

Prius 2011

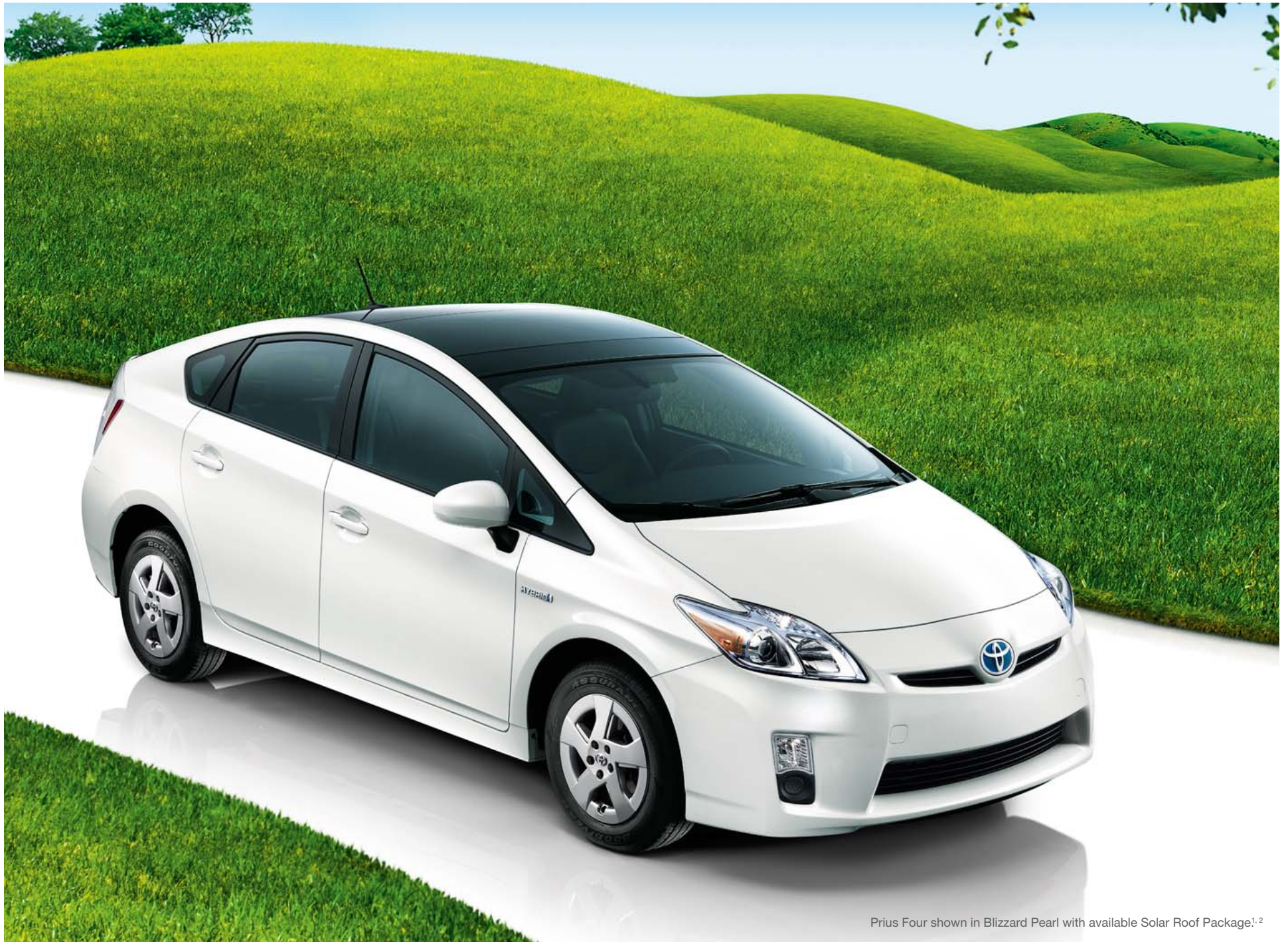


Am I the Prius type? If you think of the 2011 Toyota Prius as a vehicle designed only for a specific person, you'll be glad to know that it offers something for nearly everyone. We all want to be environmentally responsible. Happily, Prius was named a 2010 Top 10 Green Car by Kelley Blue Book¹. And who doesn't prefer spending less on gas? Prius has an EPA-estimated combined 50 mpg rating². If you need the assurance of proven technology, allow us to point out that this is the third generation of the world's most popular hybrid. In the end, it doesn't matter whether your type is passionate about the environment, technology or saving money. Prius is for you. We hope that clears the air. **The 2011 Toyota Prius. Moving Forward.**

- 4** MODEL CHOICES
PRIUS TWO
PRIUS THREE
PRIUS FOUR
PRIUS FIVE



Every time you start off on a journey, whether it's a quiet weekend away or a quick trip around town, rest assured — we're with you every step of the way. For more than 50 years, Toyota engineering has created more than just durable vehicles. It's created enduring memories.



Prius Four shown in Blizzard Pearl with available Solar Roof Package^{1,2}

1. Available on Prius Three and Four only. 2. See footnote 7 in Disclaimers section.

Is this about form? Or function?

Both. In the past, eco-conscious vehicles were easy on gas, but too often hard on the eyes. How times have changed. With its remarkably low 0.25 drag coefficient, Prius doesn't just help cut fuel consumption; it offers some of the most boldly sculpted lines on the road. It's responsive enough for the fast lane, yet enlightened enough for conscious consumers around the globe.



Prius Four shown in Blizzard Pearl with available Solar Roof Package.^{1,2}

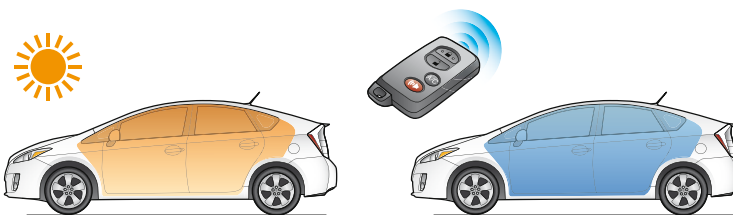
1. Available on Prius Three and Four only. 2. See footnote 7 in Disclaimers section.

1. CENTRAL APEX

Notice the roofline on Prius. The peak is in the center, creating what's called a central apex. The result is lots of head room.

2. AERO CORNERS

The front and rear bumpers are designed to help lower the wind resistance of Prius. And less wind resistance equals more fuel efficiency. That's one reason Prius has an EPA-estimated combined 50 mpg rating.¹



REMOTE A/C SYSTEM²

Prius can cool the cabin before you get in. Within 30 yards of the vehicle, use your remote key fob to activate fans for the available Remote A/C System. Powered solely by the hybrid battery, the system will achieve a preset temperature without you even turning the engine on.



SOLAR ROOF^{3,4}

Available on the 3rd generation Prius is a high-tech roof that's embedded with solar panels. When Prius is parked in direct sunlight, these solar panels can power a fan that brings in cooler outside air, ventilating the cabin close to the ambient outside temperature. How cool is that?



Watch demo videos on your phone. Scan the tag using your QR scan reader for more information about the Solar Roof. Or text the word Solar to 70734. Message and data rates may apply.

1. See footnote 5 in Disclaimers section. 2. See footnote 8 in Disclaimers section. 3. Available on Prius Three and Four only. 4. See footnote 7 in Disclaimers section.



EV/ECO/POWER MODES
Prius has different modes for different types of driving. Eco mode helps maximize fuel economy. EV mode¹ drives solely on battery power for up to one-half mile under certain conditions. And Power mode increases gas pedal sensitivity for additional get-up-and-go.

What's it like to drive a Prius?

You could say it's like being in the lap of technology. It's just as inviting as the lap of luxury, but far more interesting — and more informative. When you're behind the wheel of Prius, you're surrounded by innovative design and leading-edge features. But it's also driver-friendly. The controls are thoughtfully arranged and intuitive to use. In short, Prius is futuristic, yet familiar.

Touch Tracer Display

By lightly touching the steering wheel-mounted controls, you can bring up Touch Tracer Display on Prius. This feature lets you **adjust cabin temperature, audio mode and volume, and it puts trip data at your fingertips.** And the best part is you can do it all without taking your eyes far from the road.



Watch demo videos on your phone. Scan the tag using your QR scan reader for more information about Touch Tracer Display. Or text the word Touch to 70734. Message and data rates may apply.

1. See footnote 3 in Disclaimers section.



Prius Four interior shown in Bisque leather with available Navigation Package^{1, 2}

1. MULTI-INFORMATION DISPLAY

The instrument panel and Multi-Information Display on Prius provide a digital readout of instantaneous mpg, vehicle speed, past-trip fuel consumption, battery-charge level, energy flow from gasoline and electric systems and, when equipped, Dynamic Radar Cruise Control (DRCC)³ Pre-Collision System (PCS)⁴ and Lane Keep Assist (LKA)⁵

2. VOICE-ACTIVATED TOUCH-SCREEN DVD NAVIGATION^{1, 2}

With the available DVD navigation system, it's easy to get where you're going. Start by using the touch-screen controls to locate your destination on the map. Once under way, a voice prompt guides you through every turn. Need to find a nearby ATM, restaurant or gas station? Issue a voice command to the system to locate what you're looking for on the map. And with available XM NavTraffic,^{®1, 2} your routes are based on real-time traffic updates.

3. ELECTRONIC SHIFT LEVER

Prius is all about advanced technology that doesn't require an advanced degree to operate. And the electronic shift lever is a case in point. Its drive-by-wire design and ergonomically arranged shift pattern make it nearly effortless to put Prius in gear.



1. STARTING

From initial acceleration to low speeds, Prius doesn't use any fuel, because it's powered solely by the high-torque electric motor.



2. NORMAL RUNNING

When accelerating lightly, Prius uses its electric motor along with the gasoline engine to achieve greater fuel efficiency.



3. FULL ACCELERATION

During heavy acceleration, the gasoline engine is used while the battery supplies increased drive power to the electric motor.



4. DECELERATION/BRAKING

When slowing, the gasoline engine shuts off and the electric motor converts momentum into electricity, storing it in the HV battery.

5. STOPPING

When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce smog-forming emissions.

The preceding is based on a likely scenario for optimal driving conditions.



ELECTRIC MOTOR Prius is a full series-parallel hybrid that uses a separate electric motor and generator.



GENERATOR Unlike a mild hybrid, Prius can generate electricity even when the electric motor is helping propel the vehicle. The generator can even power Prius if necessary.



GASOLINE ENGINE The series-parallel Hybrid Synergy Drive® helps the gasoline engine deliver both power and fuel efficiency.

Prius Five shown in Classic Silver Metallic with available Advanced Technology Package.¹

1. Available on Prius Five only.



LED LIGHTS

The available LED headlamps help reduce the electricity consumed by the headlamps approximately 20 to 30 percent, further aiding the overall efficiency of Prius.

A combined city and highway 50 mpg rating?

That's right. And it shouldn't be that surprising. There are more Prius vehicles on the road than any other hybrid, which means that Toyota has had plenty of experience refining hybrid technology. The result is the Hybrid Synergy Drive[®] employed in this 3rd generation Prius. A full series-parallel hybrid system, it's capable of providing drive power from either the gasoline engine or electric motor or both simultaneously. And capable of delivering that kind of EPA-estimated mileage rating.

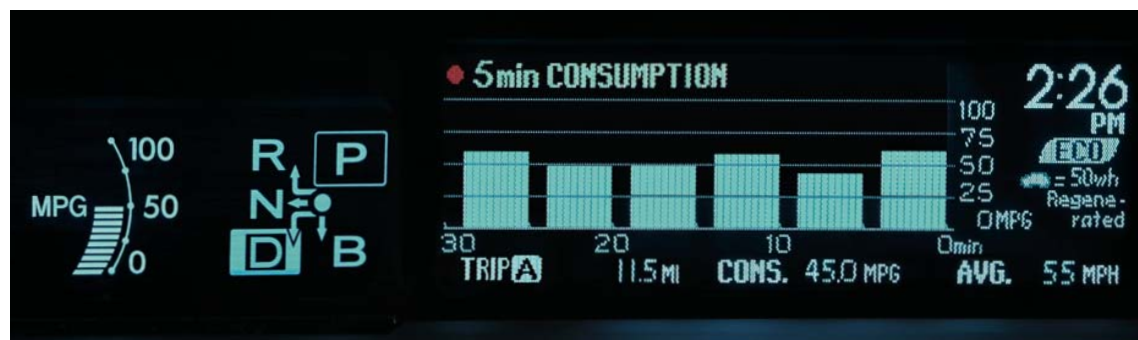
Digital readouts

Feedback is always helpful. And the information Prius displays to drivers can help them get the most out of the car's remarkable efficiency. The Hybrid System Indicator **helps you see the most efficient way to drive**. You can also continually monitor your fuel consumption with displays that include an instantaneous readout of your mpg.

Synthetic oil

Prius is one of several Toyotas that use synthetic oil. In addition to other efficiencies, this requirement means that Prius drivers **only need to get the oil changed half as often**. And synthetic oil performs better at both low and high temperatures, minimizing friction and enhancing gas mileage.

LONGEVITY FACT: Did you know that the engine in the Toyota Prius is completely beltless? This innovative design enhances its overall mileage rating by reducing friction and engine load.



1. See footnote 5 in Disclaimers section.



Efficiency means sacrifice, right?

Wrong. With each generation, Prius has become more efficient, yet more spacious and better equipped. Its generous interior is partly due to its unique silhouette. Its highest point, or apex, is centered along the roofline, increasing head room. And extra rear leg room is achieved with a slimmer seatback design. Plus, its many advanced features give Prius a decidedly upscale feel. So let go of those low expectations, while you relax in spacious comfort.

Bluetooth^{®1,2} connectivity

Available *Bluetooth*[®] wireless technology helps Prius integrate even more seamlessly with your life. Also available is advanced *Bluetooth*[®] functionality that lets you **stream music** from your compatible stereo *Bluetooth*[®]-enabled device directly to the available Prius audio system.

JBL[®] audio system¹

If Prius is the future, as many say, then the future sounds bright. The available JBL[®] audio system on Prius reproduces sound with the **power, clarity and fullness** of a live concert. And you can link to available XM[®] Radio³ via controls on the Touch Tracer Display.

USB⁴ port

Plug in your compatible iPod^{®5} or MP3 player and play your favorite music through the available audio system of Prius. The USB port also allows you to charge your electronic devices when you're on the go.

6-way adjustable driver's seat

Getting comfortable is easy, thanks to the 6-way adjustable driver's seat with available power lumbar support⁶ that lets you **find your ideal position**.



1. Not available on Prius Two. 2. See footnote 11 in Disclaimers section. 3. See footnote 9 in Disclaimers section. 4. See footnote 14 in Disclaimers section. 5. See footnote 15 in Disclaimers section. 6. Lumbar standard on Prius Four and Five only.



CARGO AREA¹

The 3rd generation Prius has a larger cargo area that makes it as capable of carrying your gear as it is of transporting friends and family. Road trips, grocery runs or your daily commute — Prius can handle them all.



Prius Five interior shown in Dark Gray leather with available Advanced Technology Package.²

1. Cargo and load capacity limited by weight and distribution. 2. Available on Prius Five only.

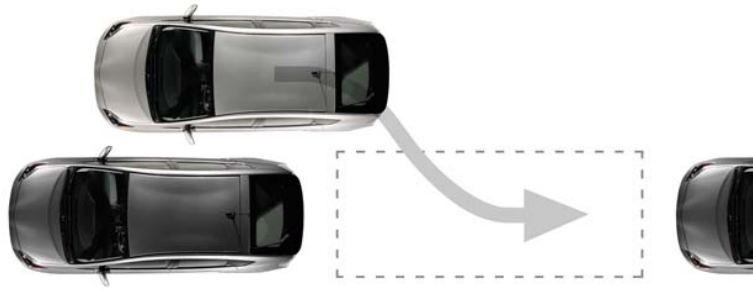
Is efficiency the whole story?

Hardly. An astonishingly wide variety of technologies is available on Prius. There are features that make it easier to get into the car. And to help you stay in your lane. Systems to help keep the car cool when parked in the sun. And to help you keep your cool when parallel parking. The list goes on — all told, this 3rd generation Prius has more than 1000 global patents pending or registered. It seems Toyota's been working hard to make things easy.



Prius Five shown in Blue Ribbon Metallic with available Advanced Technology Package.¹

¹. Available on Prius Five only.



ADVANCED PARKING GUIDANCE SYSTEM (APGS)^{1,2}

Parallel parking made easy: Press the available Advanced Parking Guidance System (APGS) button when approaching the spot and an image of the parking spot appears on the navigation screen, with a box indicating the final position of the vehicle. Once the driver approves the position, Prius virtually parks itself, only requiring soft braking by the driver to stop the vehicle in the desired parking spot.



Lane Keep Assist (LKA)^{1,3}

Available LKA can help keep Prius in its own lane. If an inadvertent lane departure is detected, the system issues an audible tone and warning screen. And when Dynamic Radar Cruise Control (DRCC) is engaged, LKA can also **help to keep Prius centered in its lane** on an ongoing basis by providing a corrective steering force when necessary. Complex technology, but you get the drift. Figuratively speaking, of course.

Smart Key System⁴

With Smart Key, Prius senses your approach. Simply touch the driver's door and it **unlocks without you even having to remove the key fob from your pocket or purse**. Smart car, smart key.

Water-repellent glass⁵

Prius doesn't just help keep the air clear. An available water-repellent film on the front door windows helps keep the glass clear, **improving visibility**.

Dynamic Radar Cruise Control (DRCC)^{1,6}

The available radar system **automatically adjusts vehicle speed to allow for a preset following distance** between your Prius and the vehicle traveling directly in front of you. The available Pre-Collision System (PCS)⁷ is designed to utilize the vehicle's radar to recognize if a frontal collision is unavoidable and automatically apply the brakes and retract the front seatbelts, to help lessen collision damage.



Watch demo videos on your phone. Scan the tag using your QR scan reader for more information on Dynamic Radar Cruise Control (DRCC). Or text the word Radar to 70734. Message and data rates may apply.

1. Available on Prius Five only. 2. See footnote 28 in Disclaimers section. 3. See footnote 17 in Disclaimers section. 4. See footnote 18 in Disclaimers section. 5. Standard on Prius Four and Five only. 6. See footnote 16 in Disclaimers section. 7. See footnote 27 in Disclaimers section.

What about safety features?

Prius is as concerned with your well-being as it is with the planet's. That's why it offers the Toyota Star Safety System™ as standard equipment. This integration of innovative safety technologies is designed to help drivers avoid accidents. The Star Safety System™ in the Toyota Prius includes Enhanced Vehicle Stability Control (VSC),¹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)² and Smart Stop Technology (SST)³

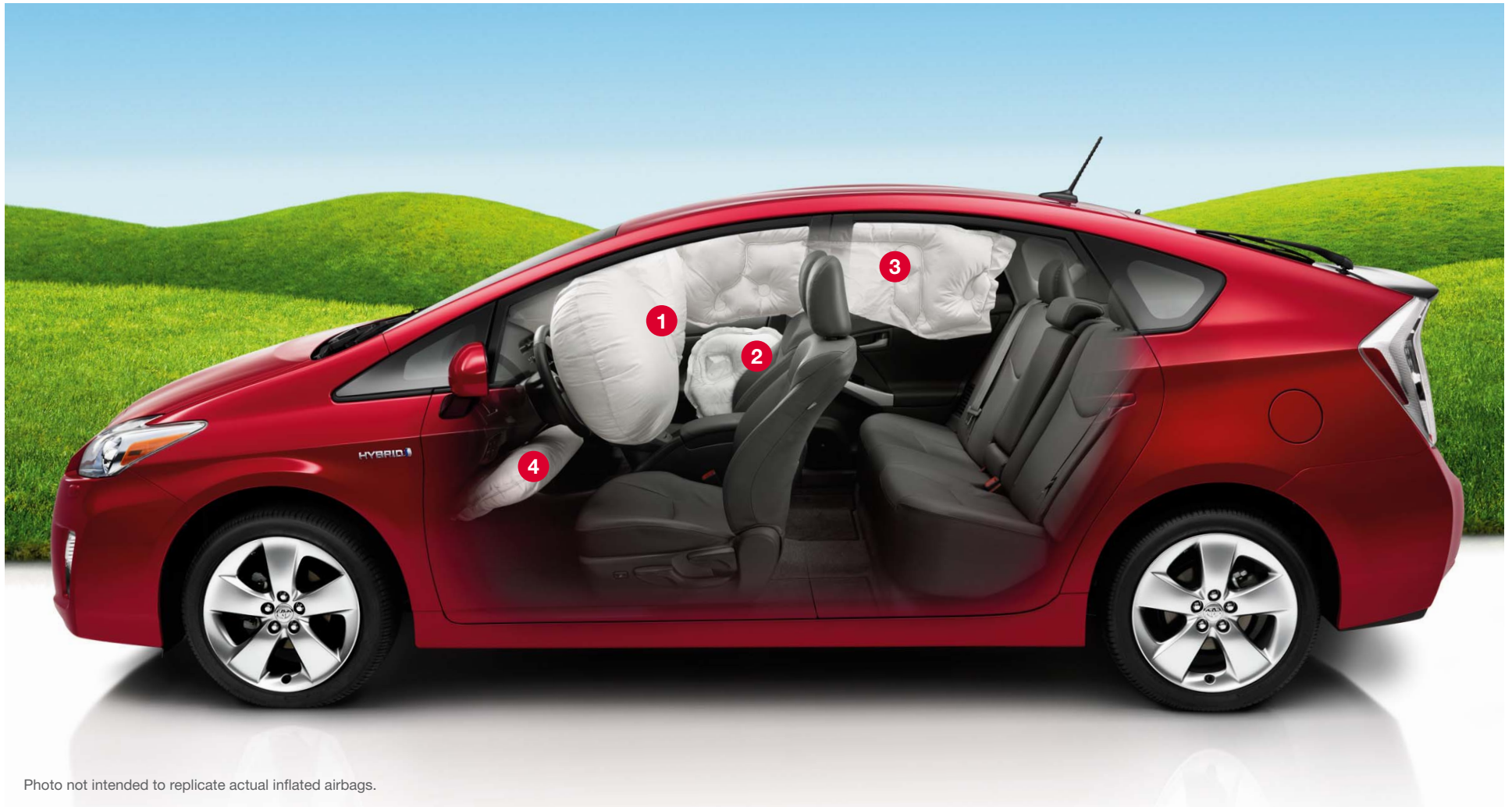


Photo not intended to replicate actual inflated airbags.

1. See footnote 20 in Disclaimers section. 2. See footnote 21 in Disclaimers section. 3. See footnote 22 in Disclaimers section.

1

DRIVER AND FRONT PASSENGER AIRBAGS¹

In a frontal collision, the standard dual stage front airbag system senses impact severity while adjusting airbag deployment force accordingly.

2

FRONT SEAT-MOUNTED SIDE AIRBAGS

Side collisions are the second-most dangerous type, after frontal collisions. That's why Prius helps protect front passengers with front seat-mounted side airbags that deploy in .02 of a second.

3

SIDE CURTAIN AIRBAGS

Prius is equipped with side curtain airbags, which can help to soften the impact to the head and neck during certain types of side-impact collisions. In fact, Toyota was the first automaker in the world to use this remarkable technology.

4

DRIVER'S KNEE AIRBAG

The driver's knee airbag on Prius does more than what its name suggests. In the event of a frontal collision, it can also help reduce force on the chest and abdomen by controlling movement of the driver's lower body.

ACTIVE FRONT HEADRESTS²

The front seats incorporate active headrests, which move up and forward, helping to reduce the severity of whiplash injuries to the driver and front passenger in the event of certain lower-speed rear-end collisions.



ENHANCED VEHICLE STABILITY CONTROL (VSC)³

To help prevent a slip sideways while cornering, Prius uses Enhanced VSC. It adjusts engine power, braking and steering-assist torque to help the vehicle go in the direction in which it is being steered.

ANTI-LOCK BRAKE SYSTEM (ABS)

To help avoid wheel lockup and help maintain steering control, Prius uses a sophisticated computer-controlled system that modulates brake pressure during hard braking or when braking on a slippery surface.

SMART STOP TECHNOLOGY⁴

Smart Stop Technology is designed to automatically reduce engine power when both brake and accelerator pedals are pressed at the same time under certain conditions, helping to bring the vehicle to a stop.

SAFETY CONNECT^{5, 6}

Via Toyota's 24/7 call center, available Safety Connect[®] offers subscribers helpful features such as Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Safety Connect[®] also offers the reliability of embedded cellular and GPS technology.



PET SAFETY

Ask your Toyota dealer about the wide range of available pet safety accessories. They are designed to help you transport pets in comfort and security.



To view videos of Star Safety System[™] features, visit toyota.com/safety

1. See footnote 23 in Disclaimers section. 2. See footnote 24 in Disclaimers section. 3. See footnote 20 in Disclaimers section. 4. See footnote 22 in Disclaimers section. 5. Requires Navigation Package. Available on Prius Four and Five only. 6. See footnote 26 in Disclaimers section.

Specifications

MECHANICAL AND PERFORMANCE

PRIUS

GASOLINE ENGINE

Type	1.8-Liter Aluminum DOHC 16-Valve Variable Valve Timing with intelligence (VVT-i), 98 hp @ 5200 rpm (73 kW @ 5200 rpm), 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Bore x stroke	3.17 in. x 3.48 in.
Compression ratio	13.0:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Emission rating	Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ¹

ELECTRIC MOTOR

Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60 kW)
Torque	153 lb.-ft. (207 N•m)
Voltage	650V maximum

TRACTION BATTERY

Type	Sealed Nickel-Metal Hydride (Ni-MH) ²
Power output	36 hp (27 kW)
Voltage	201.6V
Hybrid System Net Power	134 hp (100 kW)
Transmission	Electronically Controlled continuously Variable Transmission (ECVT)
EV ³ /Eco/Power modes	Standard
Body construction	Unitized body
Front suspension	Independent MacPherson strut with stabilizer bar
Rear suspension	Torsion beam
Steering	Electric Power Steering (EPS); power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	34.2 (15-in. wheel); 36.0 (17-in. wheel)
Brakes	Power-assisted ventilated front disc brakes, solid rear disc with Anti-lock Brake System (ABS) and integrated regenerative braking
Coefficient of drag (Cd)	0.25

EXTERIOR DIMENSIONS (in.)

Overall height/width/length	58.7/68.7/175.6
Wheelbase	106.3
Track (front/rear)	60.0/59.8 (15-in. wheel); 59.6/59.4 (17-in. wheel)
Minimum running ground clearance	5.5

INTERIOR DIMENSIONS (front/rear) (in.)

Head room	38.6/37.6
Shoulder room	54.9/53.1
Hip room	52.7/51.2
Leg room	42.5/36.0

WEIGHTS AND CAPACITIES

Curb weight (lb.)	3042
Seating capacity	5
Passenger volume (cu. ft.)	93.7
Cargo volume ⁴ (cu. ft.)	21.6
Fuel tank (gal.)	11.9

TIRES

Size	Standard
P195/65R15	Available
P215/45R17	
Type	All-season steel-belted radial
Spare — Temporary	Standard

MILEAGE ESTIMATES (mpg city/highway/combined)⁵

51/48/50

See numbered footnotes in Disclaimers section.


Features⁶

EXTERIOR	PRIUS	TWO	THREE	FOUR	FIVE		PRIUS	TWO	THREE	FOUR	FIVE
Projector-beam halogen headlamps with auto-off feature	S	S	S	-		17-in. 5-spoke alloy wheels with P215/45R17 tires	-	-	-	S	
LED headlamps with auto level control, auto-off feature and headlamp cleaners	-	-	-	S		Washer-linked variable intermittent windshield wipers and intermittent rear window wiper	S	S	S	S	
Integrated fog lamps	-	-	-	S		Rear window defogger with timer	S	S	S	S	
LED taillamps and stop lamps	S	S	S	S		UV reduction glass windshield	S	S	S	S	
Hybrid Synergy Drive [®] blue accent headlamps and badges	S	S	S	S		Driver and front passenger water-repellent side windows	-	-	S	S	
Color-keyed power heated outside mirrors with folding feature	S	S	S	S		Rear spoiler with LED center high-mount stop lamp	S	S	S	S	
Power tilt/slide moonroof with Solar Powered Ventilation System ⁷ and Remote Air Conditioning System ⁹ with sunshade	-	P	P	-		Roof-mounted XM [®] Radio ⁹ antenna	S	S	S	S	
15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires	S	S	S	-							
INTERIOR											
Automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls	S	S	S	S		Touch Tracer Display	S	S	S	S	
Plasmacluster ^{TM10} ionizer	-	-	S	S		Digital instrumentation with speedometer and odometer, fuel gauge, instant fuel consumption and shift-lever indicator	S	S	S	S	
AM/FM CD player with MP3/WMA playback capability, six speakers, XM ⁹ Compatible (additional hardware and subscription required) and auxiliary audio jack	S	-	-	-		EV ³ /Eco/Power modes	S	S	S	S	
JBL [®] AM/FM 6-disc CD changer with MP3/WMA playback capability, eight speakers, XM [®] Radio ⁹ (includes 90-day trial subscription), auxiliary audio jack and hands-free phone capability via <i>Bluetooth</i> ^{®11} wireless technology	-	S	S	S		Electronic shift lever with Hybrid Synergy Drive [®] blue accent	S	S	S	S	
Voice-activated touch-screen DVD navigation system ¹² with integrated backup camera; ³ JBL [®] AM/FM 4-disc CD changer with MP3/WMA playback capability, eight speakers, XM [®] Radio ⁹ with XM NavTraffic ^{®12} (includes 90-day trial subscriptions), auxiliary audio jack, USB ¹⁴ port with iPod ^{®15} connectivity, and hands-free phone capability and music streaming via <i>Bluetooth</i> ^{®11} wireless technology	-	P	P	P		Remote keyless entry system with lock, 2-stage unlocking and panic functions	S	S	S	S	
Multi-Information Display with energy monitor, fuel consumption history, Hybrid System Indicator, average fuel economy, distance to empty, average speed and trip distance	S	S	S	S		Smart Key System ¹⁹ on driver's door with Push Button Start and remote illuminated entry	S	S	-	-	
Fabric-trimmed 6-way adjustable driver's seat with seatback pocket; 4-way adjustable front passenger seat with seatback pocket and adjustable headrests	S	S	-	-		Smart Key System ¹⁹ on three doors with Push Button Start and remote illuminated entry	-	-	S	S	
Leather-trimmed and heated 6-way adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket and adjustable headrests	-	-	S	S		Power windows with auto up/down, jam protection in all positions and retained-power features	S	S	S	S	
60/40 split fold-down rear bench seat with adjustable headrests	S	S	S	S		Power door locks with shift-linked automatic locking feature with anti-lockout feature	S	S	S	S	
Fold-forward rear outboard headrests	S	S	S	S		Auto-dimming rearview mirror with HomeLink ^{®19} universal transceiver	-	-	S	S	
Rear fold-down center armrest with two cup holders	S	S	S	S		Overhead console with driver and front passenger maplamps and shift illumination	S	S	S	S	
Cruise control	S	S	S	S		Center console with sliding armrest, storage compartment, front dual cup holders, removable utility tray, wire management feature and 12V power auxiliary outlet	S	S	S	S	
Dynamic Radar Cruise Control (DRCC) ¹⁶	-	-	-	P		Passenger-side dual glove compartment	S	S	S	S	
Tilt/telescopic steering wheel with audio, climate and Multi-Information Display controls	S	-	-	-		Cargo area under-floor storage and side-panel storage	S	S	S	S	
Tilt/telescopic steering wheel with audio, climate, Multi-Information Display and <i>Bluetooth</i> ^{®11} hands-free phone controls	-	S	S	S		Cargo area tonneau cover with clasp for under-floor stowage	S	S	S	S	
Tilt/telescopic steering wheel with audio, climate, Multi-Information Display, <i>Bluetooth</i> ^{®11} hands-free phone, Dynamic Radar Cruise Control (DRCC) ¹⁶ and Lane Keep Assist (LKA) ¹⁷ controls	-	-	-	P		Two front 12V auxiliary power outlets	S	S	S	S	
						Dual sun visors with illuminated vanity mirrors	S	S	S	S	
						Rear dome lamps and cargo area lamp	S	S	S	S	
						Retractable assist grips at all doors	S	S	S	S	
						Front doors with integrated map pockets and sculpted bottle holders	S	S	S	S	
						Remote hood and fuel-filler releases	S	S	S	S	

S = Standard - = Not Available P = Feature is available as part of an option package.

Features (continued)

SAFETY AND CONVENIENCE

	PRIUS	TWO	THREE	FOUR	FIVE		PRIUS	TWO	THREE	FOUR	FIVE
 Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) ²⁰ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²¹ and Smart Stop Technology (SST) ²²						Energy-absorbing collapsible steering column	S	S	S	S	
		S	S	S	S	Front and rear energy-absorbing crumple zones	S	S	S	S	
Driver and front passenger Advanced Airbag System ²³		S	S	S	S	Side-impact door beams	S	S	S	S	
Driver and front passenger front seat-mounted side airbags, driver's knee airbag and front and rear side curtain airbags ²³		S	S	S	S	Tire Pressure Monitor System (TPMS) ²⁵	S	S	S	S	
Driver and front passenger active headrests ²⁴		S	S	S	S	Safety Connect ^{®26} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification	-	-	P	P	
Driver and front passenger seatbelt warning sensor		S	S	S	S	Pre-Collision System (PCS) ²⁷	-	-	-	P	
3-point seatbelts with Emergency Locking Retractor (ELR) for all seating positions		S	S	S	S	Lane Keep Assist (LKA) ¹⁷	-	-	-	P	
Adjustable front-seat shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters		S	S	S	S	Advanced Parking Guidance System (APGS) ²⁸	-	-	-	P	
LATCH (Lower Anchors and Tethers for CHildren) for outboard rear seating positions only		S	S	S	S	Hill Start Assist Control (HAC) ²⁹	S	S	S	S	
Child-protector rear door locks		S	S	S	S	Engine immobilizer ³⁰	S	S	S	S	

S = Standard - = Not Available P = Feature is available as part of an option package.

Packages³¹

		PRIUS	TWO	THREE	FOUR	FIVE
Navigation Package	Voice-activated touch-screen DVD navigation system ¹² with integrated backup camera; ¹³ JBL® AM/FM 4-disc CD changer with MP3/WMA playback capability, eight speakers, XM® Radio ⁹ with XM NavTraffic ^{®12} (includes 90-day trial subscriptions), auxiliary audio jack, USB ¹⁴ port with iPod ^{®15} connectivity, and hands-free phone capability and music streaming via <i>Bluetooth</i> ^{®11} wireless technology			●	●	●
	Safety Connect ^{®26} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification				●	●
Advanced Technology Package (includes Navigation Package)	Dynamic Radar Cruise Control (DRCC) ¹⁶					●
	Pre-Collision System (PCS) ²⁷					●
	Lane Keep Assist (LKA) ¹⁷					●
	Advanced Parking Guidance System (APGS) ²⁸					●
Solar Roof Package (includes Navigation Package)	Power tilt/slide moonroof with Solar Powered Ventilation System ⁷ and Remote Air Conditioning System ⁸ with sunshade			●	●	

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: 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. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

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

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

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 www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa[®]

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa[®] adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

See numbered footnotes in Disclaimers section.



Fabric in Dark Gray



Fabric in Misty Gray



Fabric in Bisque



Leather available in Dark Gray



Leather available in Misty Gray



Leather available in Bisque



BLACK
Dark Gray, Misty Gray or Bisque interior



BLUE RIBBON METALLIC
Dark Gray or Bisque interior



BARCELONA RED METALLIC
Dark Gray or Bisque interior



SANDY BEACH METALLIC
Bisque interior



WINTER GRAY METALLIC
Dark Gray or Misty Gray interior



CLASSIC SILVER METALLIC
Dark Gray or Misty Gray interior



BLIZZARD PEARL
Dark Gray, Misty Gray or Bisque interior



Standard 15-in. alloy wheel and wheel cover



Available 17-in. alloy wheel³²

Personalize your Prius with Genuine Toyota accessories. They're as well built as the car itself. See your Toyota dealer for details.³³

- All-weather cargo mat
- Ashtray kit
- Auto-dimming rearview mirror
- BLU Logic® Hands Free System³⁴
- Cargo net
- Cargo organizer
- Cargo tote
- Cargo/trunk mat
- Carpet floor mats³⁵
- Door edge guards
- Emergency assistance kit
- First aid kit

- Hybrid window appliqué
- Illuminated doorills
- Interface kit³⁶ for iPod^{®15}
- Lower door moldings
- Paint protection film
- Rear bumper appliqué
- Remote Engine Starter
- Vehicle Intrusion Protection (VIP) RS3200
- Plus Security System with Glass Breakage Sensor (GBS)³⁷
- Wheel locks
- XM[®] Radio⁹



Lower door moldings



BLU Logic® Hands Free System³⁴

TOYOTA CARE



ToyotaCare

Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details.

DISCLAIMERS

1. AT-PZEV rated by the California Air Resources Board. Meets Tier-2/Bin-3 Federal emissions standard. For more information please visit www.arb.ca.gov 2. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 3. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. 4. Cargo and load capacity limited by weight and distribution. 5. 2011 EPA-estimated mileage. Actual mileage will vary. 6. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 7. The Solar Powered Ventilation System uses an electric fan to draw outside air into, through, and out of the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature to near the outside ambient temperature to help make the cabin more comfortable when reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner. 8. Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load and/or if the battery charge is low. See your *Owner's Manual* for further information. 9. XM services require a subscription after 90-day trial period. Subscriptions governed by XM Customer Agreement available at xmradio.com. **If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-800-967-2346 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 10. Plasmacluster™ is a trademark of Sharp Electronics, Inc. 11. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 12. Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your *Navigation System Owner's Manual* or contact XM for details. 13. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. 14. May not be compatible with all MP3/WMA players and like models. 15. iPod® is a registered trademark of Apple, Inc. All rights reserved. 16. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important instructions and cautions. 17. Lane Keep Assist is designed to read the lane markers of certain roads and apply slight torque to the steering wheel to help keep the car in the center of the lane. If the vehicle approaches the outer limits of its lane, the Lane Departure Warning feature sounds a warning tone and applies slight torque to the steering wheel to notify the driver that corrective action may be required. These features are not a collision-avoidance system and are not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your *Owner's Manual* for further information. 18. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 19. HomeLink® is a registered trademark of Johnson Controls, Inc. 20. Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 21. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 22. Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. 23. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 24. Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. 25. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. 26. Available on select 2011 Toyota models. Contact with the Safety Connect® response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Safety Connect®-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected. 27. The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your *Owner's Manual* for further information. 28. Advanced Parking Guidance System requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. 29. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 30. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org 31. Packages cannot be combined. 32. Available on Prius Five only. 33. Some accessories may not be available in all regions of the country. 34. Performance of BLU Logic® compatible phones will vary based on phone software version, coverage and your wireless carrier. See www.blulogicupdate.com for more details. 35. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 36. Interface kit for iPod® not available if vehicle is equipped with XM® Radio services. 37. Available for vehicles with factory security. 38. For more information about the 2010 Top 10 Green Cars from Kelley Blue Book's kbb.com, visit www.kbb.com/green. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

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 posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331