

Prius



TOYOTA

ALWAYS A
BETTER WAY



Toyota Prius continues to lead the way with Hybrid Synergy Drive®.



Design

Prius has an iconic design and an aerodynamic shape that makes it even more fuel efficient.



Heritage

Over 3 million models have been sold since it launched in 1997, giving Prius a proud heritage you can trust.



Driving dynamics

Prius responds to your every driving style, with innovative technology that results in a powerful and smooth driving experience.



City friendly

Hybrid Synergy Drive® technology optimises fuel consumption, resulting in exceptionally low CO₂ – particularly in city driving conditions.



HSD technology

Hybrid Synergy Drive® combines petrol and electric power to deliver outstanding levels of performance and efficiency.



Shaped by nature. 12 years of innovation.

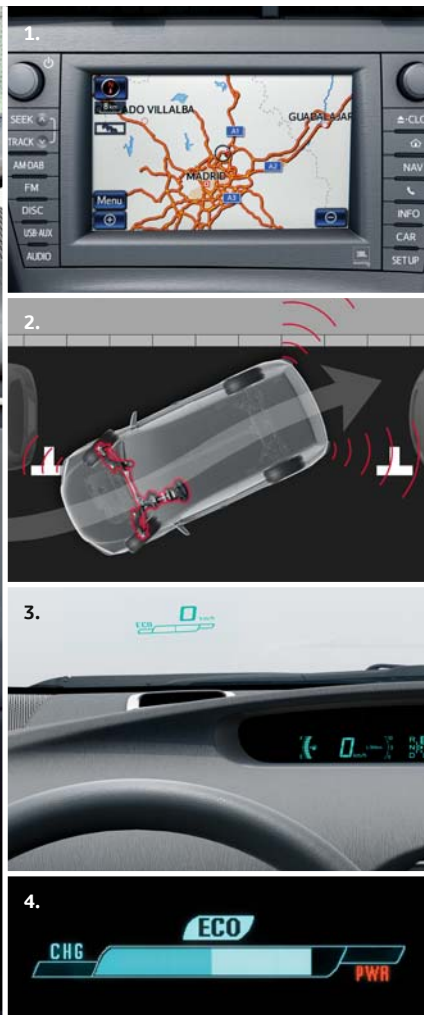
Prius has always been engineered with nature in mind, and with wind resistance especially. Over the last 12 years, each evolution has been more streamlined than the last. Today, Prius continues to be pioneering, leading the way in aerodynamic and fuel-efficient design.





Enjoy the ride, love the innovative technology.





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

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

1. Full connectivity

Opt for the Toyota Touch Pro* system and simply touch the screen to play your favourite music, find any destination using satellite navigation, or easily see where you're reversing in a handy 7" screen.

2. Effortless parking

Intelligent Parking Assist (IPA)* automatically manoeuvres you into your chosen parking spot. Using technology that includes a rear-mounted camera and Electronic Power Steering (EPS), IPA calculates the steering movements to enter a suitable parking space.

3. Keep your eyes safely on the road

See everything without taking your eyes off the road. Speed, fuel efficiency, current hybrid mode – they appear sharp and clear in the Head Up Display on the windscreen. You'll see your navigation information too if you opt for Toyota Touch Pro*.

4. Check fuel efficiency in real time

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

* Optional on Premium.

Be city friendly, with Hybrid Synergy Drive®.

Hybrid Synergy Drive® technology combines two electric motors and a 1.8 litre petrol engine, making it very city friendly. It automatically switches petrol mode off when you stop and remain stationary, for example at traffic lights.

Prius will automatically use its Hybrid Synergy Drive® technology to choose the optimum driving mode by default, but you can also choose one of three modes yourself:

EV mode – perfect for dense city traffic, this mode runs on pure electric power for up to 2 km, consuming no fuel and with zero CO₂ emissions.

Power mode – ideal for motorways, giving you quicker, more responsive engine power.

Eco mode – great for most everyday driving; slightly reduces pedal response time, which lowers your fuel consumption.

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

Acceleration

10.4

secs 0–100 km/h

Power

136

DIN hp*

Fuel consumption

3.9

litres per 100 km[§]

CO₂ emissions

89

g/km[§]

* Petrol and electric combined total power.

§ Combined cycle.

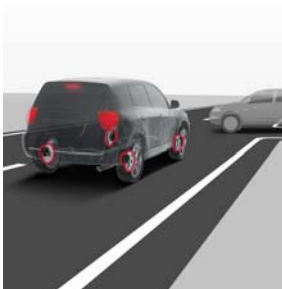




Feel better about tomorrow, feel safer today.

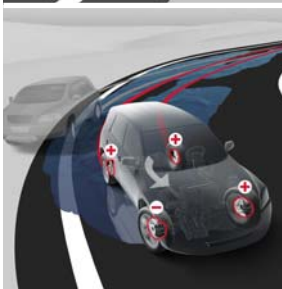
Emergency Brake-light Signal (EBS)

In emergency braking situations, EBS flashes the vehicle's brake lights repeatedly to alert following traffic.



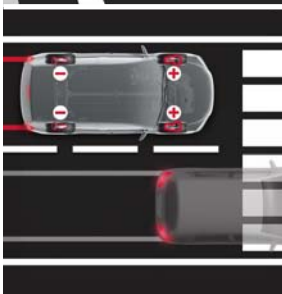
Vehicle Stability Control Plus (VSC+)

VSC+ helps maintain stability and prevent skidding when turning sharply or cornering on slippery surfaces by automatically activating individual brakes, controlling engine output and applying steering assistance.



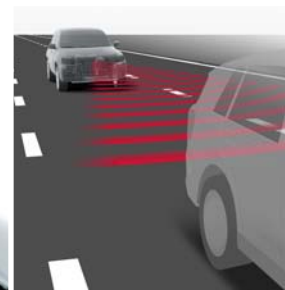
Brake Assist (BA)

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



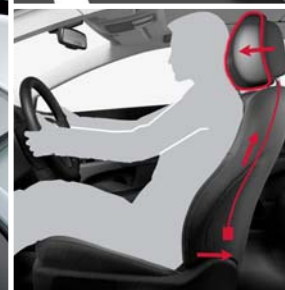


Supplemental Restraint System (SRS) airbags
Prius is fitted with seven airbags.



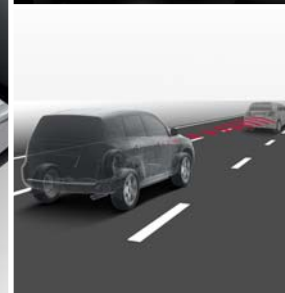
Pre-Crash Safety (PCS) system

PCS uses radar technology to predict possible collisions with other vehicles or obstacles ahead, and triggers a series of safety features.



Active headrests

In a rear impact, the passenger's lower back is pressed hard against the seat. A built-in unit triggers the Active headrests to move diagonally upward and forwards to provide extra head support. This alleviates neck impact and helps reduce the risk of whiplash.



Adaptive Cruise Control (ACC)

ACC keeps you at a minimum preset distance from the vehicle in front. If this distance falls, ACC reduces your speed and eventually the brakes will be applied and brake lights activated. If the distance increases again, ACC will gradually accelerate until you return to your chosen cruising speed.

Discover a multitude of ingenious features.

Toyota Touch is a 6.1" colour touch screen with multimedia capabilities that displays vehicle information, and is also linked to a rear-view camera for safer reversing.

Grade availability

- Entry
- Sol
- Premium

Toyota Touch & Go Plus offers all Toyota Touch features and also includes a full map navigation system, enhanced connectivity and connected services.

Grade availability

- Entry (optional)
- Sol (optional)
- Premium (optional)

Toyota Touch Pro is a 7" high-resolution colour touch screen multimedia and advanced satellite navigation system including a rear-view camera with dynamic guidelines.

Grade availability

- Premium (optional)



Smart Entry & Start System

Unlock the car without having to take your key out of your pocket or handbag. To start the car, simply press the button.

Grade availability

- Entry (driver only)
- Sol
- Premium

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

Grade availability

- Entry
- Sol
- Premium

Cruise control system automatically maintains a constant vehicle speed.

Grade availability

- Entry (optional)
- Sol
- Premium

Automatic air conditioning

Prius is equipped with an automatic air conditioning system to maintain a comfortable temperature for all passengers.

Grade availability

- Entry
- Sol
- Premium

LED headlamps

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

Grade availability

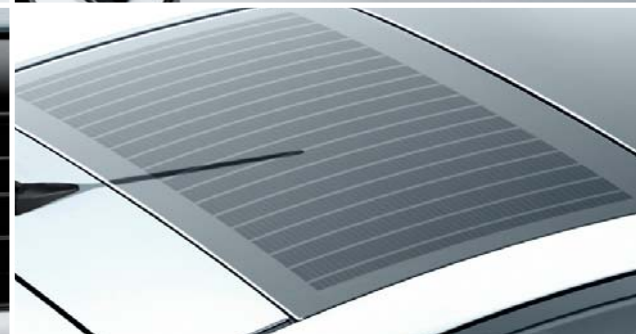
- Premium

Daytime running lights

ensure that the Prius remains visible to other road users during daytime.

Grade availability

- Entry
- Sol
- Premium



Touch Tracer Display gives you fingertip selection of driving information, air conditioning and audio.

Grade availability

- Entry
- Sol
- Premium

Front fog lamps increase your visibility and safety in challenging weather.

Grade availability

- Entry
- Sol
- Premium

Solar panels on the sliding moon roof use the sun's rays to cool the interior.

Grade availability

- Sol (optional)
- Premium (optional)

The Prius range – exteriors



Entry

Main features

- 15" alloy wheels with wheel caps (5-spoke)
- Body-coloured electric, heated and retractable door mirrors
- Multi-reflector halogen headlamps
- Daytime running lights (LED type)
- Front fog lamps



Sol

Main features (additional to Entry grade)

- 17" alloy wheels (5-spoke)



Premium

Main features (additional to Sol grade)

- LED headlamps
- Headlamp cleaners
- Dusk sensor
- Rain sensor

The Prius range – interiors



Entry

Main features

- Aqua or black fabric Entry
- Smart Entry & Start System (driver only)
- Automatic air conditioning
- Toyota Touch
- Rear-view camera display
- Head Up Display
- 6 speakers



Sol

Main features (additional to Entry grade)

- Aqua or black fabric Premium
- Cruise control
- 4-spoke leather steering wheel



Image shows optional Toyota Touch Pro and leather seats.

Premium

Main features (additional to Sol grade)

- Smart Entry & Start System (driver, passenger and boot)
- Electrochromatic rear-view mirror
- 8 speakers
- JBL premium sound system

Accessory packs

Toyota accessory packs offer individuality, convenience and value. Whether for added style, practicality or sporty good looks, every accessory in each pack is co-ordinated to make your choice effortlessly rewarding.



Aero pack The Prius' refined aerodynamic design is clear for all to see. Accessories in the aero pack complement those smooth flowing lines while creating an extra dimension of sporty looks and personality. It is only available in the following colours: pearl white, black and silver metallic.



Chrome pack With its streamlined contours, the Prius turns heads in appreciation wherever it goes. The chrome pack builds on that appeal to make a personal statement about style and sophistication.

Chrome side sills



Fog lamp contours



Rear lower trunk garnish



Accessory packs

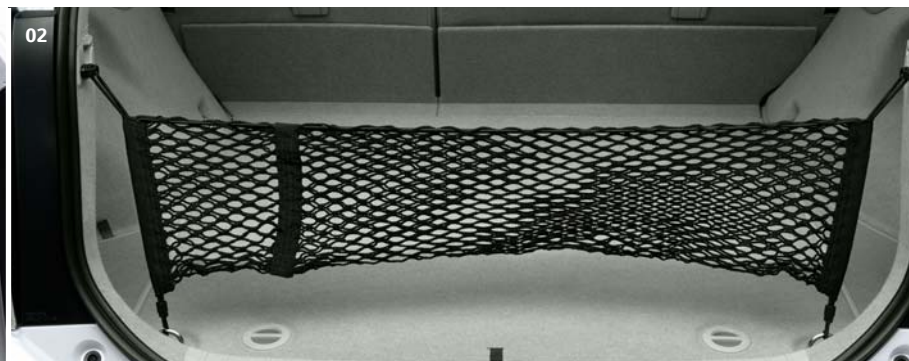
Protection & storage pack For town and country, on journeys long and short, the Prius is perfect for a busy life. The protection & storage pack is the right answer for practical storage and protection of the car.

Contact your local Toyota Retailer for details of the full accessory range.

1. Rear bumper protection plate and trunk liner

2. Cargo net – vertical

3. Scuff plates



Accessories

1. Velour floor mats combine a luxurious soft-touch feel with tough carpet protection.

2. Side mouldings provide an extra layer of protection against minor door panel damage.

3. Illuminated scuff plates add a customized touch to your Prius and protect your interior door sills from scuffs, scrapes and scratches. Feature blue Light Emitting Diode (LED) illumination.

4. Key cover to match your smart entry key with your Prius. Features the "Hybrid Synergy Drive" logo on a silver background.

5. Front bumper garnish complements your car's bumper and grille with a dash of chrome.

6. Roof rack with a range of optional carrying attachments for exploring life's leisure potential.

7. Easy Click bicycle holder carries two bicycles and attaches without a towing hitch.

8. Licence plate garnish adds a stylish chrome accent to the rear of your car.



Wheels and trims



**15" alloy wheels with
wheel caps (5-spoke)**
Standard on Entry



17" alloy wheels (5-spoke)
Standard on Sol and Premium



Aqua fabric Entry
Standard on Entry



Black fabric Entry
Standard on Entry



Aqua fabric Premium
Standard on Sol and Premium



Black fabric Premium
Standard on Sol and Premium



Aqua leather
Optional on Premium



Black/grey leather
Optional on Premium

Colours



040 Pure White



070 Pearl White*



1F7 Ultra Silver*



202 Astral Black



3R3 Barcelona Red*



3R9 Burgundy Red*



856 Pacific Blue*



8V1 Abyss Grey*

* Metallic paint.

Specifications

ENVIRONMENTAL PERFORMANCE	1.8 I HSD e-CVT 15" wheels	1.8 I HSD e-CVT 17" wheels
Fuel consumption (applicable legislation)		
Combined driving (litres/100 km)	3.9	4.0
Urban driving (litres/100 km)	3.9	4.0
Extra urban driving (litres/100 km)	3.7	3.8
Recommended fuel grade	95 unleaded petrol or higher	95 unleaded petrol or higher
Fuel tank capacity (litres)	45	45
Carbon dioxide, CO₂ (applicable legislation)		
Combined driving (g/km)	89	92
Urban driving (g/km)	90	93
Extra urban driving (g/km)	86	87
Exhaust emissions (EU directive 715/2007 as last modified by directive EC 692/2008F)		
Euro class	Euro 5	Euro 5
Carbon monoxide, CO (mg/km)	258	258
Hydrocarbons, THC (mg/km)	58.4	58.4
Hydrocarbons, NMHC (mg/km)	53.7	53.7
Nitrogen oxides, NO _x (mg/km)	5.8	5.8
Noise, drive-by (applicable legislation)		
Sound level drive by (dB(A))	69	69

The fuel consumption, CO₂ and noise values are measured in a controlled environment on a basic production vehicle, in accordance with the requirements of European law published by the European Commission. For further information, or if you are interested in buying a basic production vehicle, please contact Toyota Motor Europe NV/SA. The fuel consumption and CO₂ values of your vehicle may vary from those measured. Driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, installed equipment, load, number of passengers, ...) play a role in determining a car's fuel consumption and CO₂ emissions.

ENGINE	1.81HSD e-CVT	Motor generator	Battery
Engine code	2ZR-FXE		
Number of cylinders	4 in line		
Valve mechanism	16-valve DOHC with VVT-i		
Fuel system	Electronic fuel injection		
Displacement (cc)	1798		
Bore x stroke (mm x mm)	80.5 x 88.3		
Compression ratio	13.0 : 1		
Maximum power output (DIN hp)	99		
Maximum power output (kW/rpm)	73/5200		
Maximum torque (Nm/rpm)	142/4000		
Total hybrid system combined output (kW)	100		
Total hybrid system combined output (DIN hp)	136		
Additional information on motor generator			
Type		Permanent magnet synchronous motor	
Maximum output (kW)		60	
Maximum torque (Nm)		207	
Maximum voltage (V)		650	
Additional information on battery			
Type			Nickel-Metal hydride
Nominal voltage (V)			201.6
Number of battery modules			28
Battery capacity (3HR) Amp.hr.			6.5

PERFORMANCE	1.81HSD e-CVT
Maximum speed (km/h)	180
0–100 km/h (secs)	10.4
Drag coefficient	0.25

Specifications

BRAKES

Front brakes	Ventilated disc
Rear brakes	Disc

SUSPENSION

Front suspension	MacPherson strut
Rear suspension	Torsion beam

DIMENSIONS AND WEIGHTS

Exterior dimensions

Exterior length (mm)	4480
Exterior width (mm)	1745
Exterior height (mm)	1490/1505*
Front tread (mm)	1525/1515 [§]
Rear tread (mm)	1520/1510 [§]
Front overhang (mm)	925
Rear overhang (mm)	855
Wheelbase (mm)	2700
Turning circle – tyre (m)	5.5

Interior dimensions

Interior length (mm)	1905
Interior width (mm)	1470
Interior height (mm)	1225

Weights

Gross vehicle weight (kg)	1805
Kerb weight (kg)	1365–1425

DIMENSIONS AND WEIGHTS

Luggage compartment

Luggage overall length, rear seat up (mm)	880
Luggage overall length, rear seat down (mm)	1830
Luggage overall width (mm)	1555
Luggage overall height (mm)	645
Luggage capacity, up to roof, rear seat up (litres)	445
Luggage capacity, up to roof, rear seat down (litres)	1120



TYRES & WHEELS

	Entry	Sol	Premium
15" alloy wheels with wheel caps (5-spoke)	●	—	—
17" alloy wheels (5-spoke)	—	●	●
Tyre repair kit	●	●	●

● = Standard

— = Not available

* With moon roof.

[§] With 17" wheels.

Equipment

EXTERIOR	Entry	Sol	Premium
Electric moon roof	—	○	○
Solar panel	—	○	○
Body-coloured door mirrors	●	●	●
Electric door mirrors	●	●	●
Heated door mirrors	●	●	●
Retractable door mirrors	●	●	●
Multi-reflector halogen headlamps	●	●	—
LED headlamps	—	—	●
Daytime running lights (LED type)	●	●	●
Headlamp cleaners	—	—	●
Front fog lamps	●	●	●
Dusk sensor	—	—	●
Rain sensor	—	○	●
Intelligent Parking Assist (IPA)	—	—	○
Water-repellent front side window	—	—	●
Green tempered glass	●	●	●
Rear-view camera	●	●	●

COMFORT	Entry	Sol	Premium
Smart Entry & Start System (driver only)	●	●	—
Smart Entry & Start System (driver, passenger and boot)	—	○	●
Cruise control	○	●	●
4-spoke urethane steering wheel	●	—	—
4-spoke leather steering wheel	—	●	●
Manual tilt and telescopic steering wheel	●	●	●
Electric power steering	●	●	●
Automatic air conditioning	●	●	●
Remote air conditioning system	—	○	○

COMFORT

	Entry	Sol	Premium
Solar ventilation system	—	○	○
Manual rear-view mirror	●	●	—
Electrochromatic rear-view mirror	—	—	●
Power outlets	●	●	●
Front power windows with auto up & down	●	●	●
Rear power windows with auto up & down	●	●	●
Anti-jam protection on power windows	●	●	●
Front armrest	●	●	●
Rear armrest	●	●	●
Clean air filter	●	●	●

MULTIMEDIA & INFORMATION

	Entry	Sol	Premium
Toyota Touch	●	●	●
Toyota Touch & Go Plus	○	○	○
Toyota Touch Pro	—	—	○
Touch Tracer Display	●	●	●
Audio switches on steering wheel	●	●	●
Telephone switch on steering wheel	●	●	●
Voice recognition switch on steering wheel	●	●	●
Digital meter illumination system	●	●	●
Multi-information display	●	●	●
Hybrid System Indicator	●	●	●
ECO-driving Indicator	●	●	●
Rear-view camera display	●	●	●
Back guide monitor	—	—	○

● = Standard ○ = Optional — = Not available

Equipment

MULTIMEDIA & INFORMATION

	Entry	Sol	Premium
Navigation indications in Head Up Display	—	—	○
Head Up Display	●	●	●
6 speakers	●	●	—
8 speakers	—	○	●
JBL premium sound system	—	○	●
Aux-in connector	●	●	●
USB connector	●	●	●

SEATS

	Entry	Sol	Premium
Driver and passenger heated seats	—	—	○
Driver power lumbar support	●	●	●
Driver seat height-adjustable	●	●	●

STORAGE

	Entry	Sol	Premium
Retractable tonneau cover	●	●	●
Boot underfloor storage compartment	●	●	●
Rear coat hooks	●	●	●
Driver and passenger seatback pockets	●	●	●
Double glove box with lamp	●	●	●
Cup holders	●	●	●

SAFETY

	Entry	Sol	Premium
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD)	●	●	●
Brake Assist (BA)	●	●	●
Light Emitting Diode (LED) rear brake lights	●	●	●
Vehicle Stability Control Plus (VSC+)	●	●	●
Traction Control (TRC)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Pre-Crash Safety (PCS) system	—	—	○
Adaptive Cruise Control (ACC)	—	—	○
Supplemental Restraint System (SRS) airbags – 7 airbags	●	●	●
Active headrests	●	●	●
Pre-tensioners and force limiters	●	●	●
ISOFIX seat fixing	●	●	●
Front passenger airbag on/off-switch	●	●	●

● = Standard ○ = Optional — = Not available

Glossary

Discover more about the Prius technology.



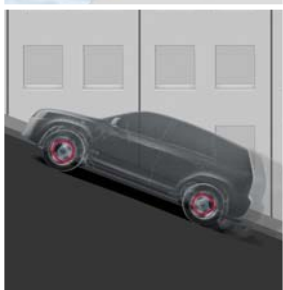
Traction Control (TRC)

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



Supplemental Restraint System (SRS) airbags

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



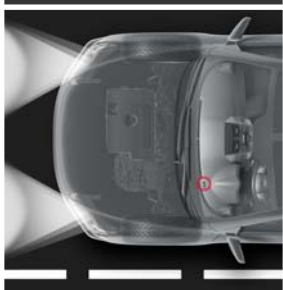
Hill-start Assist Control (HAC)

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



Pre-tensioners and force limiters

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



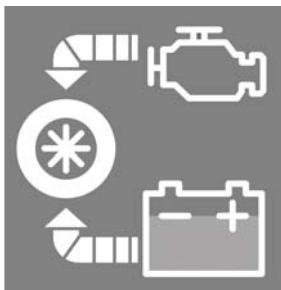
Dusk sensor

The dusk sensor monitors light levels and automatically switches on the headlights when the light is low.



ISOFIX seat fixing

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



Hybrid System Indicator

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



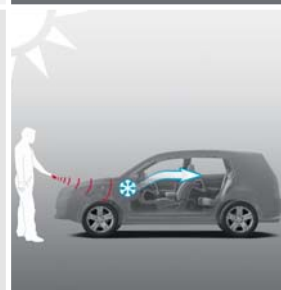
Solar ventilation system

This revolutionary ventilation system is powered by a hi-tech solar panel that operates when the vehicle is parked. Enjoy the unexpected comfort of returning to a ventilated car when parked in the scorching sun.



e-CVT

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



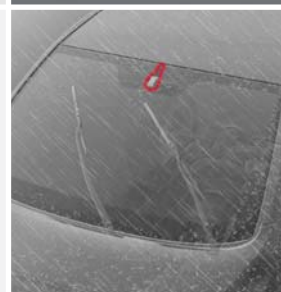
Remote air conditioning system

This remotely operated air conditioning system allows you to reduce the cabin temperature before you enter your vehicle.



1.8 HSD

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



Rain sensor

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

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



**Designed
to minimise
maintenance**

Intelligent engineering

The Prius is designed and engineered to minimise maintenance. There are fewer parts that require servicing and those that do are more durable to extend service intervals. Prius technology is made easily accessible so that labour time is minimised. Competitively priced Toyota spares ensure the lowest cost for maintaining your Prius.



**Full Health
& Safety
check**

Toyota quality service

Your Toyota retailer is here to help and guide you in all your service requirements.

Your Prius will need a full Health and Safety check, dependent on driving style and conditions, up to once every two years or 30,000 km (whichever comes sooner). An intermediate Health and Safety check is necessary every year or 15,000 km (whichever comes sooner).



**Low parts
& labour
charges**

Toyota genuine parts

Prius is designed to minimise the cost of accident repair. Energy-absorbing elements are built into the bumpers, expensive-to-replace parts are located away from damage zones, and commonly damaged body parts are bolted rather than welded. As a result, the extent of damage is limited and damaged parts are easy to remove, replace or repair. Ultimately, this means very low parts and labour charges.



**Hybrid
Health
Check**

Toyota Hybrid Service Programme

The Toyota Hybrid Service Programme is designed for you to enjoy your driving experience with peace of mind. We are pleased to provide Hybrid Battery Extra Care cover* on an annual/15,000 km basis (whichever comes sooner) up to the 10th year from vehicle registration date.



3 years
Vehicle
warranty

Comprehensive warranty

3-year vehicle warranty covers any defect caused by a manufacturing or assembly fault. It is valid for 3 years of normal use or 100,000 km, whichever comes first, with no mileage limitation for the first year. If the car is immobilised due to a breakdown (as a result of a defect covered under warranty), you will also be covered for the cost of towing your vehicle to the nearest authorised Toyota repairer.

5-year hybrid component warranty[§] covers certain components within the hybrid drivetrain system. It is valid for 5 years or 100,000 km, whichever comes first.

3-year paint warranty covers surface rust and paint defects appearing on any of the painted body panels as a result of a fault in materials for a period of 3 years, regardless of mileage.

12-year anti-perforation warranty covers against perforation of the bodywork (from inside to outside) that develops due to corrosion caused by faults in materials or workmanship, regardless of mileage.

3 years[°]
Roadside
assistance

Toyota Eurocare

In order to help you enjoy peace of mind driving, we are pleased to provide 3 years[°] Toyota Eurocare roadside assistance coverage in no fewer than 40 European countries. If you experience a problem with your Prius, Toyota Eurocare offers several possibilities to keep you on the road.

Added security

The Prius security system withstands the insurance industry's rigorous 5-minute attack test and provides excellent protection. Both the alarm system and engine immobiliser are approved by Europe's major insurance companies.

3 years[§]
Accessory
warranty

Toyota accessories

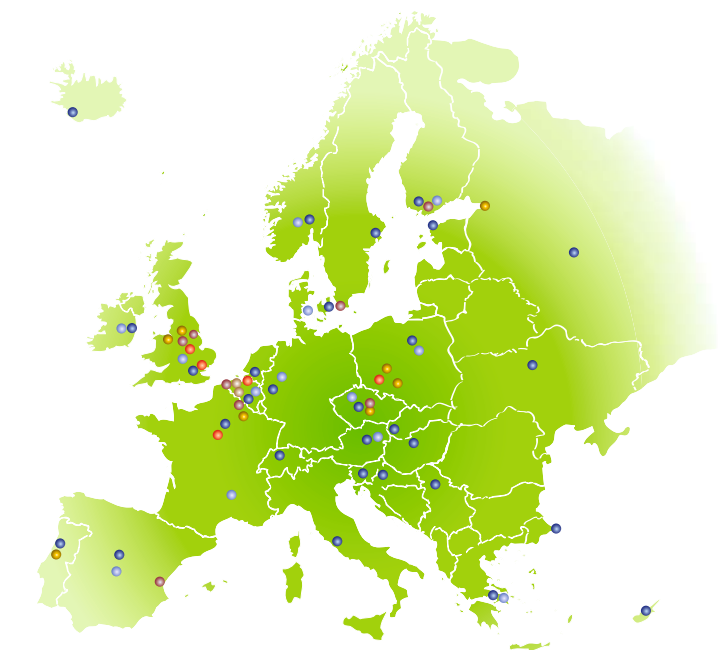
Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Tailor-made for your Toyota, they fit perfectly and add a personal touch of style, comfort and practicality. And because they've been tested under the most severe conditions, you can have complete confidence in their reliability and durability. To add to the reassurance, every genuine Toyota accessory has a 3-year warranty when purchased together with the vehicle[§].

* Check with your retailer for specific Toyota Hybrid Service Programme details.

§ Check with your retailer for specific warranty details.

° Belgium 5 years, Portugal and Denmark 1 year.

Toyota takes great pride in constantly improving environmental performance.



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

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



50% less CO₂
used to build
Prius since 1990

Designing your car

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

The environmental impact of the Prius against a comparable conventional diesel vehicle (Euro 5) is demonstrated through the complete life cycle analysis, with 37% CO₂ (Carbon dioxide), 16% NO_x (Nitrogen Oxide), 32% NMHC (Non-Methane Hydrocarbons), 4% PM (Particulate Matter) and 20% SO_x (Sulphur Oxide) reduction.

Making your car

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



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

for silent, emission-free driving. Energy is regenerated as you brake: no leads, no manual recharging. Enjoy the full hybrid experience: smooth, responsive, quiet and extraordinarily efficient.



Getting vehicles and parts to you

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



Selling and servicing your car

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

95% of
your Prius
is recoverable

The end of the road for your vehicle?

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

20-30%
less fuel and CO₂

Drive thoughtfully

Drive your car in the right way and you could reduce your fuel bill and your CO₂ emissions by around 20–30%.

01. Remove any extra weight and roof load.
02. Plan your route and avoid detours.
03. Avoid using your car for short journeys.
04. Check your tyre pressure regularly.
05. Service your car according to the owner's manual.
06. Accelerate smoothly.
07. Only use air conditioning when necessary.
08. Follow and anticipate traffic flow.
09. Keep your windows closed.



For Toyota, quality is a way of life.
Nothing is so good it cannot be made better.









Point your smartphone or webcam at the graphic
and start a new experience of Prius.



ALWAYS A
BETTER WAY

To experience the Prius or for more information,
please contact your local retailer or visit our website
toyota-europe.com

To the best of our knowledge, all information in this brochure is correct at time of going to print. Details of specifications and equipment provided in this brochure are subject to local conditions and requirements and may, therefore, vary from models available in your area. Please enquire with your local retailer for details on your local specifications and equipment.

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