

 TOYOTA | *Believe*

PRIUS



It's simply a better way to drive

The Prius goes beyond delivering exceptional fuel efficiency; it's changed the way the world drives. Introducing Hybrid Synergy Drive technology to the world, Prius proved that you could reduce fuel consumption and emissions without having to sacrifice performance, style or comfort. Prius is simply a better way to drive.



Have it all with Prius

Stand-out styling that's super-efficient.

Prius proves you can deliver impressive fuel efficiency, without sacrificing power, style or comfort. The newly sculpted bumper, larger lower grille and sculpted roof not only look great, but work to provide a seamless flow of air around the car to maximise fuel efficiency. The repositioned fog lights and clear-lens headlights redesigned with LED daytime running lights all contribute to give you stand-out styling with superb aerodynamics.

Hybrid Synergy Drive. Efficient yet powerful.

Toyota's well proven Hybrid Synergy Drive is a full hybrid system that combines a battery-powered electric motor and a petrol-driven combustion engine in perfect harmony. Both the petrol and the electric motors in the engine management system can power the car alone or in combination allowing Prius drivers to enjoy responsive power with low emissions and ultra -low fuel consumption. Just drive it as you would any car and the engine management system takes care of everything to deliver the best fuel consumption and emissions.



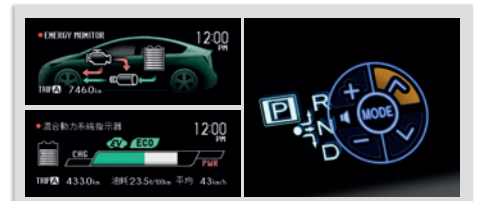
89g/km*
CO₂ Emissions

3.9l/100km*
Fuel Consumption

* Fuel Consumption and CO₂ emissions will vary on driving conditions/style, vehicle conditions and options/accessories fitted. ADR 81/02 (Combined)



Smart 15 inch alloy wheel caps on the Prius and new 17 inch alloys on the Prius i-Tech (as shown above), are also designed for improved aerodynamic efficiency.



Safety is a Prius priority. As you'd expect the Prius sets high standards for safety with an impressive array of active and passive safety features. These include Head Up Display, seven airbags to protect the driver and passengers, active front head restraints, Vehicle Stability Control (VSC), Traction Control (TRC) and Anti-lock Brakes (ABS).

Let comfort and quality surround you
Ample room for both front and rear seat passengers, thanks to Prius' well-dimensioned interior and cleverly designed front seats. Seating within both Prius models is comfortable and supportive, and the Prius i-Tech is finished in leather with an eight-way driver's seat power adjustment as well as seat heating for the driver and front passenger.

Driver-friendly technology
Touch tracer controls on the steering wheel allow you to control the air conditioning, audio settings and check your energy consumption without taking your eyes off the road. The innovative features and leading hybrid technology within Prius greatly enhance fuel economy, driver safety and comfort.

OPTIMAL DRIVING PERFORMANCE with Hybrid Synergy Drive

- 1 STARTING**
Prius is designed to favor electricity over fuel whenever possible. For example, from initial acceleration to low speeds, Prius is powered solely by the high-torque electric motor.*
- 2 NORMAL DRIVING**
When accelerating lightly, Prius uses its electric motor along with the gasoline engine to achieve greater fuel efficiency and power.
- 3 FULL ACCELERATION**
During full acceleration, the gasoline engine is used while the battery supplies increased drive power to the electric motor.
- 4 DEACCELERATION/BRAKING**
When slowing, the gasoline engine shuts off and the electric motor converts momentum into kinetic electricity, storing it in the hybrid battery.
- 5 STOPPING**
When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce smog forming emissions. The engine will stay on if the battery is low.



- 2V 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.
- 1.8L GASOLINE ENGINE**
The series parallel Hybrid Synergy Drive helps the gasoline engine deliver both power and fuel efficiency.



Prius in Dynamic Blue

Choose your Prius today



Prius

Prius combines a class-leading aerodynamic design with sophisticated new levels of interior refinement and technology including a Head Up Display and touch tracer controls.



Prius i-Tech

Prius i-Tech is a technical masterpiece; a powerhouse of smart, meaningful technologies that work together to deliver a peaceful, easy and highly efficient drive, including a 7" touchscreen, Intelligent Park Assist and Dynamic radar cruise control.



Prius i-Tech with solar roof option

A hot sun and a parked car equal discomfort waiting to happen. The Prius i-Tech with Solar Powered Ventilation System and remote air conditioning system help to pre-cool the interior – without starting the vehicle or using the AC.



Prius i-Tech



Prius i-Tech

The Prius i-Tech also provides further reassurance with Dynamic radar cruise control to maintain a pre-set distance between you and the car in front, a Pre-crash Safety System to warn you if an accident is likely and take action if needed. You'll also have Intelligent Park Assist to help park without incident.

Inside the Prius the incredibly spacious cabin, high quality trim and instrumentation all combine to enhance the Prius driving experience - which is also quieter and smoother. The centre console thoughtfully angles towards the driver, and is filled with leading driving technologies and clever storage.



Prius



Prius

The large 6.1" touchscreen displays a reverse activated rear camera. While the Prius i-Tech adds even more with a 7" touchscreen, Satellite Navigation with guidance.

In both Power and Eco modes the Prius delivers a quiet comfortable ride that's also very responsive. Eco mode helps maximise fuel economy and Power mode increases accelerator pedal sensitivity for additional get-up-and-go.

Exterior Colours



Glacier White (040)



Crystal Pearl (Crystal Shine 070)



Silver Pearl (Metallic 1F7)



Wildfire (Mica Metallic 3R3)



Scarlet (Mica 3R9)

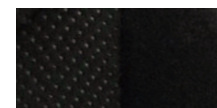


Dynamic Blue (Mica 8S6)

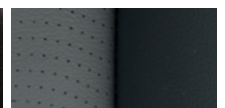


Stealth (Metallic 8V1)

Seat Trims



Fabric – Prius



Leather – Prius i-Tech



Prius i-Tech in Silver Pearl

Prius SPECIFICATIONS

	Base	i-Tech	
MECHANICAL SPECIFICATIONS	Engine Description - Petrol	1.8 Litre, 4 cylinder. In-line type. 16 Valve Double Overhead Camshaft (DOHC) with Dual Variable Valve Timing with intelligence (VVT-i).	
	Engine Description - Hybrid	Nickel Metal-Hydride (Ni-MH) Battery, Permanent Magnet Synchronous A/C Motor	
	Maximum power	73kW at 5200 rpm	
	Maximum torque	142Nm at 4000rpm	
	Fuel type	95 octane or higher	
	Fuel economy - ADR 81/02 (Combined cycle)	3.9L/100km	
	CO ₂ emissions - ADR 81/02 (Combined cycle)	89g/km	
	Exhaust emission standard	Euro 4	
	Transmission ('EV' mode, Eco/Normal/Power modes)	Electronic Continuously Variable Transmission (ECVT)	
	Drive modes	EV, Eco, Normal and Power drive modes	
BRAKES & SUSPENSION	Brake type	Electronically Controlled Brake system (ECB) with Regenerative Brake Control	
	Brakes - Front ventilated disc, Rear solid disc		
	Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD), Brake Assist (BA)		
	Traction Control (TRC) and Vehicle Stability Control (VSC) Hill-start Assist Control (HAC)		
	Suspension - Front	MacPherson struts with stabiliser bar	
	Suspension - Rear	Torsion beam type	
	Steering	Vehicle speed sensitive power-assisted rack and pinion Electric Power Steering (EPS)	
	Minimum turning circle (tyre) and turns lock to lock	11m at 2.8 turns lock to lock	
EXTERIOR FEATURES	Wheels - Design and size	15" Alloy with full wheel covers	17" Alloy
	Tyre size	195/65 R15 steel belted radial ply tyres	215/45 R17 steel belted radial ply tyres
	Spare wheel	Temporary type	Tyre repair kit
	Body coloured front and rear bumpers and outside door handles		
	Body coloured electric exterior rear view mirrors with heater and side indicator lights		
	Headlights - LED with automatic levelling, light control system and headlight cleaners		
	Headlights - Halogen with manual levelling		
	Daytime Running Lights (DRL) - LED		
	Fog lights		
	Air Spats - Front and rear		
	Spoilers - Front and rear		
	LED high stop light and rear combination lights with emergency brake function		
	Windscreens wipers - rain-sensing washer-linked variable intermittent. Intermittent rear window wiper		
INTERIOR FEATURES & CONVENIENCE	Air conditioning - Climate control with pollen filter mode		
	Cruise control		Dynamic radar type
	Steering wheel - Urethane with audio, Bluetooth, air conditioning, multi-information display controls and touch tracer		
	Steering wheel - Leather with audio, Bluetooth, voice recognition, air conditioning, dynamic radar cruise control, multi-information display controls and touch tracer		
	Seat material and door trim	Fabric	Leather
	Seat heaters - Front with independent on/off buttons		
	Seats - Front - Slide, recline and driver's seat height adjustment, driver's seat power lumbar support		Driver's seat power adjustment
	Seats - Rear - 60/40 folding split		
	Smart entry (with touch sensor) and smart start system		
	Interior lights - front door courtesy, front personal, illuminated entry system, luggage area, room, map and footwell light		
	Storage - front door and rear seat back pockets, overhead sunglass holder, 4 cup holders, upper and lower gloveboxes and luggage area under deck board		
	Tonneau cover		
	Windows - power with one touch auto up/down, anti-jam safety function and key-off operation		
Hybrid interior features - Gear lever			
INSTRUMENTS & CONTROLS	Eco Drive Support Monitor - with energy monitor, Hybrid System indicator, 1 minute / 5 minute fuel consumption and past record displays		
	Multi Information Display - with Eco drive support monitor, Hybrid System indicator, fuel consumption and range settings		
	Multi Information Display - with Eco drive support monitor, Hybrid System indicator, fuel consumption and energy monitor displays, range, dynamic radar cruise control, pre-crash safety system, outside temperature display		
	Head Up Display - with vehicle speed, Hybrid System indicator		Satellite Navigation
	Dash light dimmer and digital clock, twin trip meters		
AUDIO	6.1" liquid crystal touchscreen display, AM/FM radio, single disc in-dash CD player, audio input jack, USB port, Bluetooth handsfree phone capability, audio streaming and phone book access capability		
	7" liquid crystal touchscreen display, AM/FM radio, single disc in-dash CD player, audio input jack, USB port, voice recognition, Bluetooth handsfree phone capability, audio streaming and phone book access capability		
	Speaker system x 8 - JBL with GreenEdge amplifier		
	HDD Satellite Navigation System and Intelligent Park Assist (IPA) System		
SAFETY AND SECURITY	Airbags x 7 - Driver and passenger front, side, driver's knee and front/rear curtain shield airbags		
	Seatbelts - Front 3-point ELR with pre-tensioners and force limiters, adjustable front seat belt anchors		
	Seatbelts - Rear 3-point ELR/ALR		
	Child proof rear door locks. Child restraint ISO fixing points (2) and tether anchors (3)		
	Emergency brake light function		
	Headrests - Height adjustable front (active) and rear		
	Back monitor		
	Pre-crash safety system (with pre-crash seatbelts, brake assist and brake activation)		
OPTIONS	Power glass sunroof with solar panel		
	Air conditioning - Solar powered ventilation system and remote control		

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SB291
Aug 2012
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contact your nearest Authorised Toyota Dealer. They will be glad to assist. (Production effective December 2011)

Colour swatches are of colour example only. Exterior styling will differ per model.

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