



**TOYOTA**  
*Believe*

**PRIUS C**



# PRIUS C



Who said hybrid technology needs to be expensive? Since its debut the clever, compact Prius c has redefined what owning a true hybrid hatchback really means.

It means a spirited driving experience in the city, room for you and your family, clever technology paired with great looks and of course, ultra-low fuel consumption and fewer CO<sub>2</sub> emissions. The Prius c is as perfectly suited to your every day, inner-city adventures as it is to that open road escape. With sleek exterior styling cues, sporty steel or alloy wheels and a surprisingly spacious, modern interior, the Prius c mixes urban practicality and leading-edge technology together in one dynamic package.



PRIUS C GX IN GLACIER WHITE

PRIUS C SX IN AQUAMARINE

## Hybrid meets vibrant

How does the Prius c achieve its incredible combined fuel consumption of just 3.9-litres/100km?

Through decades of continual research and development, Toyota has perfected the Hybrid Synergy Drive (HSD) system to provide proven performance technology matched to everyday, real-world driving.

Paired with the Prius c's electronic continuously variable transmission (ECVT) to optimise performance as finely as possible, the 1.5-litre, four-cylinder engine with Hybrid Synergy Drive delivers drivers the best of both worlds: an economical and enjoyable drive for those urban errands, as well as plenty of responsive power when venturing out onto the open road.

Press ECO mode around town and you could save even more as the vehicle will automatically adjust engine response and air conditioning to reduce fuel usage. What's more, the clever Prius c can even keep track of how much money you've saving as you drive, giving you 'real world' feedback on the efficient capabilities of Toyota's Hybrid Synergy Drive system.

Regardless of where you're going, your journey in the Prius c will be kinder on your pocket as well as the planet.

### Exterior - Pure street appeal

Sharp, modern styling sets the Prius c apart from the crowd. Large, bright halogen headlights and LED taillights compliment the stylish bodywork, with Toyota's updated, wide-open signature grille design adding a touch of sportiness to the Prius c's front profile.

Swage lines which accent this efficient hatchback's compact body run the length of the car, and showcase the way the Prius c's wheels are pushed out to the extremities, underlining stability and balance when on the move.

Because no two Prius c owners are the same, an extensive colour palette of nine modern exterior hues is available. The range of colours includes plenty of bright and zesty options like Tango, Aquamarine, or Cherry, which all give this compact hatch even more character.

### Interior - Modern comfort

There is plenty of substance beyond the Prius c's attractive exterior. Inside the cabin five can be seated in comfort, with 60:40 split rear folding seats adding to the hatchback's practicality and a 260-litre luggage area at the ready to take care of your everyday load-hauling needs.

Just because the Prius c represents a more budget-minded approach to leading hybrid technology, there's no scrimping on the finer details inside the cabin.

Stylish matt-black and silver trim highlight certain surfaces, while a mix of chrome- and silver-finish ornamentation, as well as stylish 'piano black' gloss inserts draw the eye to various controls and instruments.

Besides Bluetooth hands-free calling and audio streaming technology, climate control air conditioning and cruise control, you'll enjoy other fresh ideas too, like an upgraded full colour 4.2" Multi-Information Display, detailing crucial car and trip data right in front of you.

Speaking of leading-edge convenience technology, the Prius c SX features integrated satellite navigation with SUNA Traffic\*. This impressive system advises the driver in real-time of congestion along the chosen route, and suggests alternative routes to speed you on your way without delay.

And before you set out on your journey, the standard reversing sensors and convenient reversing camera help you manoeuvre safely away.

\* TRAFFIC INFORMATION ONLY AVAILABLE IN SOME REGIONS



PRIUS C SX IN SILVER PEARL



PRIUS C SX





PRIUS C GX IN GLACIER WHITE

Suitably attired for a hatchback boasting clever hybrid technology, the Prius c GX boasts an extensive list of standard special features. These include convenience functions such as climate control air conditioning, Bluetooth phone connectivity and audio streaming, and a reversing camera paired with reversing sensors for extra assuredness in those tighter urban parking environments.

At the heart of the Prius c GX's cabin is a bright, clear 6.1" Display Audio touchscreen, giving you access to audio information, hands-free phone and phone book access capability.



PRIUS C GX IN GLACIER WHITE

**GX**  
 FRONT WHEEL DRIVE  
 1.5L PETROL + HSD  
 ELECTRONICALLY CONTROLLED CONTINUOUSLY VARIABLE TRANSMISSION

- 1 Toyota's acclaimed Hybrid Synergy Drive (HSD) system has been decades in the making and has been continually improved upon with each successive generation of new Toyota hybrid model, the dynamic Prius c included
- 2 The Prius c features modern-looking frontal styling, with bright halogen headlights and fog lamps, while LED taillights and rear reflex indicators ensure your Prius c is as visible from behind at night as it is to oncoming traffic
- 3 You and your passengers enjoy an impressive level of safety while travelling in the 5-star ANCAP safety rated Prius c, with 7 airbags as standard and a host of driver assistance technologies to help keep you on the right path
- 4 Every Prius c features a Multi-Information Display that also details eco savings data, giving the driver the ability to track monthly fuel costs, providing a 'real world' insight into how much the Prius c is saving in fuel costs
- 5 The Prius c multi-function steering wheel has been designed to be intuitive to use while on the move, with all key functions available at the push of a thumb
- 6 Thanks to a 60:40 split rear folding seat, you can load long or awkwardly shaped items. With the help of a clever one-touch fold down mechanism, you can stow and go quickly and easily. The Prius c's compact Nickel Metal-Hydride battery is housed under the rear seat so doesn't intrude on available luggage space.



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PRIUS C GX IN TANGO

PRIUS C GX IN GLACIER WHITE



4



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# SX

FRONT WHEEL DRIVE  
1.5L PETROL + HSD  
ELECTRONICALLY  
CONTROLLED  
CONTINUOUSLY  
VARIABLE  
TRANSMISSION



PRIUS C SX IN SILVER PEARL



Building on the GX grade with extra premium features, the SX gains a genuine leather-trimmed steering wheel, stylish rear side, quarter and back window privacy glass, newly-designed 15" alloy wheels and grade-specific chrome detailing through the centre of the grille. A newly designed roof spoiler adds a sportier flavour to the SX too, while powered folding exterior mirrors and standard Satellite Navigation with intuitive SUNA Traffic\* inside add practical plus-points to this comprehensively kitted-out hatchback.



\* Traffic information only available in some regions



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- 1 Satellite navigation is standard in the SX and features SUNA Traffic\*, which gives the driver accurate route information in real-time
- 2 In addition to the Hybrid Synergy Drive system, the Continuously Variable Transmission (CVT) helps deliver greater fuel efficiency, along with an engaging drive experience, wherever you take your Prius c
- 3 There is a variety of technology onboard to add convenience to your drive, including Bluetooth hands-free phone and audio streaming capability, accessed through a bright and easy-to-read 6.1" touchscreen display
- 4 Take time to explore the interior detailing in Prius c. The combination of textured and fluted surfaces combined with bright chrome and glossy piano black make for a sophisticated interior
- 5 Both Prius c models have a smart entry and start system
- 6 The Prius c SX augments Toyota's modern grille design with chrome accenting. Newly designed 15" alloy wheels add further to the SX grade's premium character. Stylish privacy glass in the rear side and back windows add a touch of premium practicality to the SX

\* TRAFFIC INFORMATION ONLY AVAILABLE IN SOME REGIONS



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4



PRIUS C SX IN AQUAMARINE

PRIUS C SX IN SILVER PEARL

## Safe in the city ...and beyond

The 5-star ANCAP rated Prius c gives you peace of mind while you're out and about getting on with your day.



PRIUS C GX IN GLACIER WHITE

## Make Prius c your own

There is a Toyota Genuine Accessories component that will enhance your Prius c. Front, back, interior and exterior; Prius c is covered.



PRIUS C SHOWN FITTED WITH 15 INCH PODIUM ALLOY WHEELS.

There is a full complement of 7 airbags onboard, including driver and front passenger, front side, driver's knee and front/rear curtain shield protection.

Front seating positions feature 3-point, Emergency Locking Retractor (ELR) seatbelts, pre-tensioners and force limiters, while the rear seat includes 3-point ELR seatbelts in all three positions. Child seats can be secured with two ISOFIX fixing points in each of the outside positions and three tether anchors across all rear seats.

Before you even set off on your journey, you'll enjoy the convenience of reverse parking sensors and a bright, clear reversing camera on every Prius c.

Then, once out on the busy city streets or even further afield, standard safety equipment on every Prius c includes Vehicle Stability Control (VSC) and Traction Control (TRC), which work together to keep the car on a stable footing in tight corners or where road conditions become hazardous.

Every Prius c also features Hill-Start Assist Control (HAC) and, if you need to stop in a hurry, Brake Assist (BA) and Electronic Brake-force Distribution (EBD) will help slow you safely.

And for even more peace of mind, the technologically advanced body structure of the Prius c has even been designed to minimise the effect of any collision with pedestrians.

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 9.6m



PRIUS C SX IN TANGO

9.6m



Prius c occupants are well protected with driver and front passenger, front side, driver's knee and front/rear curtain shield airbags.



Well-located ISOFIX rear seating fixing points enable child seating to be more easily attached.



Vehicle Stability Control (VSC) and Traction Control (TRC) work in the background to add an extra margin of safety.



Safety isn't just a priority for Prius c. The 5-Star ANCAP safety rating is testament to its renowned Toyota build quality.

Only Toyota Genuine Accessories are designed and manufactured to the same high standard as original parts. Fitting Genuine Toyota Accessories also ensures the integrity of your vehicle, with components tested to exacting standards for New Zealand conditions and backed by a 3 year or 100,000 kilometres\* warranty.

\*Whichever comes first. Warranty valid from when accessory fitted, at time of new vehicle purchase at your authorised Toyota Dealer.



Weathershields - slimline. Set of four tinted weathershields. These allow fresh air into the cabin while protecting you from the elements.



Cargo liner. This all weather rubber cargo liner will keep your boot protected. It's custom moulded to ensure a secure fit but can be removed and hosed off for easy cleaning.



First aid kit. Personal first aid kit for first response and minor injuries.



Alloy Wheels. Distinctive 15" Podium alloy wheels with a dark metallic-grey finish.



Carpet Floor Mats. Protect the floor area of your C-HR from daily wear and tear with tailored carpet floor mats. The driver's side floor mat features two retaining clips to ensure it stays securely in place.



Safety cone. Collapsible 450mm Safety cone with reflective orange shell and internal light.

### Prius c exterior colours

Glacier White  
040



Silver Pearl  
METALLIC  
1F7



Graphite  
METALLIC  
1G3



Ink  
MICA  
209



Aquamarine  
CRYSTAL SHINE  
792



Tidal Blue  
METALLIC  
8T7



Zest  
MICA METALLIC  
588



Tango  
METALLIC  
4X3



Cherry  
3P0



### Prius c interior trim

Prius c  
Black fabric seats with blue stripe & two solid insert panels.



# PRIUS c SPECIFICATIONS

	PRIUS c GX	PRIUS c SX
MECHANICAL SPECIFICATIONS	Petrol Engine: 1.5 Litre, Atkinson Cycle 4 cylinder. In-line type. 16 Valve Double Overhead Camshaft (DOHC). Variable Valve Timing with intelligence (VVT-i)	
	Hybrid System: Nickel Metal-Hydride (Ni-MH) Battery	
	Total system output (Engine and Hybrid system)	
	Maximum Power: Petrol Engine	
	Maximum Torque: Petrol Engine	
	Fuel Consumption: ADR 81/02 (Combined cycle); CO <sub>2</sub> Emissions: ADR 79/04 (Combined cycle)	
	Exhaust Emission Standard	
	Transmission: Electronic Continuously Variable Transmission (E-CVT)	
	Fuel tank capacity: Recommended octane rating 91 or higher	
STEERING, BRAKES & SUSPENSION	Brakes: Front - Power-assisted ventilated disc. Rear - Leading-trailing drum	
	Suspension: Front - MacPherson struts with stabiliser bar. Rear: Torsion Beam Type	
	Minimum turning radius 4.8m turning radius / 2.65 turns lock to lock	
	Wheels: Design and size	
	Tyre size:	
Spare wheel		
EXTERIOR FEATURES	Front design: Body coloured front bumper with front air spats	
	Side design: Body coloured exterior door handles	
	Side design: Exterior mirrors with electrical adjustment	
	Side design: Rear side and rear door privacy glass	
	Rear design: Body coloured rear bumper, air spats and rear spoiler (large type for SX)	
	Headlights: Halogen with manual levelling	
	Front fog lights integrated into lower front bumper	
	LED rear tail lights; LED high stop light	
	Windscreen wipers: Washer-linked variable intermittent. Rear window wiper	
INTERIOR FEATURES & CONVENIENCE	Interior trims: Black and Navy Blue fabric seats. Instrument panel: Dark Grey with chrome instrumentation	
	Front seats: Driver's seat with slide, recline and vertical height adjustment. Passenger with slide and recline functions - manual adjustments	
	Rear seats: 60:40 split offers various convenient configurations for luggage and cargo	
	Storage: storage tray and 2 x cup holders in centre console, 1 x cup holder in rear console, center console storage box with tray, large glove box door pockets with bottle holders, rear package tray, hidden storage under luggage floor	
	Windows: Power windows front and rear, driver's auto up/down	
	Air conditioning with climate control and a clean air filter	
	Steering wheel and controls: 4-spoke steering wheel with controls for: audio volume, seek, mode; MID 4-direction switch; trip switch; cruise control; steering wheel. Tilt and telescopic adjustments	
	Cruise control	
	Smart entry and start system: Engine power button, smart key system with driver's front, front passenger door and boot touch sensors	
	Multi-Information Display (MID) with steering wheel control selection: 4.2" TFT Screen with 5 minute fuel consumption history, average fuel consumption, average speed, HV battery capacity, cruising range, digital clock, driving time, Eco score, economy meter, energy monitor, EV distance and percentage, fuel cost from start, instant fuel consumption, odometer, outside temperature, welcome and end screens	
	Meter illumination control	
	Shift Position Indicator on gear lever and dash	
	Digital clock	
	Twin trip meters	
AUDIO & CONTROLS	6.1: TFT touch screen display, radio with single disc CD player, 1 x USB connection, Bluetooth handsfree phone capability and audio streaming	
	Satellite Navigation and SUNA Traffic Avoidance System (traffic information only available in some regions)	
	Voice recognition	
SAFETY AND SECURITY	5-Star ANCAP safety rating	
	Anti-lock Braking System (ABS), Brake Assist (BA), Electronic Brake-Force Distribution (EBD), Electronically Controlled Brake-Regeneration (ECB-R)	
	Traction Control (TRC) and Vehicle Stability Control (VSC)	
	Hill-start Assist Control (HAC)	
	2x3-point Emergency Locking Retractor (ELR) front seatbelts with pre-tensioners and force limiters. 3x3-point Emergency Locking Retractor (ELR) rear seatbelts with roof mounted center seat belt; front seat with belt warning light and buzzer	
	Child proof rear door locks and child restraint 2 x ISO fixing points and 3 x tether anchors	
	Airbags x 7: Driver and front passenger, front side, driver's knee and front/rear curtain shield airbags	
	Engine Immobiliser	
Headrests: Front and rear height adjustable		
DIMENSIONS	Overall length/width/height	
	Wheelbase	
	Luggage capacity: Rear seats up	
	Kerb weight: Minimum/maximum	
	Gross vehicle weight	

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\* Fuel consumption as per ADR 81/02 and emissions as per 79/04 (Urban/Extra Urban/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 a 12 October, 2017. 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. Some models shown in this brochure may have optional accessories fitted. For further information contact your nearest Authorised Toyota Dealer. They will be glad to assist. [Production effective June 2017]

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