

# PRIUS



**TOYOTA**

ALWAYS A  
**BETTER** WAY



# TOYOTA BETTER HYBRID HAPPY TRUST TOGETHER YOU

EVERY DAY WE LOOK AHEAD, MOVE FORWARD, EVOLVE. OUR PASSION IS ALWAYS TO DELIGHT – WITH A CAR THAT EXCEEDS EXPECTATIONS, THRILLS, EXCITES, REASSURES AND DELIVERS BETTER FOR TODAY'S WAY OF LIFE. TAKE US FOR GRANTED.

TOYOTA. ALWAYS A **BETTER** WAY





**TOYOTA**




ALWAYS A  
**BETTER WAY**





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**EXPLORE THE PRIUS IN MORE DETAIL.**

# NEW PRIUS

## A HYBRID ICON AGAIN

The Toyota Prius took driving to a new level in 1997 as the world's first mainstream hybrid car. Today marks another leap forward in intelligent design and technology: the more responsive, more efficient and quieter-than-ever all-new Prius continues to redefine that outstanding Toyota hybrid experience.

### CONTENTS

6 DESIGN  
8 HYBRID DRIVE  
10 INTERIOR  
12 COMFORT  
14 MULTIMEDIA  
16 SAFETY  
18 ALWAYS A BETTER WAY  
20 GRADES

24 ACCESSORIES  
28 COLOURS  
30 TRIMS & WHEELS  
32 SPECIFICATIONS  
36 EQUIPMENT  
40 GLOSSARY  
42 PEACE OF MIND  
44 ENVIRONMENT







# INGENIOUS



**SCAN THIS PAGE.**  
Discover colour, grade  
& wheel options. Refer  
to page 5 for more  
information.

## SHAPED BY INTELLIGENT THINKING

The new Prius merges progressive design with efficiency. The iconic triangular silhouette retains a distinctively low stance, hinting at the driving performance and aerodynamic qualities. Every detail – from the sleek front LED lights, low bonnet and roofline to the vertical rear combination lamps – is designed to optimise airflow, meaning the Prius cuts through the air with grace and efficiency. Follow-me-home headlights illuminate your path and are activated by the driver for added safety as well as practicality at night.

### INFO NUGGET

The new Prius spearheads Toyota's New Global Architecture (TNGA). This focuses on standardising parts and components, improving the way Toyota cars are built as well as how they look and feel on the road.

# LEADING



## THE HYBRID DRIVING EXPERIENCE THAT BREAKS NEW BOUNDARIES

The new Prius paves the way for a next-level driving experience with a brand new hybrid system. The battery recovers more energy, meaning more time can be spent in smooth, quiet EV mode; while the seamless transition between EV and petrol engine mode gives you intuitive, dynamic acceleration whenever you need it. New transmission technology and improved sound insulation keep noise levels to a minimum, letting you enjoy a whisper-quiet drive. The Prius offers a more dynamic performance with excellent handling thanks to the lower centre of gravity, enhanced suspension and a hybrid system that delivers more linear power.

### INFO NUGGET

Fuel consumption in the city and on the motorway has been significantly reduced. You'll also notice the exceptionally quiet cabin when driving out of town.



**SCAN THIS PAGE.**  
Explore driving dynamics  
in more detail. Refer  
to page 5 for more  
information.

**HYBRID****1.8 l Petrol Hybrid  
e-CVT**

Power

**122 DIN hp**

Fuel consumption\*

**3.0 l/100 km**CO<sub>2</sub> emissions\***70 g/km**

Acceleration

**10.6 seconds****0–100 km/h**

Available on

**All grades**

\* Combined cycle.

e-CVT = electronically controlled  
Continuously Variable Transmission





# HIGH-TECH

## TECHNOLOGY FOR EVERYDAY DRIVING

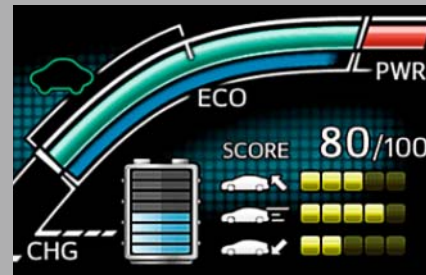
Innovations that make a difference – the new Prius' interior places state-of-the-art technology at your fingertips. For easily accessible information and safer driving, the Prius boasts a full-colour Head Up Display (HUD) projected onto the windscreen, directly in your line of sight. It also comes with dual 4.2" TFT colour displays in the instrument panel including the Main Display and Multi-Information Display, which provides easy access to driving information, audio, navigation, climate control and warning messages as well as the driver support system. The wireless phone charger makes staying connected easy with no need for cables.

### INFO NUGGET

The new Simple Intelligent Parking Assist (Simple IPA) aids manoeuvring into even narrower spaces. The system automatically performs steering operations and also features a convenient departure function for leaving parallel parking spaces.



**HEAD UP DISPLAY (HUD)**  
The full-colour display shows details including vehicle speed, speed limit information, navigation guidance and radar-assisted warnings for vehicle distance and lane departure alerts. It also includes a hybrid system indicator.



**MULTI-INFORMATION DISPLAY**  
This provides an energy monitor, hybrid system indicator and eco score, fuel economy record, driver monitor, eco wallet and eco diary as part of the driver support system.



**WIRELESS CHARGER**  
For your convenience, mobile devices can be charged simply by placing compatible devices on the charging pad, avoiding the need for separate chargers or cables.

# SLEEK

## ATTENTION TO DETAIL THAT MAKES ALL THE DIFFERENCE

The Prius interior is where high quality, functionality and playfulness meet. The inviting cool grey or black interior creates contemporary flair, enhanced by soft-touch materials, cool metallic finishes and signature touches such as the Prius logo on the air vents, gracing the clean, modern dashboard. The lowered driver position, highly ergonomically designed seats and a steering wheel that can be perfectly adjusted to your needs also ensure you experience hybrid driving in the most comfortable surroundings.



### INFO NUGGET

For increased fuel economy and comfort, the smart air conditioning directs airflow only to occupied seats using sensors throughout the car.



**SCAN THIS PAGE.**  
Discover interior trims, grades and features. Refer to page 5 for more information.



**AIR CONDITIONING**  
The compact, lightweight air conditioning system is our most advanced to date. It's quiet, and boasts excellent fuel economy for efficient cooling performance.



**STEERING WHEEL CONTROLS**  
The intuitively positioned steering wheel controls mean you can adjust the air conditioning, audio, and phone functions as well as view the energy monitor and hybrid system indicator – all through the Multi-Information Display.



**GEAR SHIFT**  
Shift-by-wire technology uses electric signals to transmit gear shift operations, allowing you to change gear simply with your fingertips. A shift indicator in the instrument panel shows the current selection.



# SMART

## THE MULTIMEDIA HUB TO KEEP YOU CONNECTED

Toyota Touch® 2 & Go is an intuitive and easy-to-use multimedia system that provides information and entertainment while connecting you to the outside world. The sleek tablet-style 7" touch screen with drag & flick controls houses an advanced audio system compatible with USB devices, iPods and smartphones. The navigation system comes with full European map coverage, detour and eco-route functions, 2D and 3D map view, real-time traffic updates and local online search facilities. Bluetooth® for hands-free calls and a rear-view camera for effortless parking are also included.

### INFO NUGGET

Access Toyota Online services with Wi-Fi hotspot connection. Offering an alternative to Bluetooth®, you can take advantage of both public and private hotspots, or create a mobile hotspot using your smartphone.



### VOICE RECOGNITION

This allows you to search for destinations, request and play music and even find and call contacts with just your voice, minimising driver disruption and improving safety.



### MP3

Stream your iPod or MP3 music content via Bluetooth® or via the USB/AUX connector.



### REAR-VIEW CAMERA

To aid reversing, the Prius rear-view camera displays an even wider image, complete with reference lines.

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Find out more  
on Toyota  
Safety Sense.



# READY

## YOUR SIXTH SENSE ON THE ROAD

Always one step ahead – The Prius comes with the newly developed Toyota Safety Sense as well as other safety features with the aim to create a more secure driving environment for everyone.

The features that help  
keep you safer:

1. Simple Intelligent Parking Assist (Simple IPA)
2. Road Sign Assist
3. Automatic rain sensor
4. Pre-Collision System\* with Pedestrian Detection
5. Lane Departure Alert with Steering Control
6. Automatic High Beam

### INFO NUGGET

Thanks to a highly sophisticated network of 22 sensors placed around the car, the Prius acts like your sixth sense and alerts you sooner to any potential danger.



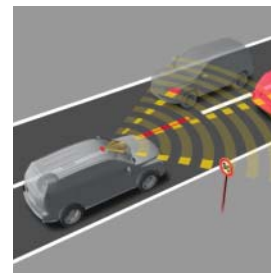


**SCAN THIS PAGE.**  
Explore Prius' safety technologies. Refer to page 5 for more information.

#### TOYOTA SAFETY SENSE

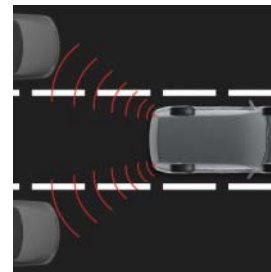
Toyota Safety Sense adds advanced active safety systems for an even safer and more relaxed drive. Five active safety technologies: Pre-Collision System\* with Pedestrian Detection, Lane Departure Alert with Steering Control, Automatic High Beam, Road Sign Assist and Adaptive Cruise Control are at the heart of Toyota Safety Sense.

\* Technical name: Pre-Crash Safety System.



#### REAR CROSS TRAFFIC ALERT (RCTA)

RCTA allows you to reverse out of a parking space safely by detecting other vehicles approaching your blind spot area. Using quasi-millimetre wave radar, RCTA alerts you with a buzzer and flashing indicators on the outer mirrors.



#### BLIND SPOT MONITOR (BSM)

The Blind Spot Monitor system allows the driver to manoeuvre more safely during lane changes. If rear-mounted radar sensors detect a vehicle in your side or rear blind spot, a warning indicator will illuminate on the appropriate side mirror. Should you indicate to change lanes and a vehicle is in your blind spot, the warning indicators will flash to alert you that a lane change should be avoided.





# BETTER

## THE ANSWER TO TOMORROW'S QUESTIONS TODAY

Prius continues to redefine hybrid driving – with yet more inspiring technology, intelligent design, commitment to quality and respect for the planet. Toyota believe there is always a better way and with this in mind, continue to challenge the status quo.

### INFO NUGGET

The name *Prius*, which in Latin means “prior to” was selected to emphasize that the vehicle was ahead of its time, incorporating innovative hybrid technology using petrol as well as future energy sources, such as biofuels or hydrogen.



# PRIUS ENTRY

The Prius Entry grade offers a wealth of advanced technology ranging from LED lights at the front and back as well as intelligent Toyota Safety Sense as standard. The fabric upholstery in black or cool grey adds contemporary flair.



## Main features

- 15" alloy wheels (5 double-spoke)
- Chrome surrounds on front fog lamps
- LED front and rear light guides
- Black rear pillar design
- Dusk sensor
- Automatically retractable door mirrors
- Driver-only Smart Entry & Start System
- Rear combination lamps (LED type)
- LED headlamps
- Black or cool grey fabric with black fabric inserts
- 3-spoke urethane steering wheel
- Pearlescent white insert on centre console and gear shift knob surround
- Chrome insert on centre air vents
- 60:40 split-folding rear seats
- Coloured TFT multi-information display
- Toyota Touch® 2 multimedia system
- 6 speakers
- Bluetooth® hands-free system



## INFO NUGGET

From the pearlescent white insert on the centre console and gear shift knob surround to the coloured TFT multi-information display and Toyota Touch® 2 multimedia system, the Prius Entry grade embodies modernity and quality.



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QR CODE.**  
Configure your  
Prius.



## PRIUS MID

The Mid grade takes your comfort and well-being to the next level starting with 17" alloy wheels and Wi-Fi connectivity. For your convenience, there are heated seats, a leather steering wheel, and the innovative Head Up Display (HUD).



### Main features (additional to Entry)

- 17" alloy wheels (5-spoke)
- Smart Entry & Start System
- Black or cool grey fabric with black fabric inserts
- 3-spoke leather steering wheel
- Soft-touch door trim
- Soft-touch front door armrests
- Electrochromatic rear-view mirror
- Heated driver & front passenger seats
- Noise reduction layer on front windows
- Head Up Display

### Optional features

- Rain sensor
- Simple Intelligent Parking Assist (Simple IPA)
- Toyota Touch® 2 with Go Plus navigation system
- 10 speakers
- JBL premium sound system
- Wi-Fi connectivity



### INFO NUGGET

The soft-touch door trim and armrests plus heated driver and front passenger seats take comfort to the next level. The Head Up Display provides you with essential information and means you can keep your eyes on the road at all times.

# EXTRAS

## FOR YOUR PRIUS

Genuine Toyota accessories offer choices to personalise the Prius experience and tailor your car for the way you like things to be.





#### **BLACK STYLING PACK**

A range of distinctive high gloss piano black accessories combined in a styling pack to give your Prius that customised look of urban sophistication.

#### **Side sills**

Contoured to create a powerful low profile appearance.

#### **Rear diffuser garnish**

Adds an extra gloss black highlight to your car's rear design.

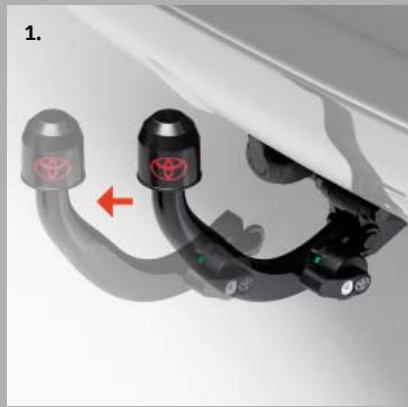
#### **Fog lamp surround**

The carefully shaped bezel makes a feature of your fog lamps.

#### **Alloy wheel inserts**

Stylish gloss black inserts to complement your Toyota alloys.

Pack accessories are available individually. Please contact your Toyota retailer for details.



**1. Detachable towing hitch**

Your new Prius is the first hybrid with a towing capability of over 700 kg. It has a horizontal detachable hook and fits with a bespoke wiring kit.

**2. Roof rack**

A strong yet lightweight lockable design with wing-shaped bars to reduce wind noise and streamlined clamp covers for a stylish finish. It is easy to install, use and store.

**3. Roof-top bicycle holder**

Lockable holder with sturdy wheel grips and a frame grip that can be adjusted at roof height.



4.



5.



6.

#### 4. Centre console cover

With a black leather-look finish to complement your car's stylish cabin design.

#### 5. & 6. Aluminium & illuminated scuff plates

Side sill protection that also adds a compelling design detail to your car's interior. The illuminated insert creates an immediate impression of style and sophistication.



7.

#### 7. Toyota Hotspot

Connectivity for up to 5 Wi-Fi devices simultaneously including Toyota Touch® 2 with Go.

Visit [www.toyota-europe.com](http://www.toyota-europe.com) or contact your local Toyota retailer for details of the full accessory range.



SCAN THIS  
QR CODE.  
Personalise  
your Prius.



**DIV**



040 Pure White



070 Pearl White\*



1F7 Ultra Silver<sup>§</sup>

# ERSITY

## THE COLOURS OF EVOLUTION



1G3 Ash Grey<sup>§</sup>



218 Attitude Black<sup>§</sup>



3T7 Emotional Red\*



8W7 Cobalt Blue<sup>§</sup>

\* Pearlescent paint.

§ Metallic paint.

# BOLD

## STANDOUT TRIMS AND WHEELS



**15" alloy wheels  
(5 double-spoke)**  
Standard on Entry



**17" alloy wheels  
(5-spoke)**  
Standard on Mid



**15" hyper black alloy wheels  
(10 double-spoke)**  
Optional on all grades



**16" silver alloy wheels  
(5-spoke)**  
Optional on all grades



Combine 17" alloy wheels (5-spoke)  
with the alloy inserts below:

1. Black alloy wheel insert
2. Bronze alloy wheel insert
3. Blue alloy wheel insert



**Black fabric**  
Standard on Entry, Mid



**Cool grey fabric with black  
fabric inserts**  
Standard on Entry, Mid



**Black leather with  
silver stitching**  
Optional on all grades



**Black leather with cool  
grey leather inserts**  
Optional on all grades

# SPECIFICATIONS

## ENVIRONMENTAL PERFORMANCE

### 1.8 I Petrol Hybrid e-CVT

#### Fuel consumption (applicable legislation)

Combined driving (litres/100 km)	3.0/3.3*
Urban driving (litres/100 km)	2.9/3.3*
Extra urban driving (litres/100 km)	3.1/3.3*
Recommended fuel grade	95 unleaded petrol or higher
Fuel tank capacity (litres)	43

#### Carbon dioxide, CO<sub>2</sub> (applicable legislation)

Combined driving (g/km)	70/76*
Urban driving (g/km)	67/76*
Extra urban driving (g/km)	72/78*

#### Exhaust emissions (regulation EC/715/2007 as amended by EC 2015/45W)

Euro class	Euro 6
Carbon monoxide, CO (mg/km)	131.1
Hydrocarbons, THC (mg/km)	33.7
Hydrocarbons, NMHC (mg/km)	30.1
Nitrogen oxides, NO <sub>x</sub> (mg/km)	16.2
Sound level drive by (dB(A))	67

The fuel consumption, CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub> emissions.

## ENGINE

### 1.8 I Petrol Hybrid e-CVT

Engine code	2ZR-FXE
Number of cylinders	4, in line
Valve mechanism	16-valve DOHC with VVT-i

**ENGINE**

**1.8 l Petrol Hybrid  
e-CVT**

Fuel system	Fuel injection
Displacement (cc)	1798
Bore x stroke (mm x mm)	80.5 x 88.3
Compression ratio	13.04 :1
Maximum power output (DIN hp)	98
Maximum power output (kW/rpm)	72/5200
Maximum torque (Nm/rpm)	142/3600
Total hybrid system combined output (DIN hp)	122
Total hybrid system combined output (kW)	90

**Electric Front Motor**

**Hybrid vehicle battery**

Type	Permanent magnet AC synchronous motor	Type	Nickel-metal hydride
Maximum output (kW)	53	Nominal voltage (V)	201.6
Maximum torque (Nm)	163	Number of battery modules	28
Maximum voltage (V)	600	Battery capacity (3HR) Amp.hr.	6.5

**PERFORMANCE**

**1.8 l Petrol Hybrid  
e-CVT**

Maximum speed (km/h)	180
0-100 km/h (secs)	10.6
Drag coefficient	0.24

**SUSPENSION**

**1.8 l Petrol Hybrid  
e-CVT**

Front	MacPherson strut
Rear	Double wishbone

e-CVT = electronically controlled Continuously Variable Transmission

\* Mid grade.

# SPECIFICATIONS

## BRAKES

	1.8 l Petrol Hybrid e-CVT
Front	Ventilated disc
Rear	Disc

## LOAD CAPACITY

	1.8 l Petrol Hybrid e-CVT
Luggage capacity (up to tonneau cover) (litres)	343
Luggage capacity, up to roof, rear seat up (litres)	502
5 seats up: belt line (litres)	343
5 seats up: roof (litres)	502
2 seats up: roof (litres)	1557

## DIMENSIONS & WEIGHTS

	1.8 l Petrol Hybrid e-CVT
Exterior length (mm)	4540
Exterior width (mm)	1760
Exterior height (mm)	1470
Front tread (mm)	1510*/1530
Rear tread (mm)	1525*/1545
Front overhang (mm)	950
Rear overhang (mm)	890
Wheelbase (mm)	2700
Turning circle – tyre (m)	5.1/5.4*
Interior length (mm)	2110
Interior width (mm)	1490
Interior height (mm)	1195
Luggage overall length, rear seat up (mm)	890
Luggage overall width (mm)	936
Luggage overall height (mm)	715

**DIMENSIONS & WEIGHTS**

	1.8i Petrol Hybrid e-CVT
Load volume (m³)	0.502
VDA luggage capacity, up to tonneau cover, rear seat up (litres)	343
Gross vehicle weight (kg)	1790
Kerb weight (kg)	1375–1400
Towing capacity with brakes (kg)	725
Towing capacity without brakes (kg)	725

**WHEELS**

	Entry	Mid
15" alloy wheels (5 double-spoke)	●	–
17" alloy wheels (5-spoke)	–	●
Black small centre caps	●	●
Tyre repair kit	●	●



● = Standard

○ = Optional

– = Not available

e-CVT = electronically controlled Continuously Variable Transmission

\* Mid grade.

# EQUIPMENT

## EXTERIOR STYLING

	Entry	Mid
Black lower front grille	●	●
Black upper front grille	●	●
Chrome surrounds on front fog lamps	●	●
LED front light guide	●	●
LED rear light guide	●	●
Body-coloured front bumper	●	●
Body-coloured rear bumper	●	●
Rear spoiler	●	●
Black diffuser	●	●
Body-coloured door mirrors	●	●
Body-coloured door handles	●	●
Black window frame	●	●
Black centre pillar design	●	●
Black rear pillar design	●	●
Shark-fin antenna	●	●

## EXTERIOR COMFORT

	Entry	Mid
Automatic headlight cut-off	●	●
Follow-me-home headlights	●	●
Headlight cut-off reminder	●	●
Dusk sensor	●	●
Rain sensor	—	○
Power-adjustable door mirrors	●	●
Heated door mirrors	●	●
Automatically retractable door mirrors	●	●
Remote door lock	●	●
Driver-only Smart Entry & Start System	●	—
Smart Entry & Start System	—	●

## EXTERIOR COMFORT

	Entry	Mid
Illuminated side steps	●	●
Boot door release with push button	●	●

## INTERIOR STYLING

	Entry	Mid
3-spoke urethane steering wheel	●	—
3-spoke leather steering wheel	—	●
White insert on steering wheel	●	●
Dark Grey stitching on steering wheel	●	●
Piano black centre console	●	●
Pearlescent White insert on centre console	●	●
Blue insert on gear shift knob	●	●
Pearlescent White gear shift knob surround	●	●
Fabric armrest on front console box	●	●
Leather-like armrest on front console box	—	○
Padded armrest on front console box	●	●
Light grey stitching on front console box	●	●
Dark grey stitching on front console box	●	●
Black upper dashboard	●	●
Light grey upper dashboard	●	●
Soft-touch texture on upper dashboard	●	●
Black insert on upper dashboard	●	●
Black lower dashboard	●	●
Black lower driver dashboard	●	●
Black lower passenger dashboard	●	●
Black centre air vents	●	●
Black centre air vent surrounds	●	●
Black side air vents	●	●
Chrome and black surrounds on side air vents	●	●

**INTERIOR STYLING**

	Entry	Mid
Chrome and turquoise surrounds on side air vents	●	●
Chrome insert on side air vents	●	●
Soft-touch door trim	—	●
Black front door armrests	●	●
Soft-touch front door armrests	—	●
Chrome interior door handles	●	●
Fabric rear armrest	●	●
Leather rear armrest	—	○
Leather headrests	—	○
Dark grey stitching on front seats	●	●
Turquoise stitching on front seats	●	●
Dark grey stitching on rear seats	●	●
Turquoise stitching on rear seats	●	●

**INTERIOR COMFORT**

	Entry	Mid
Push-button start	●	●
Digital tachometer	●	●
Manual tilt steering wheel	●	●
Manual telescopic steering wheel	●	●
Electric Power Steering (EPS)	●	●
Manual day/night rear-view mirror	●	—
Electrochromatic rear-view mirror	—	●
Rear-view camera display	●	●
Static guide lines on rear-view camera display	●	●
Wireless mobile phone charger	●	●
Dual-zone automatic air conditioning	●	●
Pollen air filter	●	●
Clean air filter	●	●

**INTERIOR COMFORT**

	Entry	Mid
Manually height-adjustable driver seat	●	●
Power-adjustable lumbar support on driver seat	●	●
Heated driver & front passenger seats	—	●
60:40 split-folding rear seats	●	●
Rear passenger footwell heating	●	●
Front power windows	●	●
Rear power windows	●	●
Auto up & down function on all power windows	●	●
Anti-jam protection on power windows	●	●
Power passenger window lock	●	●
UV-filter on driver & front passenger windows	●	●
Water-repellent driver & front passenger windows	—	●
UV-filter on rear windows	●	●
Noise reduction layer on windshield	●	●
Noise reduction layer on front windows	—	●
Washer fluid level warning	●	●
Engine noise insulation cover	●	●
Driver & front passenger personal lamps	●	●
Rear passenger room lamp	●	●
Boot lamp	●	●
Illuminated entry & foot lamp system	●	●
Door courtesy lamp	●	●
Front passenger overhead assist grip	●	●
Rear overhead assist grips	●	●
Lamp on driver sun visor	●	●
Lamp on passenger sun visor	●	●
Mirror on driver sun visor	●	●

● = Standard    ○ = Optional    — = Not available

# EQUIPMENT

## INTERIOR COMFORT

	Entry	Mid
Mirror on passenger sun visor	●	●
Front 12V power outlet	●	●
Rear passenger 12V power outlet	●	●
Driver power door lock	●	●
Child safety door lock	●	●
Key reminder warning	●	●
Coloured TFT multi-information display	●	●
4.2" screen for multi-information display	●	●
ECO-driving Indicator	●	●
Gear Shift Indicator (GSI)	●	●
Hybrid System Indicator	●	●
Head Up Display	—	●
Drive mode selector switch on centre console	●	●
Adjustable Speed Limiter (ASL) switch on steering wheel	●	●
Adaptive Cruise Control switch on steering wheel	●	●
Lane Departure Alert switch on steering wheel	●	●
Air conditioning switch on steering wheel	●	●
Audio switches on steering wheel	●	●
Multimedia switches on steering wheel	●	●
Telephone switch on steering wheel	●	●
Voice recognition switch on steering wheel	●	●

## STORAGE

	Entry	Mid
Front console box	●	●
Lid on front console box	●	●
Single compartment glovebox	●	●
Front door pockets	●	●

## STORAGE

	Entry	Mid
Rear door pockets	●	●
Front bottle holders	●	●
Rear bottle holders	●	●
0.5 litre bottle holder	●	●
Front cup holders	●	●
Rear cup holders	●	●
Rear passenger coat hooks (2)	●	●
Sunglasses holder	●	●
Driver & passenger seatback pockets	●	●
Storage box in rear armrest	●	●
Retractable tonneau cover	●	●
Shopping bag hooks	●	●
Hooks for luggage holding belt	●	●

## MULTIMEDIA

	Entry	Mid
7" multimedia display	●	●
Toyota Touch® 2 multimedia system	●	●
Toyota Touch® 2 with Go Plus navigation system	—	○
6 speakers	●	●
10 speakers	—	○
JBL premium sound system	—	○
USB connector	●	●
Bluetooth® hands-free system	●	●
Wi-Fi connectivity	—	○
Voice recognition	—	○
Digital Audio Broadcast (DAB)+	●	●

SAFETY	Entry	Mid
Pre-Collision System with Pedestrian Detection	●	●
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD)	●	●
Emergency Brake-light Signal (EBS)	●	●
LED rear brake lights	●	●
High-mounted stop lamp (LED type)	●	●
Rear combination lamps (LED type)	●	●
LED headlamps	●	●
Automatic High Beam	●	●
Automatic headlamp levelling	●	●
Front fog lamps	●	●
Daytime running lights (LED type)	●	●
Turning signal integrated in door mirrors	●	●
Blind Spot Monitor (BSM)	—	●
Lane Departure Alert with Steering Control	●	●
Adjustable Speed Limiter (ASL)	●	●
Adaptive Cruise Control	●	●
Road Sign Assist	●	●
Vehicle Stability Control (VSC)	●	●
Traction Control (TRC)	●	●
Hill-start Assist Control (HAC)	●	●
Tyre Pressure Warning System (TPWS)	●	●
Rear Cross Traffic Alert (RCTA)	—	●

SAFETY	Entry	Mid
Front parking sensors	—	○
Rear parking sensors	—	○
Rear-view camera	●	●
Simple Intelligent Parking Assist (Simple IPA)	—	○
Immobiliser	●	●
Front seat belt reminder	●	●
Rear seat belt reminder	●	●
Pre-tensioners and force limiters	●	●
Supplemental Restraint System (SRS) airbags – 7 airbags	●	●
Front passenger airbag on/off switch	●	●
ISOFIX seat fixing	●	●
Driver & front passenger Whiplash Injury Lessening (WIL) seats	●	●
Rear headrests (3)	●	●

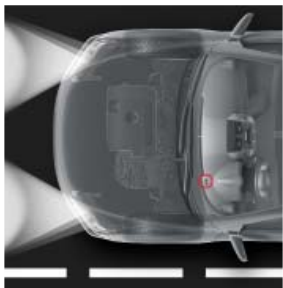
**PERFORMANCE, TRANSPORT & PROTECTION**

	Entry	Mid
Comfort suspension	●	●
Pitch & bounce control	●	●
Exhaust heat recovery	●	●

● = Standard    ○ = Optional    — = Not available

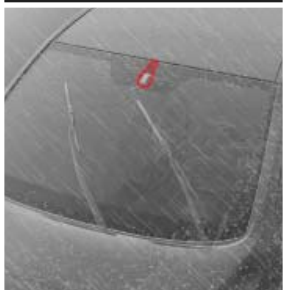
# GLOSSARY

Discover more about the Prius technology.



## Dusk sensor

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



## Rain sensor

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



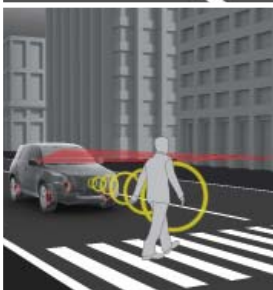
## Smart Entry & Start System

Instead of a conventional key, the Smart Entry & Start System features a transmitter that allows you to unlock the doors by pulling the handle and lock them again by pressing a button. To start or stop the engine, simply press the Start/Stop button. All you need to do is carry the Smart Entry key in your pocket or handbag.



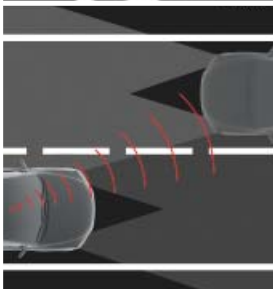
## Lane Departure Alert with Steering Control

Using a camera to detect the lane markings in the road ahead, Toyota Safety Sense's Lane Departure Alert will alert the driver with audible and visual warnings if the vehicle starts to deviate from its lane without the turn indicator being applied. Steering Control applies corrective force in the case of unintentional lane departure.



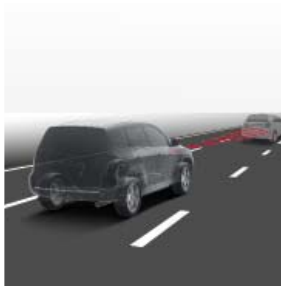
## Pre-Collision System with Pedestrian Detection

Toyota Safety Sense's Pre-Collision System\* with Pedestrian Detection combines a millimetre-wave radar with a camera to detect other vehicles in the road ahead. When the possibility of collision is detected the driver is alerted with audio and visual warnings and brake assistance is activated. If the driver fails to brake in time the brakes automatically engage to prevent or mitigate a collision. In addition to vehicle detection, early detection of pedestrians is also made possible.



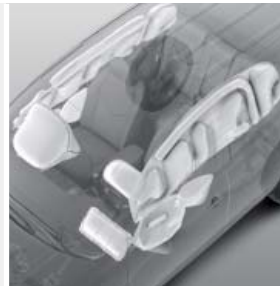
## Automatic High Beam

Toyota Safety Sense's Automatic High Beam is designed to optimise visibility during night driving for all road users. A camera detects the lights of oncoming vehicles and leading traffic whilst also monitoring the brightness of streetlights. It switches automatically between high and low beam for safer night-time driving.



### Adaptive Cruise Control

Toyota Safety Sense's Adaptive Cruise Control keeps you at a minimum preset distance from the vehicle in front. If this distance falls, the system reduces your speed and eventually the brakes will be applied and brake lights activated. If the distance increases again, it will gradually accelerate until you return to your chosen cruising speed.



### Supplemental Restraint System (SRS) airbags – 7 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.



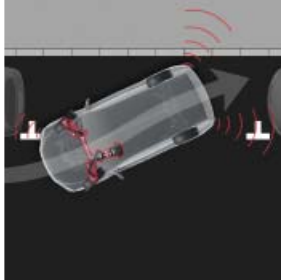
### Road Sign Assist

Toyota Safety Sense's Road Sign Assist monitors the road signs ahead, displaying useful information such as the current speed limit or overtaking restrictions in clear view on the new colour TFT cockpit display. The system also provides a visual and acoustic warning if you are not following the road sign indication.



### 1.8 l Petrol Hybrid

The 1.8 litre Petrol Hybrid 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 CO<sub>2</sub> emissions and a powerful, peaceful driving experience.



### Simple Intelligent Parking Assist (Simple IPA)

Simple IPA automatically manoeuvres you into your chosen parking spot whether between two vehicles or behind one. Using ultrasonic sensors on the front side-bumper to identify a suitable parking space, once engaged, the system automatically performs the steering operations. You simply have to control the reversing speed and let the Simple IPA park your vehicle.

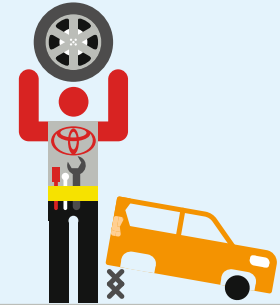
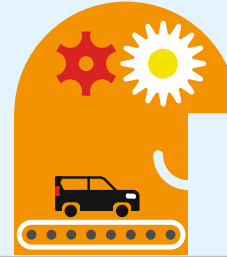
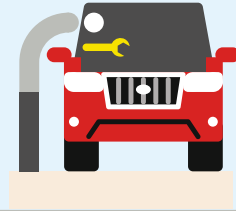


### e-CVT

The innovative, electronically controlled Continuously 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.

\* Technical name: Pre-Crash Safety System.

# COMPLETE PEACE OF MIND WITH TOYOTA



## Toyota Hybrid Service Programme

This 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.

## Toyota Quality Service

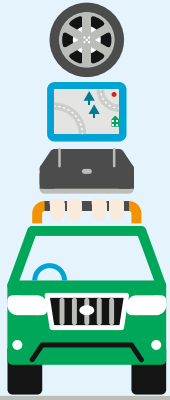
Your Toyota retailer will advise you on your car's service requirements. It will need a Health & Safety check at least once every 2 years/30,000 km (whichever comes sooner). An intermediate check is necessary every year or 15,000 km.

## Toyota Low Maintenance Costs

All Toyota vehicles are designed and engineered to minimise your maintenance costs. This includes fewer parts that require servicing and, equally important, is that Toyota vehicle technology is made easily accessible so that maintenance labour time is less and pricing is competitive.

## Toyota Genuine Parts

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle. If the vehicle is damaged, its design helps minimise the cost of repair because the most expensive-to-replace parts are deliberately located away from common damage zones. The result is ultimately less expense for parts and labour.



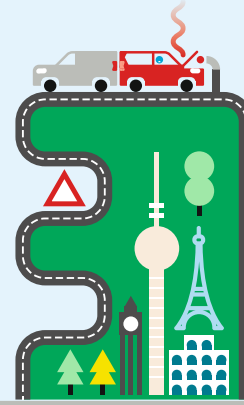
### Toyota Accessories

Toyota genuine accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Adding a touch of style, comfort, convenience and practicality, they are tested for exceptional durability to enhance the enjoyment of your new car. All accessories are covered by a 3-year warranty when purchased together with the vehicle<sup>§</sup>.



### Toyota Comprehensive Warranty

Every new Toyota comes with a 3-year/100,000 km vehicle warranty, which covers any defect caused by a manufacturing fault. Transport to the nearest authorised Toyota repairer will also be covered. In addition, a 3-year/unlimited mileage paint warranty protects against defects and surface rust caused by a manufacturing fault. Every new Toyota is covered by a 12-year/unlimited mileage anti-perforation warranty<sup>§</sup> against perforation of body panels caused by a manufacturing fault in materials or workmanship.



### Toyota Eurocare

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years<sup>°</sup>. If you experience a problem with your vehicle, Toyota Eurocare offers several possibilities to keep you on the road.

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

<sup>§</sup> Check with your retailer for specific warranty details.

<sup>°</sup> Belgium 5 years/Portugal and Denmark 1 year.



### Toyota Added Security

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test. The alarm system and engine immobiliser are approved by all of Europe's major insurance companies.

# TOYOTA'S LIFECYCLE APPROACH TO ENVIRONMENTAL ISSUES

1

## DESIGN AND MANUFACTURE

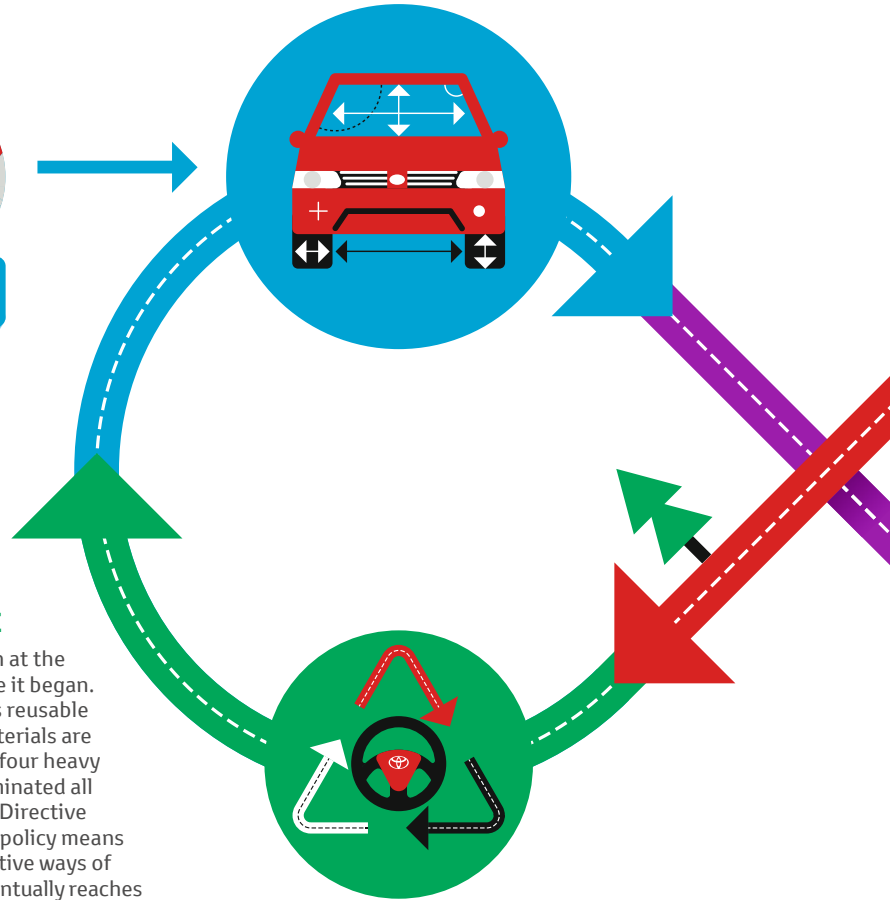
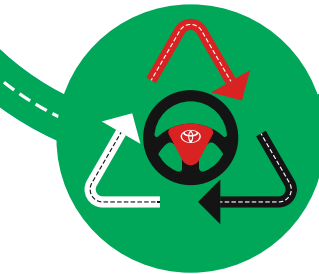
Minimising environmental impact runs through every part of the Toyota business. In designing and developing a new vehicle, every component is carefully considered to ensure environmental efficiency is optimised throughout its life. The Life Cycle Analysis (LCA)\* for the new, fourth-generation Prius compared to the previous model, shows a reduction in emissions of all the main pollutants, 15% in CO<sub>2</sub> (Carbon Dioxide), 5% in NO<sub>x</sub> (Nitrogen Oxide), 7% in SO<sub>x</sub> (Sulphur Oxide), 10% in PM (Particulate Matter) and 17% in NMHC (Non-Methane Hydrocarbons).

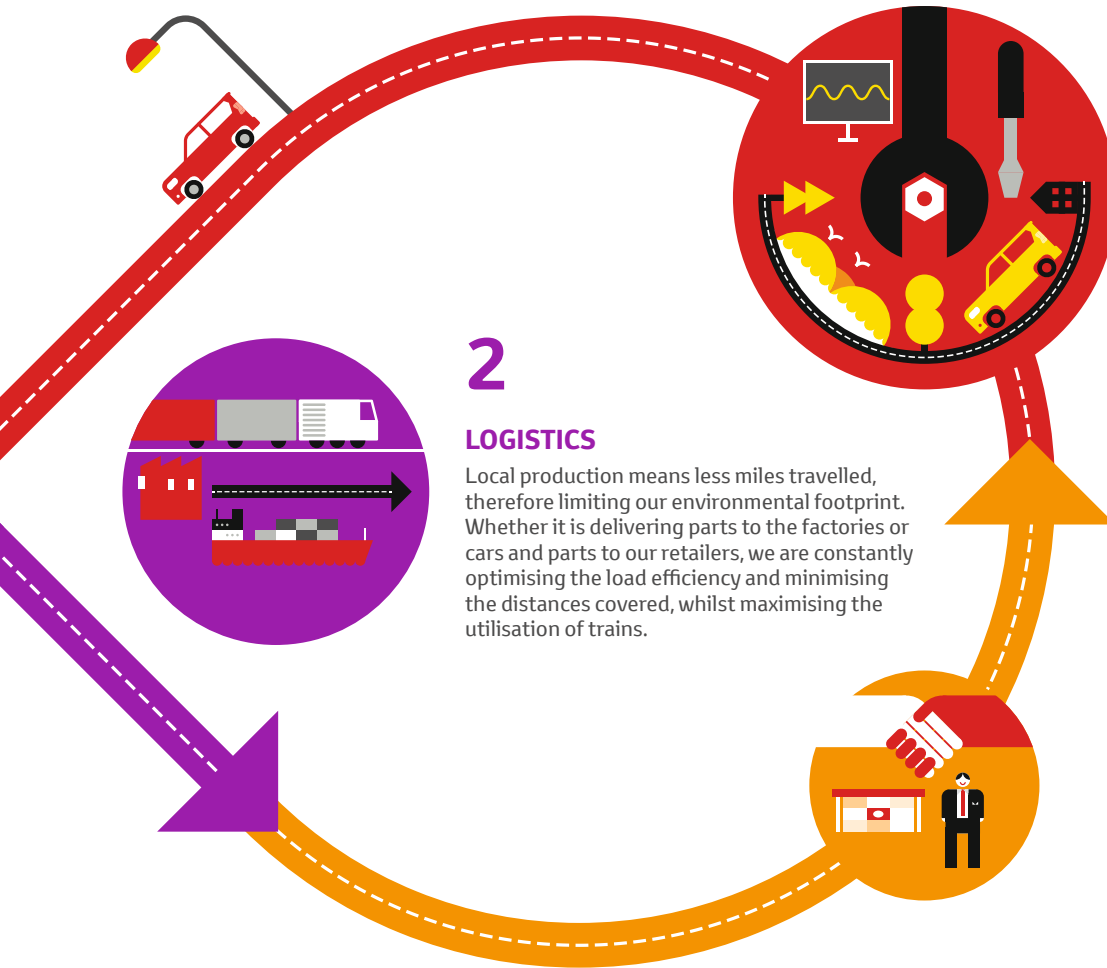


5

## REDUCE, REUSE, RECYCLE

This is the mantra which has been at the heart of the Toyota business since it began. For example 95% of every Prius is reusable and recoverable, 100% of the materials are coded for easier dismantling and four heavy metals have been completely eliminated all in accordance with the European Directive 2000/53/EC. Our environmental policy means that we offer you new and innovative ways of returning your vehicle when it eventually reaches "the end of the road". For more information visit: [www.toyota-europe.com](http://www.toyota-europe.com) or contact your local Toyota retailer.





2

**LOGISTICS**

Local production means less miles travelled, therefore limiting our environmental footprint. Whether it is delivering parts to the factories or cars and parts to our retailers, we are constantly optimising the load efficiency and minimising the distances covered, whilst maximising the utilisation of trains.

4

**DRIVING AND SERVICING**

Driving your Toyota with greater thought could help reduce your fuel bill and CO<sub>2</sub> emissions by up to 30%. Our sales teams can show you how to get the best out of your new car and maximise its fuel efficiency.

Once out of the showroom let our highly trained aftersales teams take care of your car to ensure its continued performance. The use of genuine and certain remanufactured genuine parts also helps to reduce further our impact on the environment.

3

**VEHICLE RETAIL**

Improvements in the environmental efficiency of Toyota's network of showrooms are an on-going commitment. Sustainability initiatives such as energy audits, rainwater recovery, improved building insulation and an increased use of renewable energy sources all help to reduce energy and water consumption as well as waste.



\* Toyota's LCA methodology, which is applied to our passenger vehicles was reviewed and approved by TÜV Rheinland and has been certified to comply with ISO14040/14044 standards.

# ICONIC

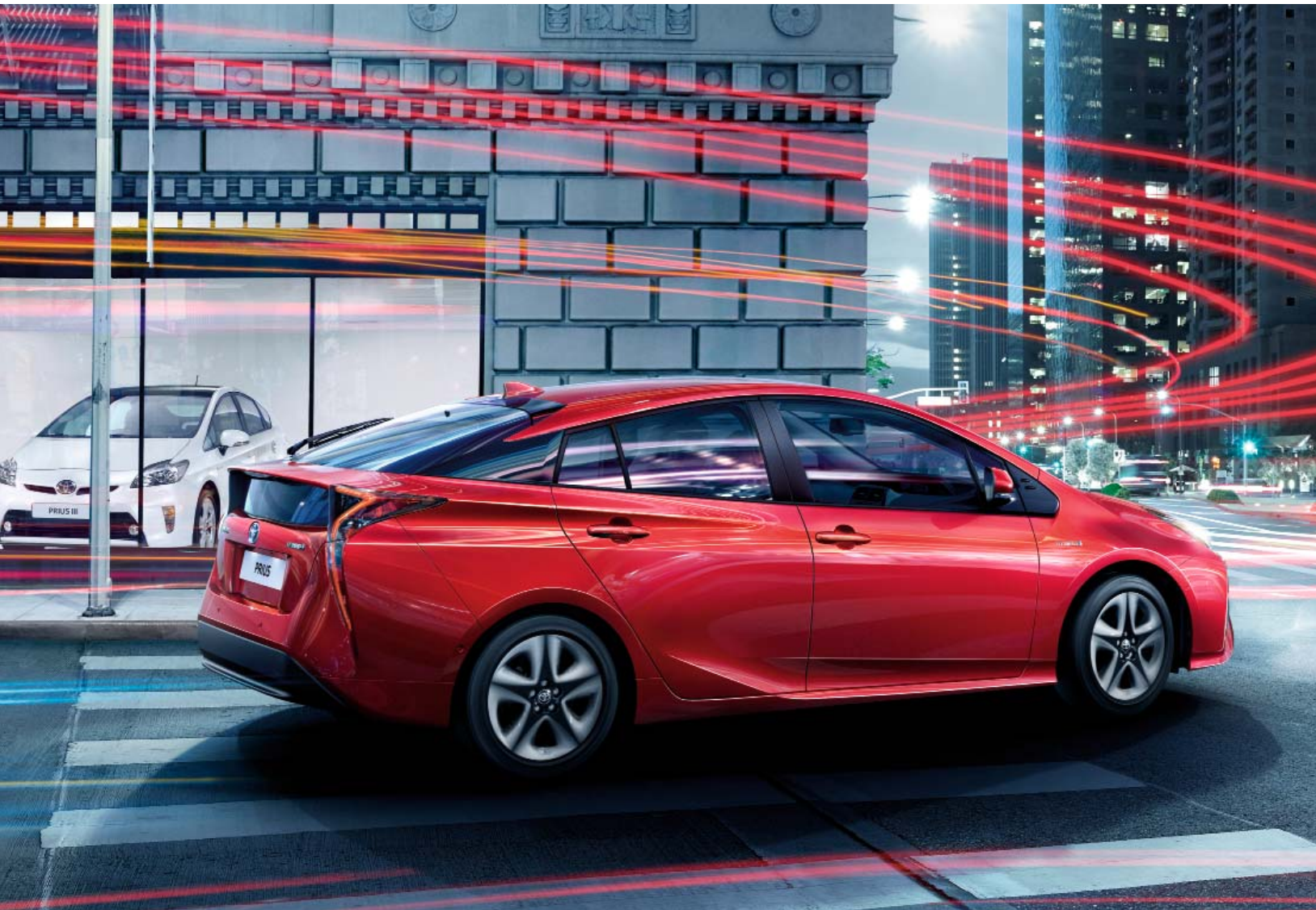
**LEADING THE WAY  
SINCE 1997**

The Prius success story began with the arrival of the world's first Hybrid car in 1997. As the most-sold Hybrid around the globe, the Prius quickly gained iconic status. With each new generation we've continued to build its legacy of outstanding efficiency and innovation. The new Prius marks another major leap forward in the hybrid driving experience. **A Hybrid icon. Again.**











ALWAYS A  
**BETTER** WAY

# NEW PRIUS. A HYBRID ICON. AGAIN.

[www.toyota-europe.com](http://www.toyota-europe.com)



To continue your  
experience scan  
this QR code.

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