



# PRIUS





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Changing the world,  
one driveway at a time

When it arrived on the world stage almost 20 years ago, the Prius redefined what was possible in an everyday passenger car. It signalled the beginning of a new movement; one that strove to combine performance and practicality with a greater emphasis on both economy and the environment.

Today, after more than 10 million hybrid sales globally, the Prius remains Toyota's hallmark hybrid car. Featuring a dynamic, cutting-edge exterior design, an impressive array of standard technology and a high level of comfort and convenience onboard, the Prius is also more fuel efficient and more fun to drive than ever before.

Continuing to push the boundaries of development and design, the evolution of the Prius is a true technological adventure worth taking. Come with us and see for yourself.





# Prius ZR

PRIUS ZR 1.8L PETROL / HYBRID ECVT



The distinctive stance and technological prowess of the Prius ZR and SX variants is accentuated by the dynamic, modern exterior look. Dramatic LED headlights and taillights, high contrast alloy wheels and a smooth, low-slung silhouette create a striking impression.

The Prius ZR features a premium interior that combines practical space and versatility with cutting-edge technologies, such as Toyota's intelligent S-Flow air conditioning system and the Qi wireless charging tray for compatible devices.

The stylish wrap-around dashboard, centrally housed instrumentation, colour Head-Up Display information system and supportive seats all serve to improve visibility, ease-of-use and driver and passenger comfort.

There remains nothing quite like a Prius, where form meets function with a dash of fashion.



- 1 The roof tapers into a black c-pillar arrangement, giving the Prius a 'fastback' silhouette which brings to mind a low-slung coupe-like side profile
- 2 Stylish 17" contrasting black and silver alloys are standard for both Prius variants
- 3 The dynamic recessed LED headlights add a striking contemporary look to the Prius
- 4 The front and rear bumper assemblies and the rocker panels below the Prius' doors have been styled to maximise aerodynamic performance
- 5 Daytime LED Running Lights are standard on every Prius
- 6 The rear hatch opens wide to ensure the easiest possible access to your cargo items in the boot
- 7 Every Prius features a 'shark fin' antenna and an integrated rear spoiler



- 1 The Prius ZR's modern interior features soft-touch trim panels with crisp, piano white accents and leather accented seats. The Prius ZR driver's seat features 8-way power adjustability and lumbar support
- 2 Intelligent S-Flow air conditioning is standard in every Prius. This system identifies which seats are occupied, and directs climate control air conditioning specifically where it is needed most
- 3 Every Prius receives a 10-speaker JBL Premium Audio package accessed through an intuitive 7" touchscreen display
- 4 Head-Up Display technology is standard in every Prius and allows the driver to see important vehicle and hybrid system information
- 5 The Prius ZR features heated front seats; a perfect way to start the day on those colder mornings
- 6 Driving in traffic is made easier in Prius with Blind Spot Monitor (BSM) that alerts when vehicles are approaching from the rear. Another safety feature of Prius is Rear Cross Traffic Alert that monitors for approaching vehicles when reversing



FOR MORE IMAGES AND DETAIL VISIT:  
[toyota.co.nz/our-range/prius](http://toyota.co.nz/our-range/prius)



# Prius SX



Whether your Prius SX is reserved for private use or multiplying the miles as a comfortable and reliable fleet vehicle, you'll go further on each tank of petrol with Prius' Hybrid Synergy Drive.

Toyota's proven hybrid system boasts a total power output of 90kW (petrol engine and hybrid system combined) and peak torque for the petrol engine of 142Nm. The Prius' Hybrid Synergy Drive has been developed and finessed through many years of engineering experience and ensures power and economy are delivered in equal measure so you get the most out of a tank of fuel, whatever your daily driving routine might be.

The environmentally-friendly Prius has an impressive combined fuel consumption of 3.4 litres/100km\*, thanks to Toyota's exceptionally clever thinking.

Favouring electric drive over internal combustion wherever possible, the spacious, reliable, economic Prius is a car that gives so much while taking so little.



- 1 The 7" touchscreen at the centre of the Prius' console is your information and entertainment hub and also displays the reversing camera image. This system includes dynamic guide lines to help you reverse
- 2 The multi-function steering wheel provides safe and easy access to a number of vehicle functions, such as Bluetooth handsfree phone connectivity, Voice Control, and Dynamic Radar Cruise Control (DRCC) to help you maintain a pre-set distance between you and the car in front
- 3 Prius features multiple driving modes to suit the driving environment. Power mode increases accelerator responsiveness, ECO mode helps to maximise fuel economy, while EV mode gives you clean emission-free motoring utilising electric power only
- 4 All Prius feature a Qi compatible wireless charging tray. Place a Qi compatible device on the charging pad and the battery will charge without the need for fussy cable connections
- 5 Both Prius variants feature a Smart Key System that allows doors to be unlocked and the engine started by simply carrying the smart key in a pocket, bag or purse



- 1 The Prius' unique roof-line has been designed for maximum aerodynamic advantage
- 2 From any angle Prius evokes an athletic stance
- 3 Dark tinted glass is used for the windows for added privacy
- 4 The Prius SX features Bi-Beam LED projector headlights with automatic high beam
- 5 The 17" alloy wheels have been designed specifically to help improve the aerodynamic performance
- 6 The Prius' rear doors open wide, allowing for easy entry and exit from the spacious interior
- 7 One of the standout features on every Prius is the dynamically designed LED headlight cluster, LED fog lights and LED Daytime Running Lights (DRL)
- 8 The Hybrid battery is housed underneath the rear seat - this allows unencumbered luggage space and maintains a low centre of gravity
- 9 Every Prius has the Hybrid Synergy Drive (HSD) system at its heart

\*Fuel consumption and CO<sub>2</sub> emissions will vary depending on driving conditions/style, vehicle condition and options/accessories fitted.  
Fuel consumption (combined ADR 81/02), CO<sub>2</sub> emissions (combined ADR 79/03).





# Prius Hybrid Technology

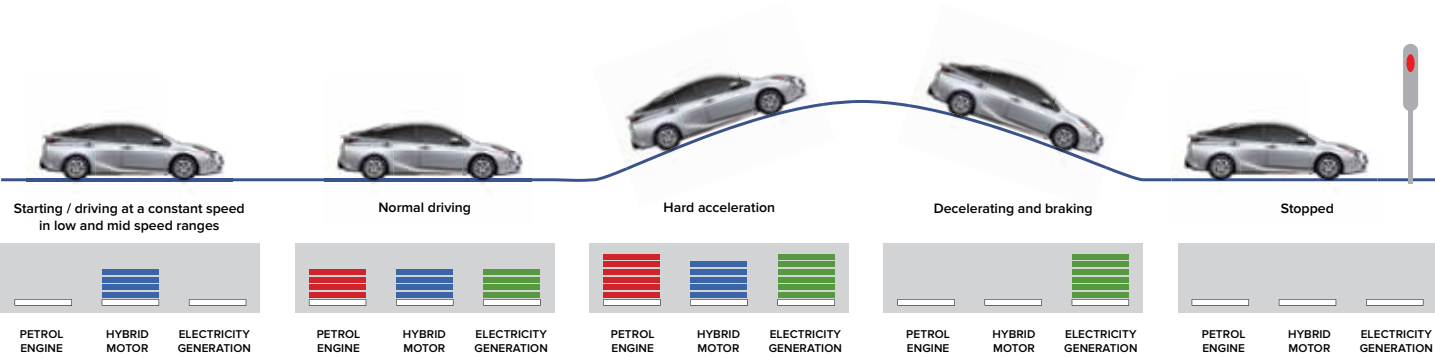


- 1

Toyota's well proven Hybrid Synergy Drive (HSD) is a full hybrid system. It includes a Permanent Magnet Synchronous Motor powered by a Nickel Metal-Hydrde (Ni-Mh) battery. This is matched to perform in perfect harmony with a petrol driven combustion engine. 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.
- 2

The Prius' hybrid battery is located under the rear seat, which helps create much more space in the boot; a bonus whether your Prius is family transport, your office on the go, or both
- 3

The aerodynamically efficient new Prius has a drag coefficient of 0.24. The sculpted body panels, tapering roofline and under-floor panels combine to ensure no energy is wasted.

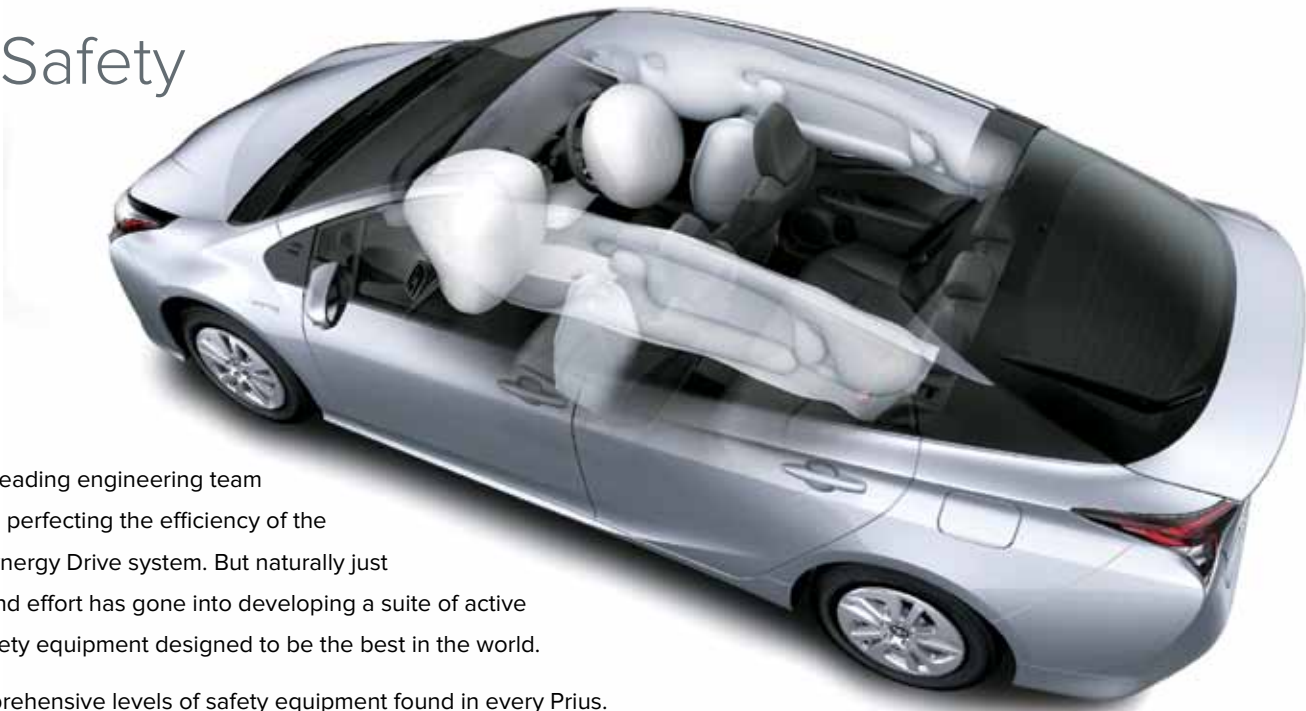


Fuel and energy consumption will vary depending on many factors including driving conditions/style, vehicle usage, condition and options/accessories fitted.

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# Prius Safety



Toyota’s world-leading engineering team has spent years perfecting the efficiency of the Prius’ Hybrid Synergy Drive system. But naturally just as much time and effort has gone into developing a suite of active and passive safety equipment designed to be the best in the world.

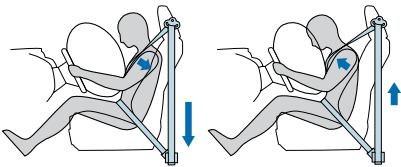
There are comprehensive levels of safety equipment found in every Prius. A reversing camera with dynamic guidelines ensures reversing manouvres have an added safety margin. Aiding vehicle control are Traction Control (TRC) and Vehicle Stability Control (VSC) which ensures safe driving in challenging conditions. The proven Anti-lock Braking system (ABS), gives you the confidence to control your ability to stop rapidly when you need to.

Prius occupants are protected with 7 x airbags. Child seats can be secured in the rear seat with 2 x ISOFIX mounting points and 3 x tether anchors.

Also standard for both Prius variants is the comprehensive Toyota Safety Sense system. This suite of advanced technologies is designed to help support the driver’s awareness and decision-making while out on the road. Toyota Safety Sense incorporates a Pre-Crash System (PCS) that includes Autonomous Emergency Braking with vehicle and pedestrian detection features, Lane Departure Alert (LDA) with Steering Control Function, All-speed Dynamic Radar Cruise Control (DRCC) with Automatic Brake Control and Automatic High Beam (AHB).

Also featured are Blind Spot Monitor (BSM) and Rear Cross Traffic Alert (RCTA) systems. BSM uses radar to detect vehicles or larger objects present in the driver’s blind spots (areas that cannot be seen using the outer mirrors alone). When a vehicle or large object is detected in a blind spot, it will inform the driver by illuminating the BSM indicator light in the corresponding outer mirror.

When reversing, RCTA detects cross-traffic that may intersect with your vehicle’s path. When an approaching object (either a vehicle or pedestrian) is detected, RCTA sounds a warning and flashes the outer rear view mirror indicator lights.



Front and rear pretensioners instantly tighten the seat belts at the time of a collision to help enhance occupant restraint performance. The force limiter function loosens the seat belts while maintaining the load to help mitigate the impact to the chest regions of the front seat occupants.



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.



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.

# Prius exterior colours



040 Glacier White



218 Eclipse



1F7 Silver Pearl



8W7 Blue Crush



1G3 Graphite



3T7 Pursuit Red

# Prius interior trim



PRIUS SX BLACK FABRIC



PRIUS ZR BLACK LEATHER ACCENTS

PRIUS SPECIFICATIONS		PRIUS SX	PRIUS ZR
MECHANICAL SPECIFICATIONS	1.8 Litre, 4 cylinder. In-line type. 16 Valve Double Overhead Camshaft (DOHC) with Variable Valve Timing with intelligence (VVT-i)	•	•
	Hybrid System: Nickel Metal-Hydride (Ni-MH) Battery, Permanent Magnet Synchronous A/C Motor	•	•
	Maximum power: Petrol engine 72kW at 5200 rpm; maximum torque 142Nm at 3600rpm	•	•
	Total combined system output (Engine + Hybrid System) 90kW	•	•
	Fuel type: 91 octane or higher; fuel tank capacity 43L	•	•
	Fuel consumption: ADR 81/02 combined cycle*	3.4L/100km	3.4L/100km
	CO <sub>2</sub> emissions: ADR 79/04 combined cycle*	80g/km	80g/km
	Exhaust emission standard	Euro 5	Euro 5
	Transmission: Electronic Continuously Variable Transmission (ECVT) with EV, ECO, Normal and Power drive modes	•	•
STEERING, BRAKES & SUSPENSION	Brakes: front ventilated and solid rear disc brakes; Electronically Controlled Brake system with Regenerative Brake Control (ECB-R)	•	•
	Suspension: Front: MacPherson struts with stabiliser bar. Rear: Double wishbone with stabiliser bar	•	•
	Steering: Vehicle speed sensitive power-assisted rack and pinion Electric Power Steering (EPS)	•	•
	Minimum turning circle 10.2m (tyre) and 2.85 turns lock to lock	•	•
EXTERIOR FEATURES	Wheels: Design and size	17" Alloy	17" Alloy
	Tyre size	215/45 R17	215/45 R17
	Spare wheel	Tyre repair kit	Tyre repair kit
	Body coloured front and rear bumpers and outside door handles	•	•
	Body coloured electric exterior rear view mirrors with side indicator lights, heater and auto folding/retract	•	•
	Headlights - Bi-Beam LED with automatic levelling, light control system	•	•
	LED Daytime Running Lights (DRL) - LED Fog lights	•	•
	Air Spats - Front and rear	•	•
	LED high stop light and rear combination lights	•	•
	Windscreen wipers - rain-sensing washer-linked variable intermittent. Intermittent rear window wiper	•	•
INTERIOR FEATURES & CONVENIENCE	Air conditioning - S Flow Climate control with pollen filter mode	•	•
	Steering wheel - with audio, Bluetooth, voice recognition, Dynamic Radar Cruise Control (DRCC), Lane Departure, ODO/Trip controls, 4-way multi-Information display controls	Synthetic Leather	Synthetic Leather
	Seat material and door trim	Fabric	Leather accents
	Seat heaters: Driver and front passenger with independent on/off buttons		•
	Seats - Front: slide, recline and driver's seat height adjustment, driver's seat power lumbar support; Rear: 60/40 split folding	•	Driver's seat power adjustment
	Smart entry (driver/front passenger doors, boot) and push button smart start system	•	•
	Interior lights: front door courtesy, front personal, illuminated entry system, luggage area, room, and vanity mirror	•	•
	Storage: front door and front seat back pockets, overhead sunglass holder, 4 x cup holders, illuminated glovebox and luggage area under deck board	•	•
	Windows: power with one touch auto up/down, anti-jam safety function	•	•
	2 x 4.2" Multi Information Display - with Eco drive support monitor, Hybrid System indicator, fuel consumption, energy monitor, range, twin trip meters, dynamic radar cruise control, pre-crash safety system and outside temperature displays	•	•
	Head-Up Display with vehicle speed, Hybrid System indicator	•	•
	Tonneau cover	•	•
AUDIO & CONTROLS	7" JBL premium audio display, 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; 10 x JBL speakers	•	•
	Satellite Navigation System with SUNA Traffic Avoidance System (traffic information available in some regions only)	•	•
SAFETY AND SECURITY	5-Star ANCAP safety rating	•	•
	Toyota Safety Sense: Pre-Crash System (PCS) with Autonomous Emergency Braking (AEB), Lane Departure Alert (LDA) with steering control function, All-speed Dynamic Radar Cruise Control (DRCC) with automatic brake control, Automatic High Beam (AHB)	•	•
	Emergency Stop Signal (ESS)	•	•
	Airbags x 7 - Driver and front passenger front, front side, driver's knee and front/rear curtain shield airbags	•	•
	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)	•	•
	Blind Spot Monitor (BSM) and Rear Cross Traffic Alert (RCTA)	•	•
	Seatbelts: Front 2 x 3-point ELR with pre-tensioners and force limiters, adjustable front seat belt anchors; Rear 3 x 3-point ELR with pre-tensioners and force limiters	•	•
	Child proof rear door locks. Child restraint 2 x ISO fixing points and 3 x tether anchors	•	•
	Headrests: Height adjustable front and rear	•	•
	Reversing camera with dynamic guidelines, display in audio unit	•	•
DIMENSIONS	Overall length / width / height:	4540 / 1760 / 1475mm	4540 / 1760 / 1475mm
	Wheelbase:	2700mm	2700mm
	Seating capacity:	5	5
	Luggage capacity - 2nd row up / 2nd row down:	502L / 1552L	502L / 1552L
	Kerb weight - min - max / Gross vehicle weight:	1375 - 1400 / 1775kg	1375 - 1400 / 1775kg

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\* Fuel consumption as per ADR 81/02 and emissions as per ADR 79/04 (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 14 May, 2018. 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 Toyota Store. They will be glad to assist. [Production effective November 2017]

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