

# 2013 Prius Family



Prius/Prius Plug-in

Prius c



Prius v





Cleaner. Efficient.  
Powerful.<sup>9</sup>

Hybrid Synergy Drive combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional vehicles<sup>9</sup> and offer economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel efficiency.

# Having a Prius for everyone is just one way we make things better

Fuel efficient, versatile, fun and even one that you can plug-in. There's a Prius for everyone. There's Prius c, a car that completely redefines what you'd expect from a premium subcompact hybrid. With its great handling and cutting-edge looks, it's made for urban driving. There's Prius, the legendary hybrid that now offers more features and technology for the lowest price in history. There's Prius v, a car with 50% more cargo space than Prius. Versatile and spacious, Prius v fits everything you need. And now there's the Prius Plug-in hybrid. It's the same world-renowned Prius but with a twist – the ability to drive on electric power alone.

Toyota's commitment to safety is demonstrated through our innovative Star Safety System™, and our dedication to reliability is proven by the fact that over 80% of Toyotas sold in Canada in the last 20 years are still on the road today\*. Those are just a few reasons why you'll feel more confident than ever sitting behind the wheel. The Prius family, like every one of our vehicles, was built to make things better. It's just how we approach everything we do, every day.



Prius

Prius c

Prius Plug-in hybrid

Prius v

**FRONT COVER**

Prius with Touring Package shown in Classic Silver Metallic.

Prius c shown in Mandarin Orange.

Prius v shown in Blue Ribbon Metallic.

Prius shown in Winter Grey Metallic. Prius c shown in Mandarin Orange.

Prius Plug-in shown in Clearwater Blue Metallic. Prius v shown in Blizzard Pearl.

\*Based on R. L. Polk Canadian Vehicles In Operation and new registrations MY 1993-2012 as of June 30, 2012.



# Prius c

Clever, compact and built for the city

The 2013 Toyota Prius c is the smallest member of the Prius Family and the most affordable Prius ever. With a combined city/highway fuel consumption rating of 3.7 L/100 km<sup>2</sup>, it is the highest rated fuel-efficient vehicle in Canada without a plug.

Prius c's spacious and versatile interior, premium list of standard features and clever city-friendly size make it the perfect fun to drive car through any urban landscape.

## DISPLAY AUDIO SYSTEM WITH NAVIGATION<sup>4</sup>

The available Display Audio System with Navigation<sup>4</sup> is fully loaded with fantastic features and functionality, like a 6-inch touchscreen, Bluetooth<sup>®3</sup> wireless music streaming, and a unique "text to voice" feature that converts text messages from your phone into voice messages through the speakers.



## EASY ACCESS

Prius c features a large rear hatch that opens up wide for easy access to its spacious 17 cu.ft. cargo area.



Prius c shown in Classic Silver Metallic.

## FUEL CONSUMPTION<sup>2</sup>

3.5 City/4.0 Highway L/100 km  
1.5-litre, 4-cylinder with Hybrid Synergy Drive

The standard Multi-Information Display lets you interact with your Prius c to access a wide variety of data, such as driving range, fuel consumption, elapsed time and outside temperature. It can even evaluate your driving habits and show you exactly how you can save on fuel and improve your overall driving experience. Prius c also comes with an available host of impressive features typically found in higher priced vehicles, including a power moonroof, heated power mirrors, and heated front seats.



## SOFTEX<sup>®</sup> SEATS

The seats are available in a supple SofTex<sup>®</sup> material trim – it's manufacturing process generates fewer CO<sub>2</sub> Emissions and Volatile Organic Compounds (VOCs) than conventional synthetic leather.



## 60/40 SPLIT BENCH SEATS

The available 60/40 split fold-down rear seats offer a wide variety of custom seating and cargo configurations.

# Prius

Innovative. Aerodynamic. Advanced

Toyota's iconic hybrid, the 2013 Prius has shown that there can be consensus among many different types of drivers. Those who demand fuel efficiency, and those who need to get from point A to B quickly. Those intrigued by highly advanced technology, and those who insist on

proven reliability. Those interested in reducing their carbon footprint, and those who are hesitant to sacrifice practicality in order to do it. With all that Prius has to offer, it may well be the one form of transportation that we can all agree upon.

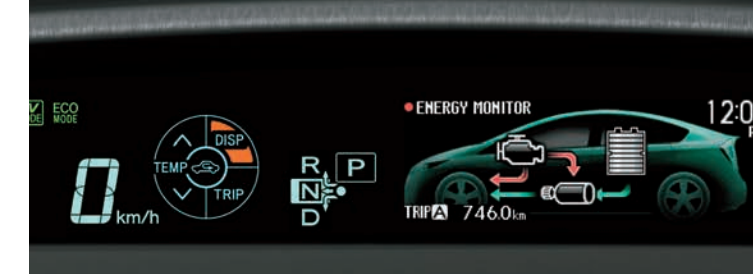


Prius with Touring Package shown in Barcelona Red Metallic.

## FUEL CONSUMPTION<sup>2</sup>

3.7 City/4.0 Highway L/100 km  
1.8-litre, 4-cylinder with Hybrid Synergy Drive

The 2013 Prius is designed with cutting-edge technology to make your life that much easier. Take the guesswork out of venturing into the unknown with the available voice-activated touch-screen HDD navigation system<sup>4</sup> which lets you map your whereabouts with the simple touch of a finger. For especially hot days, Prius can start cooling itself before you even get in, by simply using your key fob to activate the available remote A/C system. The interior can cool to your preset temperature level without even turning the engine on.



## COMPLETE COMFORT

Getting comfortable in the spacious interior is easy, thanks to the available 8-way power adjustable driver's seat with power lumbar support.

## TOUCH TRACER DISPLAY

Touching the steering wheel-mounted controls will bring up the Touch Tracer Display, which lets you adjust cabin temperature settings, audio mode and volume.



## DISPLAY AUDIO SYSTEM WITH NAVIGATION<sup>4</sup>

The available Display Audio System with Navigation<sup>4</sup> features a 6.1-inch touch screen with Bluetooth<sup>®</sup> wireless music streaming, a unique "text to voice" feature and so much more.



## LED HEADLAMP

The available LED headlamps help reduce the electricity they consume by approximately 20% to 30%, aiding the overall efficiency of Prius.



## SMART KEY SYSTEM

The Smart Key System with Push Button Start lets you lock, unlock or start your vehicle just by carrying the Smart Key in your pocket or purse.

## SOLAR ROOF PANEL

When Prius is parked in direct sunlight, the available high-tech Solar Roof panels can power a fan that brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.

# Prius v

The perfect combination of fuel efficiency and space

The 2013 Prius v offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo area is not only 50% larger than Prius, but also loaded with versatile features nearly everywhere you look. And Prius v

delivers outstanding fuel efficiency with a combined city highway rating of 4.5 L/100 km<sup>2</sup>. Considering all of the benefits that Prius v has in store, it looks like the future is shaping up nicely. More Prius, more possibilities.



The innovative Prius v with Touring Package shown in Clear Sky Metallic.

## FUEL CONSUMPTION<sup>2</sup>

4.3 City/4.8 Highway L/100 km  
1.8-litre, 4-cylinder with Hybrid Synergy Drive

Prius v is ready for anything. Its reclining rear seats and roomy leg and head room make those especially long trips that much more relaxing. In addition to its cavernous cargo area, Prius v also offers a wealth of smaller storage compartments, including a glove box, upper glove box, side opening centre console, front under-dash tray, sliding cupholder and storage space behind the rear seats.



## CARGO SPACE

Pop open the rear hatch and you'll unveil a full 0.97m<sup>3</sup> [34.3 cu.ft.] of cargo space.

## VERSATILE REAR SEATING

The rear seats offer a remarkable array of custom seating and cargo configurations. For instance, the rear seats not only slide forward and backward, but also recline, or fold forward for longer loads.



## PANORAMIC MOONROOF

The available panoramic view resin moonroof with power shades offers an entirely new window to the world above.



## ADDITIONAL STORAGE

In addition to its vast cargo area, Prius v offers a wealth of smaller storage compartments for items like gloves, a flashlight or even a first aid kit.



## TECHNOLOGY AT YOUR FINGERTIPS

Prius v is brimming with available features that help you do everything from selecting a song from your MP3 player, using the voice activated Display Audio System, to parallel parking with just a simple touch of a button.

# Prius Plug-in hybrid

Fewer emissions and fewer trips to the pump

Introducing the 2013 Prius Plug-in. It's the same world-renowned Prius but with a twist – the ability to drive on electric power alone. Thanks to its high capacity Lithium-ion Battery, Prius Plug-in can be quickly charged anytime, anywhere in just 3 hours using a standard 120 v outlet. It can also travel on electricity alone for up to 22 km and at speeds

up to 100 km/h<sup>2</sup> totally emission-free. And because Prius Plug-in is also a hybrid, you'll never have to worry about running out of a charge. When the battery runs low, the system automatically switches to Hybrid Mode, which is capable of operating in gas-mode only, electric-mode only or a seamless combination of the two.



Prius Plug-in shown in Clearwater Blue Metallic.



## CHARGE PORT WITH ILLUMINATION

The Charge Port features a Battery Charger Indicator that lets you know at a glance if your battery is done charging, and LED illumination for improved nighttime visibility. A built-in timer allows you to set when the vehicle starts charging or when a full charge should be complete.



## RELAXED AND RECHARGED

Prius Plug-in offers an enviable list of standard features which include a 6.1" Display Audio System with Navigation<sup>4</sup> with Push Button Start, Heated Front Seats, Auto Dimming Rear View Mirror, Automatic Temperature Control and a host of other features that will leave you wishing your trip was just a little longer.

# Built with experience

All tested in the real world

Over 40 years of research and development are built into every Toyota hybrid. While most manufacturers are just introducing their first hybrids, Toyota hybrids have had over 10 years of real world experience. And with over 4 million

hybrid vehicles sold worldwide, Toyota hybrids are not only the world's bestselling hybrids, they are the most proven available today. So, it's no wonder why Canadians put their trust in Toyota's Hybrid Synergy Drive – Cleaner. Efficient. Powerful.<sup>9</sup> Proven.



## TOYOTA HYBRID FACTS

- Toyota offers Canada's most affordable and extensive lineup of hybrids, from the subcompact and fun-to-drive Prius c to the popular Camry Hybrid sedan to the 7-seater Highlander Hybrid SUV.
- Are among the most fuel-efficient vehicles<sup>2</sup> in Canada. Prius c is Canada's most fuel-efficient vehicle<sup>2</sup> without a plug. Prius has won multiple awards for fuel efficiency since its introduction over 10 years ago.
- Canadian fleets have been driving Toyota hybrids for over a decade logging millions of kilometres, with some vehicles over 500,000 km.
- Backed by the most experienced hybrid-trained Dealer network in Canada and an 8 year/160,000 km hybrid warranty on hybrid related components.\*

To learn more about Toyota's lineup of hybrid vehicles, please visit [toyota.ca](http://toyota.ca).

\*Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

**[1] STARTING** From initial "light" or "moderate" acceleration to low speeds, Prius is powered solely by a high-torque electric motor.<sup>A</sup> *[Electric Motor]*

**[2] NORMAL RUNNING** In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed. *[Electric Motor/Gasoline Engine]*

**[3] DECELERATION/BRAKING** When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery. *[Generator]*

**[4] FULL ACCELERATION** Under full throttle acceleration, both the gasoline engine and the electric motor are committed to providing power to the wheels. *[Electric Motor/Gasoline Engine]*

**STOPPING** When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.<sup>B</sup>

<sup>A</sup>Gasoline engine utilized for acceleration on cold starts and full acceleration. <sup>B</sup>The preceding are based on a "likely scenario" for driving conditions.

# Safety

The Prius family keeps you secure in more ways than one

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into Prius vehicles. You can breathe easy knowing that Prius c, Prius, Prius Plug-in hybrid and Prius v come equipped with a host of safety features designed to help you avoid accidents in the first place and to protect you in the event of a collision.



## DYNAMIC RADAR CRUISE CONTROL/ PRE-COLLISION SYSTEM (PCS)

Prius, Prius Plug-in and Prius v are available with Dynamic Radar Cruise Control, which senses the vehicle ahead and automatically adjusts your vehicle speed to allow for a safe and comfortable distance between vehicles. The available Pre-Collision System is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help reduce collision damage.



### (1) CRUMPLE ZONES

Front and rear energy-absorbing crumple zones and a collapsible steering column are designed to help dissipate impact forces in a collision and help protect occupants.

### (2) AIRBAGS<sup>1</sup>

Prius vehicles come equipped with standard dual stage driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, and front & rear head/side curtain airbags. The Prius c also includes front seat cushion airbags.

### (3) VEHICLE PROXIMITY NOTIFICATION SYSTEM

When travelling below 20 km/h and running solely on electric power, the Vehicle Proximity Notification System emits a series of tones to help alert pedestrians of the vehicle's presence.

### (4) LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) are included on all outboard second-row seats.

### (5) DIRECT TIRE PRESSURE MONITOR SYSTEM

The tire pressure monitor system evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

## STAR SAFETY SYSTEM™

2013 Prius family vehicles come standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

### VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.<sup>5</sup>

### TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

### ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

### EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

### BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.<sup>6</sup>

### SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.<sup>7</sup>

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit [toyota.ca](http://toyota.ca) for more details.

# Colours

## Prius c

Please see your Toyota Dealer for details.



040 Alpine White <sup>C,D</sup>	082 Moonglow <sup>C,D</sup>	1F7 Classic Silver Metallic <sup>C,D</sup>	1G3 Magnetic Grey Metallic <sup>C,D</sup>	209 Black Sand Pearl <sup>C,D</sup>	3P0 Absolutely Red <sup>C,D</sup>	4V7 Mandarin Orange <sup>C,D</sup>	774 Summer Rain Metallic <sup>C,D</sup>	8T7 Blue Streak Metallic <sup>C,D</sup>
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## Prius

## Prius Plug-in



040 Alpine White <sup>E,F</sup> (Prius Plug-in Only)	070 Blizzard Pearl <sup>E,F</sup>	1F7 Classic Silver Metallic <sup>E,F</sup>	202 Black <sup>E,F</sup> (Prius Only)	3R3 Barcelona Red Metallic <sup>A,B</sup> (Prius Only)	781 Sea Glass Pearl <sup>E,F</sup>	8S6 Nautical Blue Metallic <sup>E,F</sup> (Prius Only)	8V1 Winter Grey Metallic <sup>E,F</sup>	8W1 Clearwater Blue Metallic <sup>E,F</sup> (Prius Plug-in Only)
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## Prius v



040 Alpine White <sup>E</sup>	070 Blizzard Pearl <sup>F</sup>	1F7 Classic Silver Metallic <sup>E,F</sup>	1G3 Magnetic Grey Metallic <sup>E,F</sup>	202 Black <sup>E,F</sup>	3R3 Barcelona Red Metallic <sup>A,B</sup>	781 Sea Glass Pearl <sup>E,F</sup>	787 Clear Sky Metallic <sup>E,F</sup>	8T5 Blue Ribbon Metallic <sup>E,F</sup>
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### INTERIOR COLOUR OPTIONS

<sup>A</sup> Bisque Fabric. (Prius, Prius v)  
<sup>B</sup> Bisque SofTex. (Prius, Prius v)

<sup>C</sup> Black/Grey Fabric. (Prius c)  
<sup>D</sup> Black SofTex. (Prius c)

<sup>E</sup> Dark Grey Fabric. (Prius/Prius Plug-in, Prius v)  
<sup>F</sup> Dark Grey SofTex. (Prius/Prius Plug-in, Prius v)

## Prius Family Features

INTERIOR	Prius c				Prius				Prius Plug-in				Prius v					
	Prius c	Technology	5-Door Liftback		Prius c	Technology	5-Door Liftback		Prius c	Technology	5-Door Liftback		Prius c	Technology	5-Door Liftback			
AM/FM CD/MP3/WMA Player, 4-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> Capability	●	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
6.1" Display Audio System w/Navigation <sup>A</sup> , AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> Capability, XM <sup>®</sup> Satellite Radio	-	●	-	●	-	-	-	-	-	-	-	-	-	-	-	-	-	
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> Capability	-	-	●	-	●	-	-	-	-	-	-	-	-	-	-	-	-	
Backup Camera	-	-	●	●	-	-	●	●	-	-	●	●	-	-	●	●	-	
Air Conditioning w/Automatic Climate Controls	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Cabin Air Filter, Rear Seat Heater Ducts	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Front Bucket Seats, Fabric Seat Material	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Driver & Front Passenger Seat w/Recline, Fore/Aft Adjustments	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Driver Seat Cushion Height Adjustments	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Driver Seat Power Lumbar Support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Heated Front Seats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Rear Bench Seat w/Fold-Down Seat Back	●	-	-	-	-	●	-	-	-	-	●	-	-	-	-	-	-	
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	-	●	●	●	-	-	●	●	-	-	●	●	-	-	●	●	-	
60/40 Split Rear Bench Seat w/Slide, Recline Fold-Down Seat Back & Centre Armrest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
All-Position Vertically Adjustable Headrests	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Power Door Locks	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Power Windows w/Driver Side Auto Up/Down	●	●	-	-	-	●	●	-	-	-	●	●	-	-	-	●	●	
Power Windows w/Auto Up/Down	-	-	●	●	●	-	-	●	●	-	-	●	●	-	-	-	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Multi-Information Display w/ECO Drive Monitor	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Auto Dimming Rear View Mirror	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Dual Vanity Mirrors	●	●	-	-	-	-	●	●	-	-	-	-	-	●	●	-	-	
Dual Illuminated Vanity Mirrors	-	-	●	●	●	-	-	●	●	-	-	-	-	●	●	-	-	
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Touch Tracer Display	-	●	●	●	-	-	●	●	-	-	●	●	-	-	●	●	-	
Carpeting, Carpet Floor Mats, All-Season Floor Mats	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Cargo Area Carpet, Tonneau Cover	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Push Button Start	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Front Passenger Door Handle Touch Lock/Unlock Sensor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Cruise Control	-	●	●	●	●	-	●	●	-	●	●	●	-	●	●	●	-	
Digital Clock	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Overhead Console Box	-	-	●	●	-	-	●	●	-	-	●	●	-	-	●	●	-	
Centre Console w/Armrest	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Rear Centre Console Box	-	●	-	-	-	-	●	-	-	-	-	-	-	●	-	-	-	
Door Map Pockets, Front & Rear Cupholders	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Front Passenger Seat Back Pocket	-	●	-	-	-	-	●	-	-	-	-	-	-	●	-	-	-	
Front Seat Back Pockets, Dual Compartment Glove Box	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Door Integrated Bottle Holders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Cargo Net, Cargo Lamp, Map Lamps	-	-	●	●	●	-	-	●	●	-	-	●	●	-	-	●	●	
Accessory Power Outlet (12 V), Retained Accessory Power	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Keyless Entry	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Illuminated Entry	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	

● = Standard - = Not Available



## Available Packages

	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
<b>Prius c Upgrade Package</b>	○	–	–	–
6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats. All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, Leather Covered Instrument Panel, Front Passenger Seatback Pocket				
<b>Prius c Premium Package</b>	–	○	–	–
P195/50R16 All-Season Radial Tires, 16" Aluminum Alloy Wheels, Fog Lamps, Heated Front Seats, SofTex®-Trimmed Seats, Power Moonroof w/Sunshade, Synthetic Leather-Wrapped Steering Wheel, [Delete Rear Assist Grips]				
<b>Prius Leather Package</b>	–	–	○	–
Heated Front Seats w/Seat-Mounted High & Low Temperature Setting, Leather Seat Surfaces				
<b>Prius Moonroof Upgrade Package</b>	–	–	○	–
6.1" Display Audio System w/Navigation <sup>4</sup> , XM <sup>®</sup> Satellite Radio, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels				
<b>Prius Technology Package</b>	–	–	○	–
7" Display Audio System w/Navigation <sup>4</sup> , JBL <sup>®</sup> AM/FM CD/MP3/WMA Player, XM <sup>®</sup> Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, SofTex®-Trimmed Seats, Synthetic Leather-Wrapped Steering Wheel, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels, Rear Bumper Protector				
<b>Prius Touring Package</b>	–	–	○	–
6.1" Display Audio System w/Navigation <sup>4</sup> , XM <sup>®</sup> Satellite Radio, Integrated Garage Door Opener, P215/45R17 All-Season Radial Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto Levelling Headlamp System, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor)				
<b>Prius Plug-in Technology Package</b>	–	–	–	○
7" Display Audio System w/Navigation <sup>4</sup> , JBL <sup>®</sup> AM/FM CD/MP3/WMA Player, XM <sup>®</sup> Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, SofTex®-Trimmed Seats, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Fog Lamps				
<b>Prius v Luxury Package</b>	–	–	–	○
Synthetic Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation <sup>4</sup> , XM <sup>®</sup> Satellite Radio, Heated Front Seats, SofTex®-Trimmed Seats, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps				
<b>Prius v Touring Package</b>	–	–	–	○
Prius v Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Panoramic Resin Moonroof, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Automatic Headlamp System				
<b>Prius v Touring &amp; Technology Package</b>	–	–	–	○
Prius v Touring Package plus: 7" Display Audio System w/Navigation <sup>4</sup> , JBL <sup>®</sup> AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist				

## Prius Family Specifications

	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
<b>MECHANICAL</b>				
<b>Engine</b>				
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	●	●	–	–
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	–	–	●	●
<b>Compression Ratio</b>				
13.4:1	●	●	–	–
13.0:1	–	–	●	●
<b>Hybrid System Net Power</b>				
Net HP: 99 hp (74 kW) <sup>a</sup>	●	●	–	–
Net HP: 134 hp (100 kW) <sup>b</sup>	–	–	●	●
<b>Electric Motor</b>				
Permanent Magnet Synchronous Motor	●	●	●	●
<b>HV Battery</b>				
Sealed Nickel-Metal Hydride (Ni-MH)	●	●	–	●
Lithium-ion	–	–	–	●
<b>Suspension</b>				
<b>Front:</b> Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	●	●
<b>Rear:</b> Torsion Beam Type	●	●	●	●
<b>Drivetrain</b>				
Vehicle Stability Control (VSC) <sup>5</sup>	●	●	●	●
Traction Control (TRAC)	●	●	●	●
Hill-start Assist Control (HAC)	●	●	–	●
<b>Transmission</b>				
Automatic, Continuously Variable Transmission (CVT)	●	●	●	●
<b>Brakes</b>				
Power-Assisted, Ventilated Front Discs, Rear Drums	●	●	–	–
Power-Assisted, Ventilated Front Discs, Solid Rear Discs	–	–	●	●
Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>6</sup>	●	●	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB-R)	●	●	●	●
<b>Steering</b>				
Electric Rack & Pinion w/Variable Power Assist	●	●	●	●
<b>Tires</b>				
P175/65R15, All-Season Radials, Temporary Spare Tire	●	●	–	–
P195/50R16, All-Season Radials, Temporary Spare Tire	–	○	–	–
P195/65R15, All-Season Radials, Temporary Spare Tire	–	–	●	●
P215/45R17, All-Season Radials, Temporary Spare Tire	–	–	○	–
P205/60R16, All-Season Radials, Temporary Spare Tire	–	–	–	●
P215/50R17, All-Season Radials, Temporary Spare Tire	–	–	–	○

		Prius c	Prius	Prius Plug-in	Prius v
		Prius c	Technology	5-Door Liftback	
<b>DIMENSIONS</b>	<b>mm (in.)</b>				
<b>Length</b>	3995 (157.3)	●	●	–	–
	4480 (176.4)	–	–	●	●
	4615 (181.7)	–	–	–	●
<b>Width</b>	1695 (66.7)	●	●	–	–
	1745 (68.7)	–	–	●	●
	1775 (69.8)	–	–	–	●
<b>Height (Unloaded)</b>	1445 (56.9)	●	●	–	–
	1490 (58.7)	–	–	●	●
	1575 (62.0)	–	–	–	●
<b>Wheelbase</b>	2550 (100.4)	●	●	–	–
	2700 (106.3)	–	–	●	●
	2780 (109.4)	–	–	–	●
<b>Track</b>	<b>Front:</b> 1480 (58.3)	●	●	–	–
	<b>Rear:</b> 1475 (58.1)	●	●	–	–
	<b>Front:</b> 1525 (60.0)	–	–	●	●
	<b>Rear:</b> 1520 (59.8)	–	–	●	●
	<b>Front:</b> 1540 (60.6)	–	–	–	●
	<b>Rear:</b> 1545 (60.8)	–	–	–	●
<b>Seating Capacity</b>	5	●	●	●	●
<b>Headroom</b>	<b>Front:</b> 981 (38.6)	●	●	–	–
	<b>Rear:</b> 937 (37.0)	●	●	–	–
	<b>Front:</b> 980 (38.6)	–	–	●	●
	<b>Rear:</b> 955 (37.6)	–	–	●	●
	<b>Front:</b> 1006 (39.6)	–	–	–	●
	<b>Rear:</b> 981 (38.6)	–	–	–	●
<b>Legroom</b>	<b>Front:</b> 1060 (41.7)	●	●	–	–
	<b>Rear:</b> 888 (35.0)	●	●	–	–
	<b>Front:</b> 1080 (42.5)	–	–	●	●
	<b>Rear:</b> 914 (36.0)	–	–	●	●
	<b>Front:</b> 1049 (41.3)	–	–	–	●
	<b>Rear:</b> 911 (35.8)	–	–	–	●
<b>Shoulder Room</b>	<b>Front:</b> 1329 (52.3)	●	●	–	–
	<b>Rear:</b> 1314 (51.7)	●	●	–	–
	<b>Front:</b> 1394 (54.9)	–	–	●	●
	<b>Rear:</b> 1349 (53.1)	–	–	●	●
	<b>Front:</b> 1421 (55.9)	–	–	–	●
	<b>Rear:</b> 1402 (55.2)	–	–	–	●
<b>Ground Clearance</b>	140 (5.5)	●	●	●	●
	145 (5.7)	–	–	–	●

		Prius c	Prius	Prius Plug-in	Prius v
		Prius c	Technology	5-Door Liftback	
<b>CURB WEIGHT</b>	<b>kg (lb.)</b>				
	1132 (2500)	●	●	–	–
	1380 (3042)	–	–	●	–
	1435 (3165)	–	–	–	●
	1485 (3273)	–	–	–	●
<b>CARGO CAPACITY</b>	<b>m<sup>3</sup> (cu.ft.)</b>				
	0.48 (17.1) Behind Rear Seats	●	●	–	–
	0.61 (21.6) Behind Rear Seats	–	–	●	●
	1.9 (67.3) Behind Front Seats	–	–	–	●
	0.97 (34.3) Behind Rear Seats	–	–	–	●
<b>COEFFICIENT OF DRAG</b>	<b>cd</b>				
	0.28	●	●	–	–
	0.25	–	–	●	●
	0.29	–	–	–	●
<b>TURNING CIRCLE</b>	<b>m (ft.)</b>				
	9.6 (31.4)	●	●	–	–
	10.4 (34.1)	–	–	●	●
	11.0 (36.1)	–	–	–	●
<b>FUEL CAPACITY</b>	<b>litres (gal)</b>				
	36 (7.9)	●	●	–	–
	40 (8.8)	–	–	–	●
	45 (9.9)	–	–	●	●
<b>FUEL CONSUMPTION RATING (HV)<sup>2</sup></b>					
City/Highway/Combined	<b>L/100 km</b>	<b>mpg (imperial gallon)</b>			
	3.5/4.0/3.7	81/71/76	●	●	–
	3.7/4.0/3.8	76/71/74	–	–	●
	4.3/4.8/4.5	66/59/63	–	–	●
<b>FUEL CONSUMPTION RATING (EV)<sup>10</sup></b>					
City/Highway/Combined	<b>L*/100 km</b>	<b>mpg. (imperial gallon)</b>			
	2.0/1.9/2.0	139/149/144	–	–	●

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- All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer.
- Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.
- Toyota tests certain Bluetooth<sup>®</sup> capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth technology are available with bilingual compatibility. Please see your Toyota Dealer for details.
- The Toyota Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details.
- Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control.
- Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.
- Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping.
- The maximum output indicates engine plus HV battery output.
- Claims are with respect to comparisons against similarly equipped conventional gasoline powered and diesel vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.
- Fuel Consumption for Prius Plug-in is based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. L\*/100 km represents the electric equivalent L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle.

# Accessories

Personalize your Prius c, Prius, or Prius v to enhance both its appearance and performance. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit [customizeyourtoyota.ca](http://customizeyourtoyota.ca), your local Dealer or [toyota.ca](http://toyota.ca).

## Prius c

Block Heater  
Bodyside Mouldings  
Cargo Net  
Hood Deflector  
Rear Bumper Protector

## Prius

Block Heater	<b>TRD ACCESSORIES</b>
Hood Deflector	TRD Oil Cap
Illuminated Doorsill Protectors	TRD Oil Filter
Rear Bumper Protector	
Remote Engine Starter	

## Prius v

Block Heater  
Hood Deflector  
Remote Engine Starter

# New vehicle warranty summary

No deductibles – no transfer fees

### COMPREHENSIVE COVERAGE

**3 YEARS OR 60,000 KM** This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

### POWERTRAIN COMPONENTS

**5 YEARS OR 100,000 KM** This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

### MAJOR EMISSION CONTROL COMPONENTS

**8 YEARS OR 130,000 KM** This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

### CORROSION PERFORATION

**5 YEARS UNLIMITED DISTANCE** This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

### HYBRID-RELATED COMPONENTS\*\*

**8 YEARS OR 160,000 KM** This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

\*\*Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

# Committed to Canadians, today and tomorrow



Being a leader in the automotive industry does not simply start and finish with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across the country fund non-profit programs that work to make a difference for Canadians through direct community involvement.

As part of our ongoing commitment to the environment and education, we established the Toyota Evergreen Learning Grounds program. This program is designed to transform Canadian school grounds into natural learning environments so that students can have a healthy place to play, learn and develop a genuine respect for nature. We also support Special Olympics Canada, which helps athletes reach their full potential through participation in events from a local to a national level.

Visit us at [toyota.ca](http://toyota.ca) to learn more about our programs and commitment to make things better for Canadian communities, today and tomorrow.





Prius c



Prius



Prius Plug-in



Prius v



Camry Hybrid



Highlander Hybrid



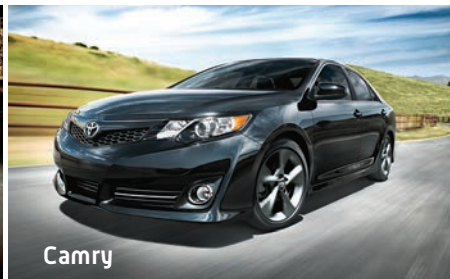
Yaris



Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

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