



PRIUS PRIME



Prius Prime features all the attributes of the popular Prius, with the added practicality and convenience of plug-in charging.

Prius Prime

There is nothing quite like a Prius from the first moment you see one. A stand-out in its own right, the Prius Prime takes the sleek aerodynamically enhanced exterior styling of the Prius and adds to it with unique detailing and the ease of plug-in charging.

Charge ahead

The Prius Prime features an 8.8kWh Lithium-ion HV battery which can be plugged into a standard 230V/8A power socket for convenient charging, either overnight at home or - where facilities allow - during your busy day at the office.

Thanks to its ability to recharge, the Prius Prime gives the driver extra flexibility and distance.

Weighted combined fuel consumption is a remarkable 1.5-litres/100km*.

In pure EV mode, the Prius Prime has a city driving maximum EV range of approximately 51.9km, making the average Kiwi commute a fuel-free experience altogether.

With all this convenience wrapped in a modern design and backed by Toyota’s globally recognised reputation for absolute reliability, the Prius Prime delivers on every count.

* Fuel consumption and emissions as per WLTP (combined cycle)



Exceptional exterior design

The Prius Prime adopts unique exterior detailing that lets it stand out from the pack.

LED headlights and LED Daytime Running Lights are features of the dynamically styled front.

The Prius Prime side view shows off the aerodynamically styled 15” alloy wheels.

At the rear, uniquely configured combination lights, a spoiler and the ‘double bubble’ windscreen design further undertake Toyota’s exceptionally successful approach to aerodynamic efficiency.

Six exterior colours are available, including Blue Magnetism shown here.



Intelligent Parking Assist

Need a hand parallel parking? The Toyota Prius Prime has you covered with Intelligent Parking Assist.

Thanks to the vehicle’s high-speed computer processors, Intelligent Clearance Sonar, front and rear parking sensors, the reversing camera system, Blind Spot Monitor and Rear Cross Traffic Alert, Prius Prime really does have eyes everywhere.

This comes into its own when approaching a potentially tight parking spot.

Intelligent Parking Assist calculates steering angle data and matches it with obstacle information to give you an accurate picture - backed with real geometry - of the parking scenario you are entering into.

When the Intelligent Parking Assist system is activated, the central processor calculates the optimum parallel or reverse park steering angles and then interfaces with the Electric Power Steering system in the Prius Prime to guide the car into the detected parking spot.

No fuss, no bother and - most importantly - no stress.

PRIUS PRIME

An interior for the modern age

The Prius Prime boasts a modern cabin environment befitting the technological DNA of this popular model.

The Prius Prime has been designed with ultimate driver and passenger comforts in mind. From steering wheel switches, to audio displays, safety features and rear seat comfort, the Prius Prime has you and your passengers covered.

Making sure the driver can access all aspects of the vehicle’s comfort, convenience and trip information while maintaining concentration on the road ahead is a complex task, but the Prius Prime matches it.

In addition to the streamlined design, you can also scroll through the Multi Information Display options from the controls on the Prius’ steering wheel. Black fabric is standard throughout, or black leather accented seats are available as an option.

For occupants with a Qi compatible wireless charging device, there is a handy charging panel in the centre console. Turn on the Qi panel, then just place your device on the pad and charging will happen automatically, without any need for fussy, untidy cables.

From the instrument panel you can modify convenience settings such as air conditioning system preferences, audio settings and the energy consumption details of your journey.



PRIUS PRIME SHOWN WITH OPTIONAL LEATHER ACCENTED INTERIOR



- ① The Prius Prime's modern interior features soft-touch trim panels with crisp, piano black accents, black fabric or optional black leather accented seats
- ② The 10-speaker JBL Premium Audio package is accessed through an intuitive 7" touchscreen display
- ③ Intelligent S-Flow climate air conditioning is directed to specific areas of the cabin when the front passenger seat occupant sensor is triggered and by detecting if one of the rear doors has been opened and closed
- ④ Prius Prime features heated front seats for added comfort on colder mornings



- ⑤ The rear seats have space for 3 passengers with ELR seatbelts for all plus Pre-Tensioners and Force Limiters for the outer seats
- ⑥ Convenient wireless charging is provided for suitably equipped mobile devices
- ⑦ Prius Prime is delivered with New Zealand certified Type 2 - 8 amps 5 metre long charging cable
- ⑧ Prius Prime luggage space can be adapted to your needs with 60/40 split fold rear seats





Peace of mind motoring with Toyota Driveaway Value

Every new Toyota comes with Toyota Driveaway Value*, which includes all On-Road Costs, plus the added benefit of Toyota Care Service Advantage*.

This means you're covered for up to 5 years of ownership, as it comes with: 5 years warranty (if scheduled servicing is met), 5 years roadside assistance, 5 years Warrant of Fitness coverage, 5 years capped price scheduled servicing coverage.

Plus your On-Road Costs are covered, including: Full tank of fuel, Registration, Warrant of Fitness, 1000km RUC (for diesel vehicles), Genuine Floor Mats.

Prius Prime also comes with 8 years (or 160km) Hybrid Battery warranty. All this means your Prius Prime will be with you for the long haul.

*T & C's apply, visit Toyota.co.nz for full T & C's.

Safe in every sense

The Toyota Prius Prime really does take occupant safety to the next level.

For a start, it has been awarded a 5-Star ANCAP safety rating, meaning it's a high achiever when it comes to protecting everyone on board.

The comprehensive Toyota Safety Sense package is a standard feature in the Prius Prime. This premium level of technology affords drivers a truly impressive level of standard safety equipment, incorporating a number of safety features that provide extra peace of mind on New Zealand's busy highways and byways.

Technologies bundled into this all-encompassing system include Toyota's Pre-Collision System with Autonomous Emergency Braking, Dynamic Radar Cruise Control, Lane Departure Alert, Adaptive High-beam System and Road Sign Assist. Additional safety technologies such as Blind Spot Monitoring that alerts when vehicles are approaching unseen from the rear and Rear Cross Traffic Alert which gives the driver an audible warning if a vehicle is approaching from the left or right during reversing manoeuvres.

If the Pre-Collision System determines that a collision is imminent, the driver is alerted with audio and visual warnings. The system may also provide additional braking force using Brake Assist. If the driver doesn't apply the brakes in time, the system may automatically apply the brakes in order to prevent or alleviate a collision.



The intuitive 7" touchscreen display that normally displays the audio controls becomes the Parking Assist Monitor when reverse gear is selected. The dynamic guidelines show orientation of the car in the available parking space.



10.2m

Electric Power Steering (EPS) is vehicle speed sensitive so low speed manoeuvres require minimal effort while at highway speeds less assistance is provided. The turning circle is a city friendly 10.2m.

All tech, all the time

There is plenty of technology on-board the Prius Prime. Much of it is working quietly in the background to ensure you are delivered the most efficient driving experience possible.

But a lot of it is at your fingertips. The EV City drive mode allows you to get the absolute best performance out of the Prius Prime's Lithium-ion HV battery, while regardless of how you got there, Intelligent Clearance Sonar and Intelligent Parking Assist will make sure you can get in and out of narrow city parking spaces with ease.

Other technological highlights include Road Sign Assist, a dual-zone air conditioning system, a tyre pressure warning system and satellite navigation with SUNA Traffic channel*, which provides the driver with real-time information on congestion along the chosen route and may suggest alternative ways of getting to the desired destination.

* Traffic information only available in some regions

Exterior colours



040 Glacier White



070 Crystal Pearl



1G3 Graphite



218 Eclipse



3U5 Emotional Red



791 Blue Magnetism

Interior trim



Black Fabric




Black Leather Accented - OPTIONAL


PRIUS PRIME SPECIFICATIONS


MECHANICAL SPECIFICATIONS	1.8 Litre, 4 cylinder. In-line type. 16 Valve Double Overhead Camshaft (DOHC) with Variable Valve Timing with intelligence (VVT-i). Maximum power: Petrol engine 72kW @ 5200 rpm; maximum torque 142Nm @ 3600rpm. Total combined system output (Engine + Hybrid System) 90kW
	Fuel type: 95 octane or higher; fuel tank capacity 43L
	Weighted combined fuel consumption 1.5L/100km; weighted combined CO ₂ emissions 34.91g/km - WLTP*. Exhaust emission standard EURO 6b
	Transmission: Electronically Controlled Continuously Variable Transmission (ECVT) with ECO, Normal and Power drive modes
EV CHARGING & PERFORMANCE	Plug-in Hybrid Electric Vehicle (PHEV) with Lithium-ion Battery, Dual Motor drive system
	Battery charging times: Mode 2: approx 4 hours 30 minutes @ 230V/8A. Mode 3: approx 1 hour 50 minutes @ 230V/16A; Supplied charging cable Type 2 230V/6-8A
	Maximum approximate EV driving range 51.9km (City driving); Maximum EV speed 135km/h
	Powertrain modes: Hybrid Vehicle, Electric Vehicle, Electric Vehicle City and Battery Charge Mode
STEERING, BRAKES & SUSPENSION	Charging schedule: select time to start charging; select departure time
	Brakes: ventilated front and solid rear disc brakes
	Suspension front: MacPherson struts with stabiliser bar. Rear: Trailing wishbone with stabiliser bar
	Steering: Vehicle speed sensitive Electric Power Steering (EPS); Minimum turning circle 10.2m (tyre) and 2.84 turns lock to lock
EXTERIOR FEATURES	Wheels: 15" Alloy; Tyre size: 195/65 R15, tyre repair kit
	Body coloured front and rear bumpers with black and grey accents; body coloured exterior door handles
	Double bubble aerodynamic enhancing rear windscreen
	Body coloured electric exterior mirrors with side indicator lights, heater and auto folding function
INTERIOR FEATURES & CONVENIENCE	4-projector LED headlights with Adaptive High-beam System (AHS) and automatic levelling; 'Follow me home' function
	LED Daytime Running Lights (DRL); LED front fog lights; LED high stop light and rear combination lights; rear fog lights
	Rain-sensing front windscreen wipers with variable intermittent function
	Dual zone climate control air conditioning with pollen filter and remote start, S-Flow function
AUDIO & SAT NAV	Steering wheel: Leather with black ornamentation; audio and vehicle controls
	Fabric seat material; Front seats: manual slide and recline; driver's seat height adjustment and power lumbar support; front seat heaters. Rear seats: 3 person 60/40 split folding
	Smart entry and push button start system
	Power windows with one touch auto up/down, anti-jam safety function
SAFETY AND SECURITY	2 x 4.2" Multi Information Display, Hybrid System indicator, fuel consumption and energy monitor, range and outside temperature displays
	Colour Head-Up Display
	Wireless charger for compatible Qi devices
	Auto dimming inside mirror
DIMENSIONS	Tonneau cover
	10 x speaker JBL premium audio, AM/FM radio, single disc in-dash CD player, 3.5mm input jack, 1 x USB port, voice recognition, Bluetooth handsfree phone capability, audio streaming and phone book access capability; Mobile Assistant and Miracast
	7" display: Satellite Navigation System with SUNA Traffic Channel System (traffic information available in some regions only)
	5-star ANCAP 2016 safety rating
OPT	Toyota Safety Sense: Pre-Collision System with Autonomous Emergency Braking vehicle and pedestrian detection, Lane Departure Alert with steering assist function, Vehicle Sway Warning, Road Sign Assist, All-speed Dynamic Radar Cruise Control, Adaptive High-beam System
	Airbags x 7 - Driver and front passenger, driver's knee, front seat side, front and rear curtain shield airbags
	Anti-lock Braking System with Electronic Brake-force Distribution, Emergency Stop Signal
	Drive Start Control, Hill-start Assist Control, Traction Control, Vehicle Stability Control, Adjustable Speed Limiter, Tyre pressure warning system
	Blind Spot Monitor and Rear Cross Traffic Alert
	Seatbelts: Front 2 x 3-point Emergency Locking Retractor (ELR) with pre-tensioners and force limiters, adjustable front seat belt anchors; Rear 3 x 3-point ELR with pre-tensioners and force limiters on outer seats
	Child proof rear door locks. Child restraint 2 x ISOFIX & 2 x Tether Anchors
	Parking assistance: Reversing camera with dynamic guidelines; Intelligent Park Assist (self park functionality); Intelligent Clearance Sonar with 4 x front & 4 x rear sensors
	Immobiliser and alarm
	Overall length / width / height:
	4645 / 1760 / 1470mm
	Wheelbase:
	2700mm
	Seating capacity:
	5
	Luggage capacity - 2nd row up:
	360L
	Kerb weight - min - max / Gross vehicle weight:
	1530 - 1550 / 1930kg
	Towing
	Not rated
	Black leather accented seat trim


Every new vehicle comes with added Toyota Driveaway Value*. This value package includes all on-road costs - full tank of fuel, 1 year registration, 1,000km Road User Charges (if applicable) and genuine floor mats. Plus, up to: 5 years warranty | 5 years roadside assistance | 5 years WOF coverage | 5 years capped price service coverage *TERMS AND CONDITIONS APPLY

Because Toyota believes in going the extra mile we offer comprehensive support and a great range of products and services for our valued customers. VISIT: toyota.co.nz | CALL: 0800 TOYOTA









* Fuel consumption and emissions as per WLTP (combined cycle) are tested in a controlled environment. These figures are for comparison purposes only between other makes and actual fuel consumption may vary under real world driving conditions. Fuel consumption will vary depending on many factors including driving conditions/style, vehicle usage, condition and options/ accessories fitted. Every endeavour has been made to ensure text details and specifications contained in this publication were accurate as at 15 June, 2020. Toyota New Zealand Limited reserves the right at any time to introduce any changes deemed necessary to improve the models shown or for any other reason. Paint and upholstery colours shown in this brochure may differ from actual colours due to variations in printing processes. For further information contact your nearest Toyota Store. They will be glad to assist. [Production effective May 2019]

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