



PRIUS

THE PRIUS STORY BEGAN IN 1997
THE FIRST MAINSTREAM HYBRID TOOK
DRIVING TO A NEW LEVEL
NOW IT'S TIME FOR THE NEXT CHAPTER

THE ORIGINAL HYBRID CHOSEN BY PIONEERS





DEFINING THE FUTURE LEADING THE WAY

REDEFINING HYBRID FOR OVER 20 YEARS

The car that defined Hybrid more than two decades ago is still redefining it today. Prius combines intelligent design and technology to deliver dynamic performance and excellent handling, making this a car that is as fun to drive as it is efficient. It's also quieter than ever, for a tranquil driving experience that always puts you at ease.

SPECIFICATIONS

HYBRID

1.8 l Petrol Hybrid e-CVT 2WD

Power	122 DIN hp
Fuel consumption*	4.1–4.7 l/100 km
CO ₂ emissions*	94–107 g/km
Acceleration 0–100 km/h	10.8 seconds
Available on	All grades

The 1.8 litre engine provides a smooth and responsive driving experience.

The car recharges its battery as you drive, so you don't have to plug it in. And Prius is the most efficient non-plug-in Hybrid.

e-CVT = electronically controlled
Continuously Variable Transmission
* Combined cycle.

HYBRID





MORE GRIP FOR EXTRA REASSURANCE

ENJOY ENHANCED PEACE OF MIND WITH HYBRID AWD-i

The innovation continues with Hybrid AWD-i. Tailor-made for Prius, it's the first time a car in this class has had an intelligent all-wheel drive system. Designed to provide extra control in low-grip conditions such as rain and snow, it gives you added peace of mind when you really need it. And because it's so compact, you don't have to compromise on efficiency or boot space.

In the right conditions

Hybrid AWD-i is designed for low-grip conditions such as rainy roads, snow-covered streets and wet cobblestones.

At the right speeds

Under 10 km/h, Hybrid AWD-i is always on, helping you start smoothly. Between 10 and 70 km/h, it turns on when needed.

CONTEMPORARY DESIGN INTELLIGENT DRIVE

THE CLEAN LINES OF AN EYE-CATCHING SILHOUETTE

This is a car with a contemporary look that matches its advanced capabilities. The new design keeps the iconic triangular Prius silhouette, but updates it with distinctly modern clean lines designed to optimise airflow. The result is a car that's as pleasing to the eye as it is a pleasure to drive.



Front lamps

At the front of the car, the lights form a stylishly shaped cluster that emphasises the elegant slope of the bonnet.

Rear lamps

The striking new rear combination lamps draw attention to the car's sleek horizontal lines.



GENUINE COMFORT AND INTUITIVE TECHNOLOGY

A CABIN DESIGNED FOR EVERYDAY DRIVING

When it comes to creating an inviting space, every detail counts. The Prius cabin combines quality materials with clean, contemporary design, while ergonomic seats come in a range of stylish new fabrics. A large Head Up Display projects speed, hybrid data and radar-assisted warnings for vehicle distance directly onto the windscreen, while the intuitive Toyota Touch® 2 with Go system makes entertainment and navigation simple.



Air conditioning

Smart air conditioning uses sensors to direct airflow only to the seats that are occupied.

Wireless charger

A large wireless charging tray lets you keep compatible devices charged without the need for cables.

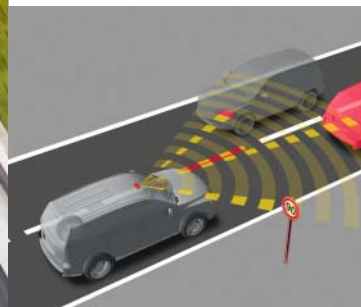


KEEPING YOU INFORMED TO HELP YOU RESPOND

ENJOY REAL PEACE OF MIND WITH TOYOTA SAFETY SENSE

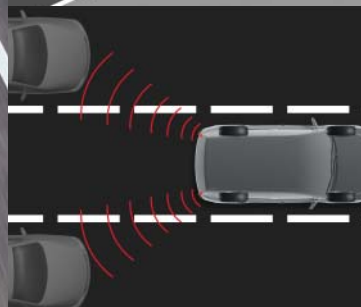
The innovative Toyota Safety Sense system takes driver assistance to the next level. It uses 22 sensors strategically placed around the vehicle to anticipate potential hazards and alert you to them so that you can respond right away – helping to keep everyone in the car, and those around you, more secure.





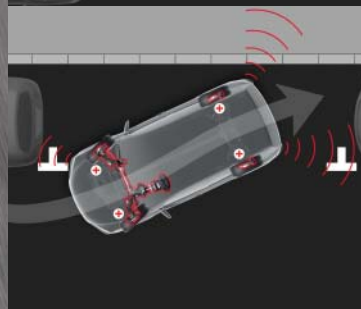
Toyota Safety Sense

Five active technologies are at the heart of Toyota Safety Sense: Pre-Collision System with Pedestrian Detection, Lane Departure Alert with Steering Control, Automatic High Beam, Road Sign Assist, Adaptive Cruise Control.



Blind Spot Monitor

This allows you to manoeuvre more safely during lane changes. If the rear-mounted radar sensors detect a vehicle in your side or rear blind spot, a warning indicator illuminates on the appropriate side mirror. If you indicate to change lanes and a vehicle is in your blind spot, the warning indicators will flash.



Simple Intelligent Parking Assist

This automatically manoeuvres you into your chosen parking spot, whether between two vehicles or behind one, using ultrasonic sensors. You control the reversing speed with the support of automatic braking that helps prevent or reduce collisions at slow speeds.

ENTRY GRADE

A WEALTH OF EQUIPMENT AND PLENTY OF STYLE





MAIN FEATURES

- 15" alloy wheels (5-double-spoke)* or 17" alloy wheels (5-spoke)[§]
- LED rear light guide
- Dusk sensor
- Smart Entry & Start System
- Drive mode selector
- LED headlamps
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)
- Tyre Pressure Warning System (TPWS)
- Grey or black fabric
- Toyota Touch® 2 multimedia system
- Rear-view camera display
- 60:40 split-folding rear seats
- Head Up Display

* 2WD

[§] Hybrid AWD-i

MID GRADE

SLEEK STYLING, EXCEPTIONAL COMFORT
AND NEXT LEVEL TECH





MAIN FEATURES

(ADDITIONAL TO ENTRY)

- Intelligent front parking sensors with automatic braking
- Intelligent rear parking sensors with automatic braking
- Simple Intelligent Parking Assist (Simple IPA)
- Toyota Touch® 2 with Go navigation system
- JBL premium sound system
- Voice recognition
- Wi-Fi connectivity
- Wireless mobile phone charger

Optional features

- Grey or black leather*

* Not available on Hybrid AWD-i in combination with 17" alloy wheels.

ACCESSORIES

Your new Prius is a distinctive car and you can make it even more special with genuine Toyota accessories. They're designed with the same care, attention to detail and quality as your Prius.

STYLING ACCESSORIES



1. Illuminated scuff plates

Style and sophistication shine out from these illuminated scuff plates.

2. Aluminium scuff plates

Give your Prius an appealing designer look and protect the paintwork of your door sills at the same time.

3. Chrome side sills

The contours of these chrome sills give your Prius a subtly powerful, low profile look.

MULTIMEDIA ACCESSORIES



MyT by Toyota

MyT is a set of connected services and Wi-Fi unit for your car, designed to make your life easier. Offering a suite of ten services, the MyT app allows you to link up and stay in contact with your Toyota. If you are involved in an accident your car can actually let the emergency services and your loved ones know. And thanks to real-time updates such as speed camera alerts and parking information, city driving becomes even easier. Plus, the data MyT stores could also help you request lower insurance premiums, and perhaps most useful of all, you'll always know where you parked. With MyT, you'll save time, save money and have less worry – every day.

Universal tablet holder

Rear seat passengers can now work or play on the move. This docking station slots into the headrest and gives almost any tablet a stable base.

PROTECTION ACCESSORIES



Rear mudguards

Protect your Prius' paintwork from excessive dirt, mud, road spray and stone chips with these specially shaped mudguards.

Side mouldings

Keep the side panels of your Prius safe against minor car park scrapes and dents.

Rear bumper protection plate

Keep the paintwork on your Prius' bumper free from scratches and marks when you're loading heavy items into the boot.

Boot liner

Tough and flexible with raised edges and a non-slip surface, this liner will keep mud, dirt and stains off the boot carpet in your Prius.

TRANSPORT ACCESSORIES

Roof rack

Strong, lockable, light and easy to fit, this roof rack adds extra practicality and style to your Prius.

Roof rack attachments – ski box Thule Motion 800

Ideal for winter sports, this streamlined, high capacity box opens from both sides. The central key can't be removed until all locking points are shut.

Horizontal detachable towing hook*

The Prius is the only hybrid which can tow over 700 kg, so this detachable towing hook with its own wiring kit is an essential accessory.



* Not available on Hybrid AWD-i.

BODY COLOURS

NINE DIFFERENT WAYS TO TURN HEADS



040 Pure White



1G3 Ash Grey⁸



3U5 Flame Red⁸



089 Platinum Pearl White*



1F7 Ultra Silver[§]



218 Attitude Black[§]



221 Midnight Emerald Blue[§]



4X1 Platinum Beige[§]



8X7 Ice Blue[§]

* Pearlescent paint.
[§] Metallic paint.

WHEELS & TRIMS

A TOUCH OF STYLE - INSIDE AND OUT

1. **15" alloy wheels (5-double-spoke)**
Standard on Entry
2. **17" alloy wheels (5-spoke)***
Standard on Mid
3. **15" alloy wheels (10-double-spoke)**
Optional on all grades
4. **16" alloy wheels (5-spoke)**
Optional on all grades
5. **Black alloy wheel insert for 17" alloy wheels (5-spoke)**
Optional on all grades



1.



2.



3.



4.



5.



1.



2.



3.



4.



5.



6.

- 1. **Grey fabric**
Standard on Entry, Mid
- 2. **Black fabric**
Standard on Entry, Mid
- 3. **Grey leather***
Optional on Mid
- 4. **Black leather***
Optional on Mid
- 5. **Premium black leather***
Optional on all grades
- 6. **Premium dual-tone*
leather**
Optional on all grades

* Leather trims are not available on Hybrid AWD-i in combination with 17" alloy wheels.

SPECIFICATIONS

Hybrid

1.8 l Petrol Hybrid
e-CVT 2WD

Hybrid

1.8 l Petrol Hybrid
e-CVT AWD-i

ENVIRONMENTAL PERFORMANCE

Fuel consumption (applicable legislation)		
Fuel consumption, combined speeds (l/100 km)	4.1–4.7	4.8
Fuel consumption, low speed (l/100 km)	3.7–4.3	4.4
Fuel consumption, medium speed (l/100 km)	3.6–4.2	4.2
Fuel consumption, high speed (l/100 km)	3.7–4.2	4.2–4.3
Fuel consumption, extra high speed (l/100 km)	5–5.7	5.7–5.8
Recommended fuel grade	95 or more	95 or more
Fuel tank capacity (litres)	43	43
Carbon dioxide, CO₂ (applicable legislation)		
CO ₂ emissions, combined speeds (g/km)	94–107	108–109
CO ₂ emissions, low speed (g/km)	84–97	100
CO ₂ emissions, medium speed (g/km)	83–95	95–96
CO ₂ emissions, high speed (g/km)	83–96	96–97
CO ₂ emissions, extra high speed (g/km)	113–129	130–131
Exhaust emissions (regulation EC 715/2007 complemented by EC 2017/1347AG)		
Euro class	Euro 6 AG	Euro 6 AG
Carbon monoxide, CO (mg/km)	97.3	89.7
Hydrocarbons, THC (mg/km)	11.9	12.1
Hydrocarbons, NMHC (mg/km)	9.9	10.4
Nitrogen Oxides, NOx (mg/km)	3.1	7.9
Sound level drive by (dB(A))	67.0	68.0

The fuel consumption and CO₂ values are measured in a controlled environment on a representative production model, in accordance with the requirements of the new WLTP European regulation EC 2017/1151 and its applicable amendments. For each individual vehicle configuration, the final fuel consumption and CO₂ values may be calculated based on the ordered optional equipment. The fuel consumption and CO₂ values of your vehicle may vary from those measured or calculated values, as driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, load, number of passengers, etc.) have an influence on a car's fuel consumption and CO₂ emissions. For more information regarding the new WLTP test method, please visit: <https://www.toyota-europe.com/world-of-toyota/feel/environment/worldwide-harmonized-light>

e-CVT = electronically controlled Continuously Variable Transmission

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

Engine code	2ZR-FXE
Number of cylinders	4, in line
Fuel system	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)	97
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 synchronous	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

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

Maximum speed (km/h)	180* / 160 [§]
0-100 km/h (secs)	10.8* / 10.9 [§]
Drag coefficient	0.012* / 0.013 [§]

* 2WD. § Hybrid AWD-i.

SPECIFICATIONS

Hybrid

1.8 l Petrol Hybrid
e-CVT

WEIGHTS & TOWING CAPACITY

Total gross vehicle mass (kg)	2515* / 1845 [§]
Kerb weight (kg)	1375–1460
Towing capacity with brakes (kg)	725
Towing capacity without brakes (kg)	725

SUSPENSION

Front	MacPherson strut
Rear	Double wishbone

BRAKES

Front	Ventilated disc
Rear	Disc

INTERIOR DIMENSIONS & LOAD VOLUME

5-door

5 seats up: belt line (litres)	343* / 297 [§]
Interior width (mm)	1490
Interior height (mm)	1195
Luggage compartment: 5 seats up – length (mm)	502* / 457 [§]
Luggage overall width (mm)	1392* / 1410 [§]
Luggage overall height (mm)	715* / 655 [§]

EXTERIOR DIMENSIONS

5-door

Exterior length (mm)	4575
Exterior width (mm)	1760
Exterior height (mm)	1475* / 1470 [§]
Front tread (mm)	1530* / 1510 [§]
Rear tread (mm)	1540* / 1520 [§]
Front overhang (mm)	960
Rear overhang (mm)	915
Wheelbase (mm)	2700

STEERING

5-door

Turning circle – tyre (m)	10.2 [°] / 10.8 ^{**}
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WHEELS

	Entry	Mid
15" alloy wheels (5-double-spoke)	● ^{§§}	● ^{¶¶}
17" alloy wheels (5-spoke)	● ^{***}	●
Tyre repair kit	●	●

● = Standard ○ = Optional – = Not available * 2WD. § Hybrid AW-i. ¶ 15" alloy wheels. ** 17" alloy wheels.
^{§§} Optional on Hybrid AWD-i 1.8 l Petrol Hybrid e-CVT. ^{¶¶} Not available on 2WD 1.8 l Petrol Hybrid e-CVT. ^{***} Optional on 2WD 1.8 l Petrol Hybrid e-CVT.



1510 / 1530 mm

1760 mm

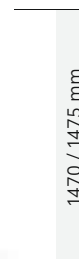


915 mm

2700 mm

960 mm

4575 mm



1470 / 1475 mm



1520 / 1540 mm

1760 mm

EQUIPMENT

EXTERIOR STYLING

	Entry	Mid
Black lower front grille	●	●
LED rear light guide	●	●
Body-coloured rear bumper	●	●
Black diffuser	●	●
Body-coloured door mirrors	●	●
Body-coloured door handles	●	●
Black window frame	●	●
Medium tinted (50%) privacy glass on rear windows	●*	●*
Black centre pillar design	● ^s	● ^s
Piano black centre pillar design	●*	●*
Shark-fin antenna	●	●

EXTERIOR COMFORT

	Entry	Mid
Follow-me-home headlights	●	●
Dusk sensor	●	●
Automatic headlight cut-off	●	●
Headlight cut-off reminder	●	●
Boot door release with push button	●	●
Power-adjustable door mirrors	●	●
Heated door mirrors	●	●
Automatically retractable door mirrors	●	●
Remote door lock	●	●
Smart Entry & Start System	● ^o	●
Driver-only Smart Entry & Start System	●**	—

INTERIOR STYLING

Entry Mid

	Entry	Mid
Black upper dashboard	●	●
Light grey upper dashboard	●	●
Cool grey upper dashboard	●	●
Soft-touch texture on upper dashboard	●	●
Piano black lower dashboard	●	●
Piano black lower passenger dashboard	●	●
Satin chrome insert on lower passenger dashboard	●	●
3-spoke urethane steering wheel	●**	—
3-spoke leather steering wheel	● ^o	●
Black stitching on steering wheel	● ^o	●
Gloss black centre console	●	●
Black centre air vent surrounds	●	●
Chrome insert on centre air vents	●	●
Satin chrome side air vent surrounds	●	●
Chrome and black surrounds on side air vents	●	●

INTERIOR STYLING

Entry Mid

	Entry	Mid
Chrome and turquoise surrounds on side air vents	●	●
Chrome insert on side air vents	●	●
Black gear shift knob surround	●	●
Parking foot brake	●	●
Fabric armrest	●	●
Dark grey stitching on front armrest	●	●
Light grey stitching on front armrest	●	●
Dark grey stitching on front seats	●	●
Turquoise stitching on front seats	●	●
Soft-touch front door trim	● ^o	●
Chrome interior door handles	●	●
Dark grey stitching on rear seats	●	●
Turquoise stitching on rear seats	●	●
Fabric rear armrest	●	●

● = Standard ○ = Optional — = Not available

* Not available on 2WD 1.8 l Petrol Hybrid e-CVT.

§ Not available on Hybrid AWD-i 1.8 l Petrol Hybrid e-CVT.

^o Optional on 2WD 1.8 l Petrol Hybrid e-CVT.

** Optional on Hybrid AWD-i 1.8 l Petrol Hybrid e-CVT.

EQUIPMENT

INTERIOR COMFORT

	Entry	Mid
Push-button start	●	●
Manual tilting steering wheel	●	●
Manual telescopic steering wheel	●	●
Digital speedometer	●	●
Manual day/night rear-view mirror	●*	—
Additional digital speedometer in information display	●	●
Electric Power Steering (EPS)	●	●
Electrochromatic rear-view mirror	● [§]	●
Rear-view camera display	●	●
Static guide lines on rear-view camera display	●	●
Dual-zone automatic air conditioning	●	●
Pollen air filter	●	●
Clean air filter	●	●
Side-opening central armrest	●	●
Manually height-adjustable driver seat	●	●
Power-adjustable lumbar support on driver seat	●	●
Heated driver & front passenger seats	●	●
60:40 split-folding rear seats	●	●

INTERIOR COMFORT

	Entry	Mid
Rear passenger footwell heating	●	●
Front power windows	●	●
Rear power windows	●	●
Auto up & down function on all power windows	●	●
Anti-jam protection on power windows	●	●
UV-filter on driver & front passenger windows	●	●
Water-repellent driver & front passenger windows	● [§]	●
Noise reduction layer on front windows	● [§]	●
UV-filter on rear windows	●	●
Noise reduction layer on windshield	●	●
Washer fluid level warning	●	●
Rear window defogger	●	●
Front room lamp (bulb type)	●	●
Driver & front passenger personal lamps (bulb type)	●	●
Centre room lamp (bulb type)	●	●
Boot lamp	●	●
Illuminated entry & foot lamp system	●	●
Foot lamp	●	●

INTERIOR COMFORT

Entry Mid

	Entry	Mid
Door courtesy lamp	●	●
Lamp on driver sun visor	●	●
Lamp on passenger sun visor	●	●
Mirror on driver sun visor	●	●
Mirror on passenger sun visor	●	●
Front 12V power outlet	●	●
Rear passenger 12V power outlet	●	●
Wireless mobile phone charger	–	●
Driver power door lock	●	●
Child safety door lock	●	●
Coloured TFT information display	●	●
ECO-driving Indicator	●	●
Hybrid System Indicator	●	●
Head Up Display	● [§]	●
Gear Shift Indicator (GSI)	●	●
Audio switches on steering wheel	●	●
Air conditioning ECO mode switch	●	●
Information display switches on steering wheel	●	●

INTERIOR COMFORT

Entry Mid

	Entry	Mid
Telephone switch on steering wheel	●	●
Voice recognition switch on steering wheel	●	●
Adaptive Cruise Control switch on steering wheel	●	●
Lane Departure Alert switch on steering wheel	●	●
Adjustable Speed Limiter (ASL) switch on steering wheel	●	●
Automatic High Beam (AHB) on/off switch	●	●
Front overhead assist grips	●	●
Rear overhead assist grips	●	●
Microphone on front room personal lamp	●	●

● = Standard ○ = Optional – = Not available

* Optional on Hybrid AWD-i 1.8 l Petrol Hybrid e-CVT.

§ Optional on 2WD 1.8 l Petrol Hybrid e-CVT.

EQUIPMENT

STORAGE

	Entry	Mid
Centre console box	●	●
Lid on centre console box	●	●
Single compartment glovebox	●	●
Slow-opening on glovebox	●	●
Front door pockets	●	●
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	●	●
Rear console box	●	●
Retractable tonneau cover	●	●

MULTIMEDIA

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

SAFETY

	Entry	Mid
Emergency Brake-light Signal (EBS)	●	●
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD)	●	●
High-mounted stop lamp (LED type)	●	●
LED rear brake lights	●	●
Vehicle Stability Control (VSC)	●	●
Rear combination lamps (LED type)	●	●
LED headlamps	●	●
Automatic High Beam	●	●
Automatic headlamp levelling	●	●
Daytime running lights (LED type)	●	●
Front fog lamps (LED type)	●	●
Turning signal (LED type)	●	●
Blind Spot Monitor (BSM)	●*	●
Turning signal integrated in door mirrors	●	●
Full-range Adaptive Cruise Control	●	●
Intelligent front parking sensors with automatic braking	–	●
Intelligent rear parking sensors with automatic braking	–	●
Rear-view camera	●	●
Simple Intelligent Parking Assist (Simple IPA)	–	●
Immobiliser	●	●
Pre-Collision System with Pedestrian Detection	●	●
Lane Departure Alert with Steering Control	●	●

SAFETY

	Entry	Mid
Rear Cross Traffic Alert (RCTA)	●*	●
Road Sign Assist	●	●
Tyre Pressure Warning System (TPWS)	●	●
Supplemental Restraint System (SRS) airbags – 7 airbags	●	●
Front passenger airbag detector	●	●
Front passenger airbag on/off-switch	●	●
Front seat belt reminder	●	●
Pre-tensioners and force limiters	●	●
Driver & front passenger Whiplash Injury Lessening (WIL) seats	●	●
ISOFIX seat fixing	●	●
Rear seat belt reminder	●	●
Rear headrests (3)	●	●
Adjustable rear headrests	●	●

PERFORMANCE, TRANSPORT AND PROTECTION

	Entry	Mid
Drive mode selector	●	●
MacPherson strut front suspension	●	●
Double wishbone rear suspension	●	●
Floor mats	●	●
Stop & Start System	●	●
Exhaust heat recovery	●	●

● = Standard ○ = Optional – = Not available
 * Optional on 2WD 1.8 l Petrol Hybrid e-CVT.

TOYOTA 2050 ENVIRONMENTAL CHALLENGE & ENVIRONMENTAL LIFECYCLE POLICY

TOYOTA ENVIRONMENTAL CHALLENGE 2050



At Toyota, we want to go beyond zero environmental impact and leave the world in a better place than we found it. To make that happen, we have set ourselves six challenges to complete by 2050. Each one throws up its own difficulties, but we are committed to generating a positive and sustainable impact on society and the natural world as a whole.

For more information regarding Toyota Environmental Challenge please visit: www.toyota-europe.com/world-of-toyota or contact your local Toyota retailer.



CHALLENGE 1

NEW VEHICLE ZERO CO₂ EMISSIONS

By 2050, we want to reduce the CO₂ emissions from our vehicles by 90% compared to our 2010 levels. To achieve this, we will promote the development of new vehicles with low or zero carbon emissions, and do everything we can to increase the uptake of these vehicles.



CHALLENGE 4

MINIMISING AND OPTIMISING WATER USAGE

To minimise water usage, we have started to collect rainwater at our manufacturing plants. We have also developed purification methods so that the water we do use can either be used again or returned safely into the local supply.



CHALLENGE 2

LIFE CYCLE ZERO CO₂ EMISSIONS

We are working to create more environmentally friendly designs – and then analysing and refining them to ensure the lowest possible environmental impact throughout the vehicle's entire life cycle*.



CHALLENGE 5

ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

We've been working on the challenge of resource recycling for 40 years, with the result that 95% of every Toyota Prius is now reusable and recoverable. In addition, we offer new and innovative ways of returning your vehicle when it eventually reaches 'the end of the road'.



* 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.

YOUR COMPLETE PEACE OF MIND WITH TOYOTA



CHALLENGE 3 PLANT ZERO CO₂ EMISSIONS

To reduce carbon emissions at our manufacturing plants, we are focusing on improving the technologies we use and switching to alternative power sources. We are committed to making our facilities more energy-efficient and adopting renewable energy sources such as solar and wind, as well as low-carbon power such as hydrogen energy.



CHALLENGE 6 ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

To preserve and enhance our co-existence with the natural world, we are organising reforestation and tree planting, green urban schemes and other environmental initiatives, both at our own sites and in the wider world. Our aim is to establish a society where people and nature coexist in harmony.

HYBRID SERVICE PROGRAMME

Hybrid Battery Extra Care cover[§] on an annual/15,000 km basis (whichever comes sooner) up to the 10th year from vehicle registration date.

QUALITY SERVICE

Your Toyota 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.

LOW MAINTENANCE COSTS

All Toyota vehicles are designed and engineered to minimise your maintenance costs.

GENUINE PARTS

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle.

For more information on peace of mind visit: www.toyota-europe.com/service-and-accessories

[§] Check with your retailer for specific Toyota Hybrid Service Programme details. [°] Check with your retailer for specific warranty details. ^{**} Transport to the nearest authorised Toyota repairer will also be covered. In addition the 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 anti-corrosion (not valid for commercial vehicles) warranty against perforation of body panels caused by a manufacturing fault in materials or workmanship.

^{§§} Belgium 5 years/Portugal and Denmark 1 year.

COMPREHENSIVE WARRANTY

Every new Toyota comes with a 3-year/100,000 km vehicle warranty[°], which covers any defect caused by a manufacturing fault^{**}.

ADDED SECURITY

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test.

TOYOTA EUROCARE

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years^{§§}.

GENUINE ACCESSORIES

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. All accessories are covered by a 3-year warranty when purchased together with the vehicle[°].

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