



— prius

Mr9

— 03



— cleaner
air.
clearer
conscience.



Prius shown in Aqua Ice Opalescent.

Columbia University Biosphere 2 Center, located outside Tucson, AZ, is a nonprofit research laboratory and academic campus dedicated to deepening the understanding of Earth's systems, vital to informed leadership on the planet.

Prius shown in Black.



 **Some cars claim to stir your soul,
but can one actually redeem it?**

The 2003 Toyota Prius can. How, you ask? Well, it starts with the Toyota Hybrid System, an ingenious marriage of a gas engine and an electric motor. Using **technology** that sounds straight from a sci-fi novel, the system incorporates just the right amount of each to produce an optimum power source for virtually any driving condition.

The result is a vehicle with the practicality of a regular car, but with dramatically lower emissions. And that's just the beginning. Prius is all about efficiency, to the tune of approximately **566 miles per tank!** In fact, the gas engine even shuts off instead of idling when the vehicle comes to a stop. And during deceleration, a regenerative braking system captures otherwise wasted kinetic energy to recharge the vehicle's batteries. All this, and Prius **never needs to be plugged in for recharging.** No wonder it's been rated a **Super Ultra Low Emission Vehicle (SULEV)**,² and why after four years more than 100,000 are already on the road worldwide. Move forward with one of the most socially conscious vehicles on the planet. The environment will thank you. And so will your soul.

¹Based on city driving of 52 mpg. See Specifications page for more information on mileage estimates.

²California Air Resources Board SULEV-rated. For more information, please visit www.arb.ca.gov.





Prius is proof that you don't have to give up anything to give something back to the environment.

In fact, with room for five and features like an available **6-disc in-dash CD changer**, you'd think Prius was just another car. Well, except for the in-dash display that acts like an onboard news ticker providing **real-time updates of the hybrid system**. And the standard CFC-free two-way flow automatic climate control which employs a two-layered cooling system. And then there's the available touch-screen DVD navigation system¹ that can lead even the most wayward soul home. Okay, so maybe it's an understatement to say Prius is just like any other car. But hey, if you're going to take a stand, you might as well be comfortably seated.

¹See Available Options section for more information on Toyota's touch-screen DVD navigation system.



Multi-information display panel.



Available touch-screen DVD navigation system¹.

*_part gas. part electric.
fully loaded.*

03 colors



SUPER WHITE



GOLDEN PEARL



SILVER STRATA METALLIC



AQUA ICE OPALESCENT



ELECTRIC GREEN MICA



BRILLIANT BLUE PEARL



BLACK

All colors—Gray interior.

standard features

- 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
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with engine immobilizer
- Power windows with driver's window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Driver and front passenger air bag Supplemental Restraint System (SRS)¹
- Internal Child Restraint System (CRS) lower anchor points and top tether anchors (LATCH)
- Rear-trunk-release handle
- Remote trunk, hood and fuel-filler door releases
- Deluxe AM/FM ETR/Cassette with 4 speakers
- 12-volt auxiliary power outlet
- CFC-free 2-way flow automatic climate control with air filtration

available options

- Cruise control
- Touch-screen DVD navigation system²

- Center console with storage and dual front and rear cup holders
- Fabric-trimmed rear bench seat with separate headrests
- Fabric-trimmed 4-way adjustable front seats with adjustable headrests and seatback pockets
- Fabric-trimmed door panels with storage pockets
- Digital quartz clock
- Tilt steering wheel
- Dual sun visors with driver and passenger vanity mirrors
- P175/65R14 low rolling-resistance tires on 14" aluminum alloy wheels
- Color-keyed rear spoiler
- 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
- Heavy-duty electric rear window defroster

- Driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)¹
- Daytime Running Lights (DRL)

¹The Toyota driver, front passenger and front seat-mounted side-impact air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side-impact air bags are designed to inflate in severe side-impact collisions. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the air bag modules and do not lean against the door. Do not put objects in front of an air bag or around the seatback. 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.

²The Toyota touch-screen DVD navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographical updates available at an additional cost. See your navigation system *Owner's Manual* and your Toyota dealer for further details.

safety features

- 3-year complimentary roadside assistance and basic maintenance³
- Standard regenerative Anti-lock Brake System (ABS)
- Front and rear energy-absorbing crumple zones
- Side-impact door beams
- Driver and front passenger air bag Supplemental Restraint System (SRS)¹
- Available driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)¹
- Rear-seat Child Restraint System (CRS) lower anchor points and top tether anchors (LATCH)
- Internal trunk-release handle
- 3-point seatbelts in all seating positions

- Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractors (ALR/ELR) on all other seatbelts
- Adjustable front seatbelt shoulder anchors
- Front seatbelt pretensioners with force limiters
- Driver and front passenger seatbelt warning sensor
- Soft upper interior trim
- Child-protector rear door locks
- Center high-mount stop lamp (CHMSL)
- Hood hold-down hooks

³See your Toyota dealer for more details on roadside assistance and basic maintenance.

accessories

Add a personal touch to your Prius with 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 locate the Prius that's right for you.

- 6-disc in-dash CD changer
- Wheel locks
- Front-end mask
- CD deck
- Carpeted floor mats
- Cruise control
- Glass Breakage Sensor (GBS)⁴
- Cargo net
- Trunk mat

⁴Available for vehicles with factory security.

toyota financial services*

Now that you're thinking about purchasing or leasing a Toyota, you may also want to consider leasing or financing the purchase of your new vehicle through your participating dealer and Toyota Financial Services (TFS). TFS offers a variety of high-quality finance and lease products to complement your lifestyle. At TFS we

realize that purchasing or leasing a vehicle is a major commitment and we have developed some of the finest customer-focused finance and insurance solutions to help protect your interests over time. And in most cases, you may include the charge for these products in your finance or lease contract.

Few companies can match the expertise, quality customer care and total value of TFS. Ask your Toyota dealer or go to toyotafinancial.com for details.

*Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available to qualified customers through your participating Toyota dealer and Toyota Financial Services.

warranties

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Prius' 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.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and air bags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Covers every under Federal and California regulations. Refer to applicable *Owner's Warranty Information* booklet for details.

Accessories: Warranty coverage is for 12 months, regardless of mileage. If the part or accessory is installed during the New Vehicle Warranty period, coverage is for 12 months or the remainder

of the applicable warranty coverage, whichever is greater, with the exception of car covers, which are covered for 12 months only. You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details. For complete details about Toyota's warranties, please visit toyota.com, refer to the applicable *Owner's Warranty Information* booklet or see your Toyota dealer.

specifications

TOYOTA HYBRID SYSTEM (THS)

GASOLINE ENGINE

Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
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 (TDI)
Horsepower	70 hp @ 4,500 rpm
Torque	82 lb.-ft. @ 4,200 rpm
Emissions rating	Super Ultra Low Emission Vehicle (SULEV) ¹

ELECTRIC MOTOR/GENERATOR/POWER STORAGE

Motor type	Permanent magnet
Power output	44 hp @ 1,040–5,600 rpm
Torque	258 lb.-ft. @ 0–400 rpm
Battery type	Sealed Nickel-Metal Hydride (Ni-MH) ²
Output	273.6 V (228 1.2-V cells)

HYBRID SYSTEM NET HORSEPOWER

	98 hp
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MECHANICAL/PERFORMANCE

Transmission	Electronically controlled continuously variable transmission (E-CVT)
Suspension	
Front	Independent MacPherson strut with stabilizer bar
Rear	Torsion beam with stabilizer bar
Steering	Rack-and-pinion with electric power-assist
Turning circle (ft.)	31.5
Brakes	Power-assisted ventilated front disc/rear drum with Anti-lock Brake System (ABS) and regenerative braking

EXTERIOR DIMENSIONS (IN.)

Overall height	57.6
Overall width	66.7
Overall length	169.6
Wheelbase	100.4
Track (front/rear)	58.1/58.3
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

TIRES

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

MILEAGE ESTIMATES (MPG CITY/HIGHWAY/COMBINED)³

	52/45/48
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¹California Air Resources Board SULEV-rated. For more information please visit www.arb.ca.gov.

²Hybrid vehicle battery expected life is 100,000 miles based on laboratory bench testing.

³MPG figures based on 2002 EPA estimates for city/highway/combined mileage. Actual results may vary.



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Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle. All information presented herein is based on data available at the time of printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).

1-800-80-TOYOTA
Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-80-TOYOTA and tell us your story.

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*_in your next life
you could be a tree.
drive accordingly.*

As if its cutting-edge technology and nearly **566 miles to the tank¹** weren't enough, another remarkable story is Prius' emission levels. Or in this case, the lack thereof. Prius is so clean-burning that it's been certified as a **Super Ultra Low Emission Vehicle (SULEV)²**. This means that Prius runs nearly **84 percent cleaner** than the standard for Ultra Low Emission Vehicles (ULEV)². Prius' achievement is not only due to its sophisticated hybrid system but to the entire design of the vehicle, from the CFC-free climate control system right down to the special low rolling-resistance tires. The Toyota Prius—exceptional engineering. Great mileage. Good karma.

"Prius uses visionary technology. It gets great mileage and is gentle on the environment. Plus, it's fun to drive."

— Denis Hayes, Chairman of the Earth Day Network

¹Based on city driving of 52 mpg. See Specifications page for more information on mileage estimates.

²California Air Resources Board SULEV-rated. For more information, please visit www.arb.ca.gov.

Don't be surprised if you feel a new sense of possibility when you get behind the wheel of a Toyota. A feeling that you can go anywhere. Do anything. After all, it's easier to go new places when you're absolutely sure you'll get there.

To find out more about Prius and the rest of our dependable lineup, visit www.toyota.com



GET THE FEELING. TOYOTA.