petrol engine only kicks in when you call for more power, accelerate hard or cruise at high speed.

And because the battery is kept charged through normal driving operations, it maintains all the energy the electric engine needs.



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 CO₂ 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

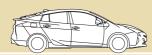
Power is provided by the petrol engine in addition to the electric motor. Power output is maximised for very powerful acceleration.

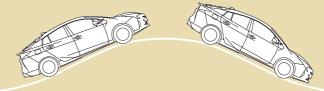
Deceleration

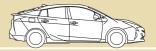
The electric motor functions as a generator during deceleration and braking. Regenerated energy is used to recharge the battery.

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









Prius, the choice is yours.

Every Prius is packed with the latest innovations and cutting edge technology to ensure you'll be driving smarter, smoother and with exceptional efficiency.

Prius i-Tech® offers all the performance and clever features of Prius, but with some extra innovative touches to provide the ultimate combination of comfort, efficiency and technology.



Prius

- 1.8L Petrol engine with Hybrid Synergy Drive[®]
- Smart Start
- Smart Entry (driver's door only)
- 15" alloy wheels
- · Premium fabric seat trim

- Power adjustable driver's seat lumbar support
- · Bi-LED Headlamps with Auto-levelling
- Daytime Running Lamps (DRLs)
- 7 SRS airbags
- Pre-Collision Safety system¹⁰ (PCS)
- Lane Departure Alert⁹ (LDA)
- Automatic High Beam⁸ (AHB)
- All-Range Active Cruise Control⁷
- Reversing Camera⁹ with moving guidelines

- Vehicle Stability Control (VSC)
- Seatbelt warning
- Leather Accented 3-spoke steering wheel
- Electro-chromatic rear view mirror
- · Premium door trim
- Colour Head-up Display (HUD)
- 7" display audio with Toyota Link4
- JBL 10 speaker premium sound system
- Wireless phone charger⁶

Prius i-Tech®

All the features of Prius, as well as:

- 17" alloy wheels
- Leather Accented seats

- 8-way power adjustable driver's seat
- Front seat heaters
- Blind Spot Monitor⁹ (BSM) with Rear Cross Traffic Alert⁹ (RCTA)
- Smart Entry (Front passenger door and boot)
- Satellite Navigation¹
- Digital Radio (DAB+)



Colour your Prius.

Both Prius and Prius i-Tech® are available in seven colours. So you can colour your Prius just the way you choose, and if Emotional Red¹¹ is your colour, it's applied using a new advanced paint technology resulting in a vibrant colour with a 3-D appearance.

- A. Glacier White 040
- B. Crystal Pearl¹¹ 070 C. Silver Pearl¹¹ 1F7
- D. Eclipse Black¹¹ 218
- E. Emotional Red¹¹ 3T7
- F. Graphite¹¹ 1G3
 G. Lunar Blue¹¹ 8W7





В.

E.





C.

A.



D.

G.



F.



Assured comfort and understated elegance.

The Prius interior is purposely coordinated with fabrics and colours that provide an atmosphere of calm and accentuate the unique interior lines around you, rising to include tasteful Leather Accented seats in Prius i-Tech.®



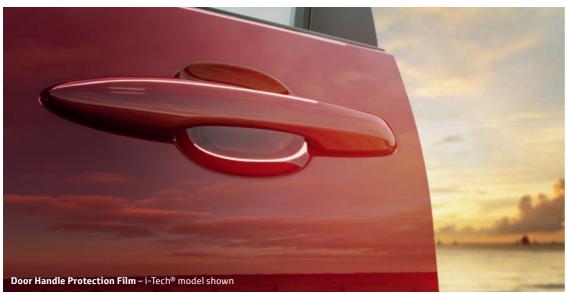
Black Leather Accented (LA20) i-Tech® model only



Prius, customised to suit your style.

Personalise your new Prius to suit both your life and your style with Toyota Genuine Accessories. ¹² They are designed to enhance the protection of internal space and help

preserve your Prius. Have peace of mind knowing they are developed to meet strict quality and performance standards and are backed by our Toyota Warranty.¹³











MECHANICAL SPECIFICATIONS		Prius	Prius i-Tech®
Petrol Engine	Engine description	1.8L Atkinson Cycle, 4-cylinder petrol engine with Hybrid Synergy Drive (HSI	
	Engine code	2ZR-FXE	
	Maximum power (kW @ rpm)	72kW @ 5200rpm	
	Maximum torque (Nm @ rpm)	142Nm @ 3600rpm	
Bore x Stroke		80.5 x 88.3mm	
	Compression ratio	13.	0:1
Electric Motor	Maximum voltage	600V	
	Maximum power	53kW	
	Maximum torque	163Nm	
Battery Type	Battery	Nickel-Metal Hydride (NiMH)	
Hybrid System	System type	Series parallel	
	Combined power maximum output	90kW	
	Three alternate driving modes	Normal, Power, ECO	
Fuel	Fuel economy – ADR81/02 combined cycle ¹⁴	3.4L/100km	
	Emissions – combined CO ₂ ¹⁴	80g/km	
Transmission	Туре	Continuously Variabl	e Transmission (CVT)

PRIUS MODEL		Prius	Prius i-Tech®
Steering, Brakes and Suspension	Electric Power Steering (EPS)		
545 pc5.5	Regenerative braking system		
	Double wishbone rear suspension		
	MacPherson strut front suspension		
Dimensions ¹⁵ and Weights	Overall length (mm)	4540	4540
	Overall width (mm)	1760	1760
	Overall height (mm)	1490	1490
	Wheelbase (mm)	2700	2700
	Vehicle kerb weight (kg) ¹⁶	1375 – 1400	1375 – 1400
	Gross vehicle weight (kg) ¹⁷	1775	1775
	Fuel tank capacity (L)	43	43
Wheels	Size and type	15" alloy with full wheel cover	17" alloy with resin ornamentation
Exterior	Front fog lamps		
	LED Daytime Running Lamps (DRLs)	•	
	Auto-levelling Bi-LED Headlamps	•	
	Electrically adjustable exterior mirrors with side indicators	•	
	Rain sensing wipers		

PRIUS MODEL		Prius	Prius i-Tech®
Interior	Driver and front passenger heated seats		
	60:40 split fold rear seats	•	
	Smart Entry (Activation on driver's door only) and Start system		
	Smart Entry (Activation on driver, passenger and boot doors) and Start system		•
	Advanced climate control air conditioning		·
	LED Multi Information Display (MID) including driving information, audio system information, climate control details, driver support, warning messages, and settings	•	·
	Colour Head-up Display (HUD)	•	·
	Electro-chromatic rear view mirror		·
	Illuminated glove box	•	·
	Centre console with armrest lid	•	
	Sunglass holder – front overhead console	•	
	Front seat back storage pocket	•	

Beverage holders: 2 x front and 2 x rear; Bottle holders: 2 x front and 2 x rear

PRIUS MODEL		Prius	Prius i-Tech®
	JBL 10 speaker premium sound system		
	Steering wheel mounted audio and telephone controls		
	7" colour display audio with Toyota Link, hands-free Bluetooth a media streaming, single CD player, AM/FM tuner, 3.5mm AUX and USB input		
	Satellite Navigation ¹ and Digital Radio (DAB+) ¹⁹		
	Wireless phone charger ⁶		
	Pre-Collision Safety system ¹⁰ (PCS), Lane Departure Alert ⁹ (LDA), Automatic High Beam (AHB) and All-Range Active Cruise Control		
	Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA)		
	Vehicle Stability Control (VSC), Traction Control (TRC) and Hill-start Assist Control (HAC)		
	LED taillights with Emergency Brake Signal		
	Reversing Camera ⁹ with moving guidelines		
	Blind Spot Monitor ⁹ (BSM) and Rear Cross Traffic Alert ⁹ (RCTA)		
	Seven SRS airbags – including driver's knee airbag		•

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.



Your battery goes further.23

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.



A smarter way to buy.

Toyota Access puts you in complete control when buying a new car.²⁰ 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



Finance to get you going.

If you need a little help, Toyota Finance²⁴ 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.



Capped price servicing.21

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



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,²⁵ 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.



We've got your back.

Every new Toyota is built to exceptional standards, backed by a three year/100,000km²² 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.



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.²⁶ 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.

Disclaimers and Notice.

- 1 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 2 Not all devices will be compatible. Functionality varies depending on 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 Toyota Link is available on certain vehicle models and grades only. Toyota Link services rely on data from the driver's compatible mobile phone and information provided by third parties. Availability is dependent on a number of factors, including the availability of third party information, mobile service, sufficient mobile data allowance and GPS satellite signal reception. Mobile usage is at the user's cost. Toyota Australia reserves the right to add, remove or modify applications. Further information is provided at www.toyota.com.au/toyotalink
- 5 Not all smartphones are compatible.
- 6 Only Qi-supported devices are compatible. Refer to your device manufacturer to determine your device's compatibility. Some devices may require the purchase of a Oi-supported accessory to enable wireless charcing.
- 7 Active Cruise Control is a driver assist technology and should not be used as a substitute for safe driving practices. Driver should continue to monitor the road.
- 8 Automatic High Beam is a driver assist device only and should not be used as a substitute for safe driving practices.
- 9 Blind Spot Monitor/Lane Departure Alert/Reversing Camera/Rear Cross Traffic Alert is a driver assist device only and should not be used as a substitute for safe driving practices. The area into which the vehicle is driven must be visually monitored by the driver.
- 10 PCS is a driver assist technology and should not be used as a substitute for safe driving practices. Driver should continue to monitor the road.
- 11 Paint featured is an optional extra at additional cost. Not all colours available on all models, see colour quide for details of availability.
- 12 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 for details on warranty and 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.
- 13 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.
- 14 Fuel consumption and emissions vary depending on driving conditions/style, vehicle conditions and options/accessories.
- 15 Some vehicle dimension figures are approximate and vary due to options and accessory fitment.
- 16 Kerb, tare and payload weights are nominal and vary depending on options and accessories (and body type).

IMPORTANT NOTICE - PLEASE READ:

Toyota Australia uses its best endeavours to ensure material is correct when published. Check with your authorised Toyota Dealer when ordering to ensure the vehicle with your chosen specifications, equipment and colour is available and can be delivered within the timeframe suitable to you. When ordering accessories, check with your authorised Toyota Dealer to ensure the accessory's design, features and colours are available and fit your vehicle. Consider the mass of your load will not exceed the maximum allowable individual axle capacity, Gross Vehicle Mass and/or Gross Combined Mass of the vehicle. Refer to toyota.com.au/prius for further details. Colours displayed are a guide only and may vary from actual colours due to printing/display processes. Certain accessories when fitted will require the removal of standard equipment,

- 17 Gross Vehicle Mass (GVM) is the total permissible combined weight of the vehicle, including occupants, fuel and cargo.
- 18 Not all devices may be compatible and functionality will vary depending on the device.
- 19 Digital radio station coverage dependent on vehicle location.
- 20 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 and charges apply. Toyota Access Guaranteed Future Value (GFV) products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence 392536.
- 21 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 five services Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to toyota.com.au/advantage for other exclusions, eligibility and full details.
- 22 New ehicle 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.
- 23 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.
- 24 Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence No 392536.
- 25 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 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.
- 26 Toyota Extra Care is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181. Australian Credit Licence 392536.

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