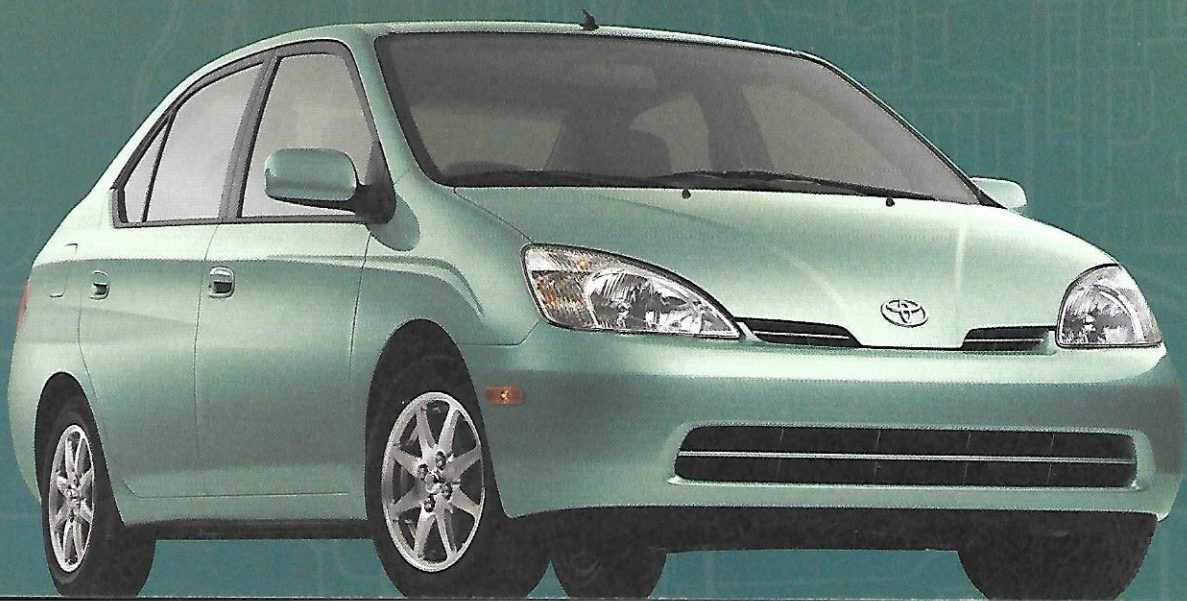


Toyota | PRIUS | genius

hybrid technology

INZ-FXE

MGI

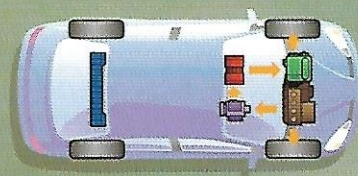
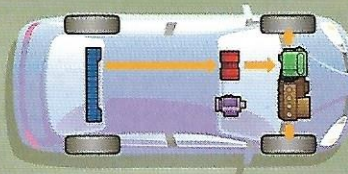


Once upon a time, all across the world, engineers closed their eyes and imagined a car that would change everything. It would do less harm to the environment by significantly reducing noise and emissions, and would maximize fuel economy beyond that of most current vehicles. Yet, it would also be a practical, real-world car with four doors, a steering wheel, brake and accelerator pedals, and seating for five – a car people would trust and love to drive, one that *felt* like a car, not an experiment. Now, Toyota has realized that vision, and you can park the future in your driveway. Presenting the Toyota Prius. It's sheer genius.



Get an even closer look at the future. Visit our Web site at www.toyota.com/prius





www.toyota.com/prius



Toyota hybrid system

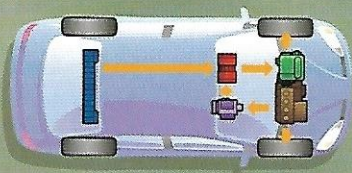
In the Toyota Hybrid System (THS), a sophisticated controller allows the engine and motor to work together in concert. When the engine demand is low (starting, traveling at low load or stopping), Prius is powered by the electric motor. Then...

During normal traveling, the gasoline engine engages and serves a dual purpose: it runs the generator that powers the electric motor that drives the wheels; and it supplements the electric motor to also drive the wheels. This ratio is controlled for maximum efficiency. Next...

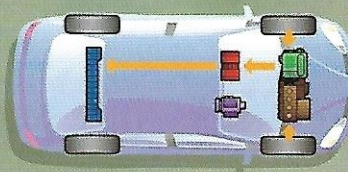
Prius may well be the ultimate evolution of hybrid technology, combining a sophisticated gasoline engine with a powerful electric motor. No automotive system today can match its combination of performance, fuel economy and low emissions. And Prius's power system is completely self-contained. So, unlike electric-only vehicles, Prius never needs to be recharged from an outside source.



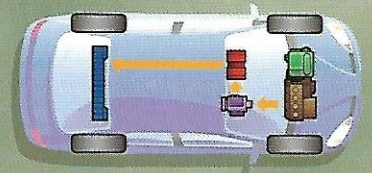
*Miles/tank. Based on 11.9-gallon fuel tank and 52 mpg city/45 mpg highway. See Specifications page for details.



At full acceleration the normal traveling mode is boosted by additional power flowing to the motor from the battery. It's the result of a super-efficient transmission system that produces very smooth yet powerful response (and, not coincidentally, a driver's feeling of confidence). Finally...



When decelerating or braking, the wheels drive the electric motor which acts as a generator and recharges the battery (Toyota's regenerative brake system). When the vehicle is stopped, the engine stops automatically. However, when it is necessary to charge the battery or run the air conditioner compressor, the engine will continue to run. And...



Battery charging continues while the vehicle is stopped or when engine demand is low. The gas engine runs the generator as needed to charge the battery back to full strength. The entire system is geared to benefit the driver and do less harm to the environment. That's Prius genius.

One of the surest ways to get comfortable with new technology is to sit in the Prius. You'll find the interior welcoming, logically arrayed and full of conveniences. Prius is the only hybrid currently available with ample seating for five. It's easy on the mind and on the body.



www.toyota.com/prius



The ultra-convenient center multi-information display panel gives you at-a-glance readouts of fuel consumption, energy transmission and regenerative energy usage, outside temperature and warning screens. It's all there in one central location — much more convenient than in a typical car — to cut down on the amount of time your eyes need to look away from the road. The display's location

also combines with seats that provide a high perspective for an excellent all-around field of view. Also displayed on the center panel are the vital stats for the Prius's audio system. From modern jazz to your favorite oldies, you'll enjoy listening to them on this high-quality AM/FM ETR/Cassette with four speakers that comes standard.



The air conditioning system in the Prius is “layered” in upper and lower tiers of circulation for maximum efficiency. Another energy-saving breakthrough: When the car is stopped, the engine is turned off and the air conditioner compressor stops, further reducing fuel consumption.

As you can see, we didn’t forget the cup holders in the car of the future (some conveniences are truly timeless). Prius also has several handy storage compartments, as well as pockets on the front doors and front seatbacks, to take work or fun along with you.

Prius’s trunk is very roomy, able to hold suitcases and containers, grocery bags and boxes. (Of course, our engineers love to play golf in their spare time, so don’t be surprised if you can easily fit your golf bags in there.)



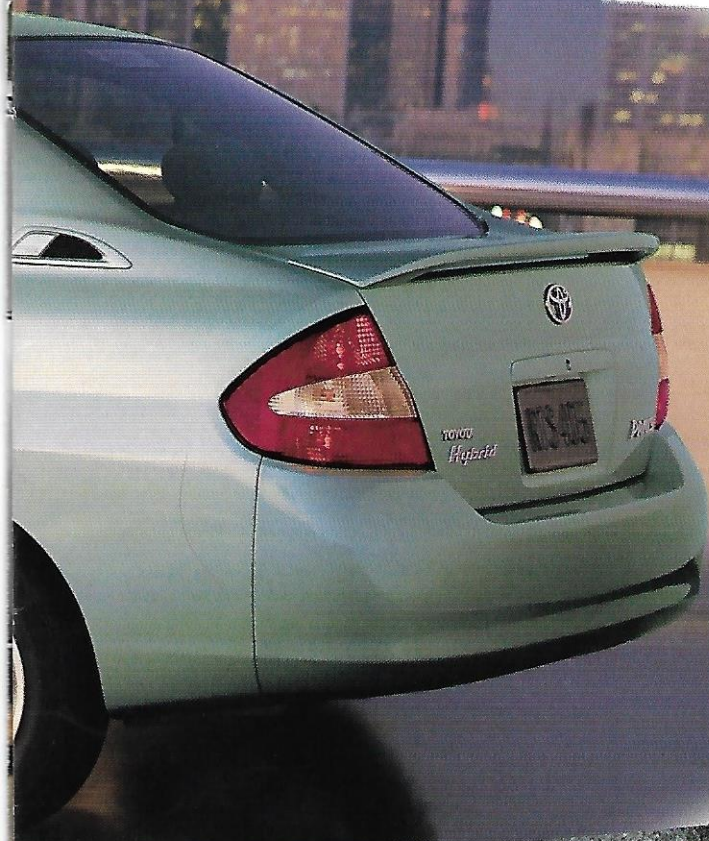
www.toyota.com/prius



Heat absorption glass used in the windows contributes to energy-saving, and helps ensure peak air conditioning efficiency in warm weather. In addition, double weather stripping is used to further reduce wind noise.

Lightweight aluminum wheels are standard on Prius. And they do more than just look good. In combination with low rolling-resistance tires, they improve fuel efficiency and save energy.

As we've said, we designed Prius to incorporate the very latest technology while staying grounded in the realities of driving today. Nowhere is that more evident than in the area of safety. Features that help you avoid an impact are combined with features that help protect you, should one occur. Ultimately, nothing is more important than your well-being.



Prius has SRS air bags* as standard equipment for both driver and front passenger. Three-point seatbelts with pretensioner and force limiter functions are also standard on front seats, with 3-point belts in all rear seating positions.

The internal trunk release handle allows someone to release the trunk lock from inside the trunk compartment in case of an emergency. The handle is phosphorescent, to remain visible for a time after the trunk is closed.

A security system immobilizer is standard. Unless your genuine Prius key — with its own rolling I.D. code that can never be duplicated — is used, the hybrid system disables, and Prius can't be started.

*See Specifications page for more information on Toyota's driver and front passenger air bag Supplemental Restraint System (SRS).

The Prius. Unlike any car you've ever driven? Definitely.

Like any car you've ever driven? Absolutely. And

backed with the confidence you expect

from Toyota.

Roadside Assistance Any new Prius covered during the standard 3-year/36,000-mile warranty is also covered by Toyota's roadside assistance program. The program covers a wide range of emergency roadside and towing services, including tire changes, emergency fluid delivery, dead 12-volt battery jump-starts, lock-out service, minor mechanical first aid and towing. And it's there for you whenever you need it, simply by calling a dedicated toll-free phone number — 24 hours a day, 365 days a year, from anywhere within the U.S. and Canada.

Add your own touches with Genuine Toyota Options and Accessories. Remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, and some options and accessories may not be available in all regions of the country. So see your Toyota dealer, who can help you locate the Prius that's right for you.

Super White



Silver Strata Metallic



Aqua Ice Opalescent



Blue Moon Pearl¹



Electric Green Mica



Brilliant Blue Pearl¹



Gray fabric

Accessories

- Front-End Mask
- Wheel Locks
- Cargo Net
- Carpeted Floor Mats
- Glass Breakage Sensor (GBS)²
- CD Deck
- 6-Disc In-Dash CD Player



www.toyota.com/prius

Warranty:³ Every Toyota Car and Truck has excellent warranty coverage — including the new Prius. However, given Toyota's worldwide reputation for quality, reliability and dependability, you may never find out just how good our new vehicle warranty really is. But, should you ever need it, we've definitely got you covered. (See your Toyota dealer for complete warranty details.)

Basic Coverage: All components other than normal wear and maintenance items are covered for 3 years/36,000 miles.

Powertrain Coverage (includes transaxle with motor): The engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and air bags are covered for 5 years/60,000 miles.

Hybrid-Related Component Coverage: Prius's hybrid-related components, including the HV battery, battery

control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles.

Rust-Through Coverage: Corrosion perforation of sheet metal is covered for 5 years/unlimited miles.

Federal Emission Coverage: Components under the federal emission defect warranty are covered for 2 years/24,000 miles or 3 years/36,000 miles under Toyota's Basic Warranty. Specified major emission components are covered for 8 years/80,000 miles. Specified major emission control components under emission performance warranty are also covered for 8 years/80,000 miles. In addition, emission performance warranty is applicable for 2 years/24,000 miles in states and local jurisdictions that require a periodic EPA-approved inspection and maintenance program.

California Emission Control Coverage: In California and

any other state that adopts California emission warranty provisions, components under defect warranty are covered for 3 years/50,000 miles and specified control devices are covered for 7 years/70,000 miles. In addition, specified major emission control components under emission performance warranty are also covered for 3 years/50,000 miles.

Accessory Warranty: Toyota-approved accessories are covered for 12 months, regardless of mileage, or for the remainder of any new vehicle warranty (except for car covers, which are covered for 12 months).

An Added Benefit: You may be eligible for transportation assistance if your vehicle is required to be kept overnight for warrantable repairs.

For complete details of Toyota's warranties, please refer to the Owner's Warranty Information booklet.

Standard Features

- Aerodynamic multi-reflector halogen headlamps
- Color-keyed front and rear bumpers and door handles
- Dual color-keyed power remote outside mirrors
- Washer-linked variable intermittent windshield wipers
- Tinted thermal absorption glass with ceramic rear window sunshade
- P175/65R14 low rolling-resistance tires on 14" aluminum alloy wheels
- Heavy-duty electric rear window defroster
- Internal trunk-release handle
- Rear spoiler
- Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights
- Liquid crystal multi-information display panel with energy monitoring, outside temperature and audio status modes
- CFC-free two-way flow automatic climate control with air filtration
- Digital quartz clock
- Dual sun visors with driver and passenger vanity mirrors
- Tilt steering wheel
- Driver and front passenger air bag Supplemental Restraint System (SRS)²
- Center console with storage and dual front and rear cup holders
- Fabric-trimmed door panels with storage pockets
- Power windows with driver's window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Fabric-trimmed 4-way adjustable front seats with adjustable headrests and seatback pockets
- Fabric-trimmed rear bench seat with separate headrests
- Rear-seat child restraint seat tether anchors and ISO-FIX child restraint system anchors
- Remote trunk, hood and fuel-filler door releases
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with immobilizer
- Deluxe AM/FM ETR/Cassette with 4 speakers

Safety Features

- Front and rear energy-absorbing crumple zones
- Side-impact door beams
- 5-mph front and rear bumpers
- Hood hold-down hooks
- Standard regenerative Anti-Lock Brake System (ABS)
- Driver and front passenger air bag Supplemental Restraint System (SRS)²
- 3-point seatbelts in all seating positions
- Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (A/ELR) on all other seatbelts
- Adjustable front seatbelt shoulder anchors
- Front seatbelt pretensioners with force limiters
- Driver and front passenger seat seatbelt warning sensor
- Soft upper interior trim
- Adjustable front headrests, separate rear headrests
- Child-protector rear door locks
- Rear-seat child restraint seat tether anchors and ISO-FIX child restraint system anchors
- Internal trunk-release handle
- Center high-mount stop lamp (CHMSL)

¹Not available at introduction.

²Add-on sensor for vehicles equipped with factory security.

³See your Toyota dealer for more details about the new vehicle warranty.

⁴The Toyota driver and front passenger air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to inflate in a severe frontal collision. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts and sit upright in the middle of the seat as far back as possible from the air bag modules. Do not put objects in front of an air bag. Do not use rearward-facing child

seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

⁵Hybrid vehicle battery assembly has an expected life of 10 years.

⁶Preliminary EPA mileage estimates determined by Toyota. Final EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

Specifications, standard features and available equipment are based upon information available at the time of printing, are subject to change without notice, are for main/land U.S.A. vehicles only and may differ in the state of Hawaii and in other regions.

Specifications

MECHANICAL/PERFORMANCE

Toyota Hybrid System (THS)

| | |
|--------------------|--|
| Gasoline Engine | |
| Type: | Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder 1.5 liters (1,497 cc) |
| Displacement: | 1.5 liters (1,497 cc) |
| Bore x stroke: | 75.0 mm x 84.7 mm |
| Compression ratio: | 13.0:1 |
| Valvetrain: | Double overhead cam (DOHC) 16-valve with Variable Valve Timing with intelligence (VVT-i) |
| Induction system: | Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i) |
| Ignition system: | Electronic, with Toyota Direct Ignition system (TDI) |
| Horsepower: | 70 hp @ 4,500 rpm |
| Torque: | 82 lb.-ft. @ 4,200 rpm |
| Emissions rating: | Super Ultra Low Emission Vehicle (SULEV) |

Electric Motor/Generator/Power Storage

| | |
|---------------|--|
| Motor type: | Permanent magnet |
| Power output: | 33 kW/44 hp @ 1,040 – 5,600 rpm |
| Torque: | 350 N-m/258 lb.-ft. @ 0 – 400 rpm |
| Battery type: | Sealed Nickel-Metal Hydride (Ni-MH) ⁵ |
| Output: | 273.6 V (228 1.2-V cells) |

Transmission Electronically controlled continuously variable transmission (ECVT)

Suspension

| | |
|--------|--|
| Front: | Independent MacPherson strut with stabilizer bar |
| Rear: | Torsion beam with stabilizer bar |

Steering

| | |
|-----------------------|--|
| Type: | Rack-and-pinion with electric power-assist |
| Turning circle (ft.): | 31.6 |

Brakes

| | |
|-------|--|
| Type: | Power-assisted ventilated front disc/rear drum with standard Anti-Lock Brake System (ABS) and regenerative braking |
|-------|--|

Tires

| | |
|-----------|--|
| Standard: | P175/65R14 low rolling-resistance tires on aluminum alloy wheels |
| Spare: | Temporary |

EXTERIOR DIMENSIONS (IN.)

| | |
|---------------------------|-----------|
| Overall height: | 57.6 |
| Overall width: | 66.7 |
| Overall length: | 169.6 |
| Wheelbase: | 100.4 |
| Tread width, front/rear: | 58.1/58.2 |
| Coefficient of drag (Cd): | 0.29 |
| Ground clearance: | 4.9 |

INTERIOR DIMENSIONS FRONT/REAR (IN.)

| | |
|----------------|-----------|
| Head room: | 38.8/37.1 |
| Shoulder room: | 52.8/52.2 |
| Hip room: | 50.7/51.9 |
| Leg room: | 41.2/35.4 |

WEIGHTS AND CAPACITIES

| | |
|-----------------------------|-------|
| Curb weight (lbs.): | 2,765 |
| Seating capacity: | 5 |
| Passenger volume (cu. ft.): | 88.6 |
| Cargo volume (cu. ft.): | 11.8 |
| Fuel tank (gal.): | 11.9 |

MILEAGE ESTIMATES (EPA ESTIMATED MPG)⁶


| | |
|-----------------------|----------|
| City/Highway/Combined | 52/45/48 |
|-----------------------|----------|

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Toyota has always been committed to designing and building vehicles of the highest standards, while at the same time developing technologies that are ever more efficient, ever more environmentally conscious. This balance, between the needs of the driver and the needs of the planet, we call "ecologic." The Prius is a prime example. And a proven one: Available in Japan since 1997, there are now over 35,000 on  the road in that country. Here, Prius is targeted to run 90% cleaner than the federally required average. Prius has been honored as the First Green Family Car by the Sierra Club and has received its "Excellence in Environmental Engineering" Award. Other Toyota models, such as Tundra and the new Sequoia, are classed as ultra-low emission vehicles, and more are coming. It's the dawn of the next generation of automobiles. We're proud to help lead the way.

