

Prius c

Compact brilliance




TOYOTA

toyota.com.au



Oh what a feeling!



There's a spirit that runs through Toyota. It's a feeling of achievement. It pushes us. Inspires us.

— It's what saw us mass produce the first dedicated hydrogen fuel cell vehicle, the Mirai, and what will see us define the very future of movement. Our Japanese founders called it 'Kaizen,' but we simply call it 'continuous improvement.' A relentlessness to always move forward, never settle for good enough.

And here's the exciting part, this feeling of achievement is yours to experience. Life changing moments, just waiting to be told. Whether it's the thrill of experiencing the latest in technology, venturing somewhere completely new or simply spending more time with your family. That sense of achievement, whatever form it comes in, will be a feeling you never forget.

This is a journey for which we don't know the destination, but looking back at how far we've come, it's safe to say tomorrow looks exciting beyond imagination.



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We are a group of passionate perfectionists who can't let well enough alone...

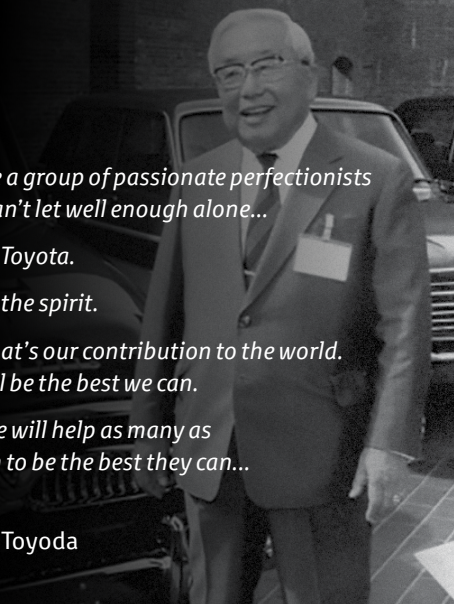
That's Toyota.

That's the spirit.

And that's our contribution to the world. We will be the best we can.

And we will help as many as we can to be the best they can...

— Eiji Toyoda



Style with purpose

With its distinctive looks, efficient performance, world-class safety and the power of Toyota Hybrid technology, Prius c is the practical and stylish choice for city living.

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.¹ 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 with auto-levelling.

With Hill-start Assist Control² (HAC), a tight turning circle and reversing camera, Prius c is perfect for tricky city streets. The sophisticated safety features include 7 SRS airbags and a front and side collision structure. Plus you'll have an Anti-lock Braking

System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist² (BA) to help get you where you are going safely. It's no wonder Prius c has been awarded the maximum 5-star ANCAP safety rating (awarded in 2014).

Toyota Genuine Accessories³ are also available so you can personalise your Prius c to suit both your life, and your style.

To find out more, go to: toyota.com.au/prius-c



Front cover: Prius c i-Tech[®] model shown
This page: Prius c model shown accessorised with 15" alloy wheels (sold separately)



Prius ci-Tech® interior

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 Multi Information Display (MID) clearly displays the average fuel consumption levels, outside temperature, cruising range and more.

For a small car, Prius c's audio system is big on sound. The 6-speaker audio system features a 6.1" colour touchscreen display for easy control, USB input for iPod⁴ or MP3⁵ player, plus voice recognition and Bluetooth^{®6} connectivity. All grades feature a handy reversing camera, plus satellite navigation⁷ with SUNA[™] traffic channel⁸ to help you avoid congestion with real-time traffic and road condition reports.

On the road, the 1.5L 4-cylinder engine with Toyota Hybrid System offers three 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.



Prius c



Automatic climate control air conditioning



Continuously Variable Transmission (auto-CVT)

- 1.5L 4-cylinder engine with Toyota Hybrid System
- Continuously Variable Transmission (auto-CVT)
- 15" steel wheels
- Front fog lamps
- Premium steering wheel
- Automatic climate control air conditioning
- Smart entry and start system
- Reversing camera²
- 6.1" colour touchscreen display with Toyota Link⁹
- Satellite navigation⁷ with SUNA™ traffic channel⁸
- Audio system with 6 speakers and voice recognition
- Bluetooth®⁶ hands free connectivity
- 7 SRS airbags – including driver's knee airbag
- Electronic Brake-force Distribution, Anti-lock Braking System and Hill-start Assist Control



Premium steering wheel



15" steel wheels

Prius c i-Tech®



LED headlamps with auto-levelling



Premium seats and trim

In addition to Prius c, the i-Tech® features:

- 15" alloy wheels
- LED headlamps with auto-levelling
- Rear privacy glass
- Premium seats and trim



Smart keyless touch entry
– standard on both grades



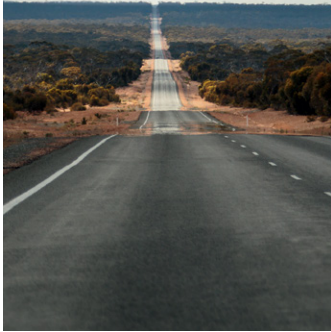
15" alloy wheels

TOYOTA HYBRID LEAD THE DRIVE

Developed from over 20 years of world-leading hybrid technology, the Toyota Hybrid System in Prius c gives you the powerful, responsive torque of electric combined with the convenience of petrol – the best of both worlds.

TAKES YOU FURTHER

Toyota Hybrids don't have to be plugged in – the battery charges as you drive, using the engine or energy captured when decelerating or braking. So you can be confident they'll take you further for less.



AN IRRESISTIBLE DRIVE

Toyota Hybrid's quieter and calmer experience is proven to deliver one of the most satisfying and enjoyable drives on the road, with no compromise on vehicle responsiveness.



PEACE OF MIND IN EVERY DRIVE

Toyota advanced Hybrid technology offers the reliability and quality you can always expect from Toyota. Tested and trusted for over 20 years – so no matter where you go, you'll have peace of mind in every drive.



PERFORMANCE WHERE IT MATTERS

Toyota Hybrid's latest technology will give you an uncompromising drive with responsive, dynamic performance. You get impressive off-the-line torque that gets you moving powerfully and smoothly every time.



HOW IT WORKS



STARTING OFF

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



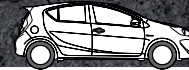
FULL ACCELERATION

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



BRAKING & DECELERATION

The electric motor functions as a generator to recharge the battery by itself. No fuel is used, so there are no CO₂ emissions.



NORMAL DRIVING

A mix of petrol and electric is used for best economy, depending on the conditions. The battery is recharged where possible.



AT REST

With the car brought to a stop, the petrol engine cuts off. The system automatically avoids idling to conserve fuel and reduce CO₂ emissions.

 PETROL

 ELECTRIC

 BATTERY



A.



B.



C.



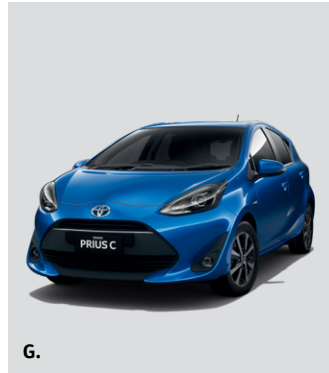
D.



E.



F.



G.



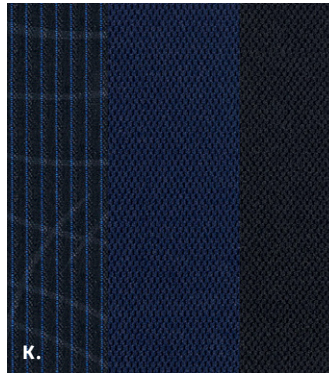
H.



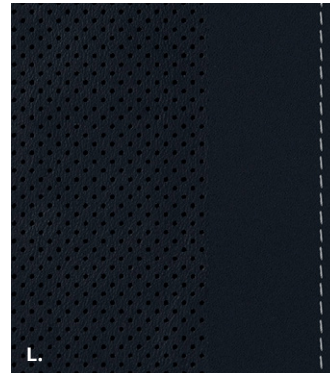
I.



J.



K.



L.

Your model, your colour

With two models and ten stylish colours to choose from, you can select the Prius c that perfectly suits your style and taste.

- A. Glacier White 040
- B. Crystal Pearl¹⁰ 070
- C. Silver Pearl¹⁰ 1F7
- D. Cherry 3P0
- E. Hornet Yellow 5A3
- F. Aquamarine¹⁰ 792
- G. Tidal Blue¹⁰ 8T7
- H. Graphite¹⁰ 1G3
- I. Ink¹⁰ 209
- J. Zest¹⁰ 588
- K. Dark blue fabric (FB82)
Prius c model only
- L. Premium black trim (LA22)
Prius c i-Tech[®] model only



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.

Discover the full range of products and services and find your nearest Dealer at toyota.com.au

Discover the freedom of Toyota Access¹¹

Toyota Access puts you in complete control when buying a new car, with lower monthly repayments.¹² 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 flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/access

Capped price servicing¹³

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

We've got your back

Every new Toyota is built to exceptional standards, backed by a three year/100,000km warranty,¹⁴ 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.

Finance to get you going

If you need a little help, Toyota Finance¹⁵ can offer you a wide range of vehicle financing options. 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.

Insurance options

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first three years, use of Toyota Genuine Parts, and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.¹⁶ And our Factory Approved Extended Warranty Insurance also provides benefits, for more information visit toyota.com.au/insurance

Extend your peace of mind

Whether it's a flat tyre, lost keys or a flat battery, Toyota Extra Care Roadside Assist¹⁷ is never more than a phone call away. Available 24 hours a day, seven days a week, our technicians are there to help you get back on the road.

Disclaimers and Notice

- 1 Achieved in test conditions. Actual fuel consumption may vary depending on driving conditions/style, vehicle condition and options/accessories fitted.
- 2 Hill-start Assist Control (HAC)/ Reversing Camera / Brake Assist (BA) are driver assist features only and not a substitute for safe driving practices. Driver remains responsible at all times for safe driving.
- 3 Toyota Genuine Accessories are not applicable to all models/grades. Ensure the mass of your load does 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.
- 4 iPod® is a trademark of Apple, Inc. Not all devices will be compatible and functionality will vary depending on the device.
- 5 Not all devices will be compatible. Functionality varies depending on device.
- 6 The Bluetooth® word mark is owned by Bluetooth SIG, Inc. Not all devices will be compatible and functionality varies depending on the device.
- 7 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 8 SUNA™ GPS Traffic Updates are only available in metropolitan Adelaide, Brisbane, Canberra, Gold Coast, Melbourne, Perth and Sydney; it operates from information provided by Intelmatics Australia and may not cover all road incidents and congestion. See sunattraffic.com.au for details.
- 9 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. Compatibility with smartphones will vary according to model and operating system. Further information (including smartphone compatibility) is provided at toyota.com.au/toyotalink
- 10 Paint featured is an optional extra at additional cost.
- 11 Terms and Conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 12 Lower monthly repayments compared to a similar term with no Guaranteed Future value (GFV) or equivalent balloon final payment. Total interest charges will be higher if a GFV or balloon final payment is selected.
- 13 Maximum payable for standard scheduled logbook servicing (normal operating conditions) until 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 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 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
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- 17 Toyota Extra Care Roadside Assist is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.

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