

Prius

Driving innovation.



TOYOTA

toyota.com.au



Oh what a feeling!

Taking technology into the future.

We were all welcomed to a cleaner, new era in motoring on the day Prius was launched.

By seamlessly combining a powerful petrol engine with a highly efficient electric motor, the world's first mass production hybrid vehicle proved you could deliver impressive fuel efficiency without sacrificing power, style or comfort.

Developed over decades of research and refinement, Prius' Hybrid Synergy Drive® (HSD) now stands as the pinnacle of Toyota's technology and as the benchmark for vehicles of the future.

Today Prius is testament to what's possible in meeting the demands of an increasingly environmentally conscious society, and has also evolved into a family of remarkable hybrid vehicles – the iconic Prius, the compact, stylish Prius c and the versatile, family-friendly Prius v.





Prius i-Tech® model shown



The shape of things to come.

The sleek Prius design is certainly unique, but it's also a very deliberate combination of form and function. Its exterior lines are the product of the most extensive wind tunnel testing of any Toyota model. Each part works as one, from the refined body, aero-cornered bumpers, side mirrors and sculpted roof, to provide a seamless aerodynamic flow over and under the car.

This specifically shaped form also provides tangible economy and emissions benefits to further enhance its Hybrid engineering pedigree.

Up front the windscreen is produced from specially developed glass that cuts harmful UV rays and reduces noise and vibration to provide a quieter space inside.

You'll see clearly at night too, with power saving LED headlamps emitting a crisp white light. And when on the road, the lightweight alloy wheels are designed to ensure the greatest aerodynamic efficiency.

Minimal fuss, maximum space.

When developing Prius the designers aimed to maximise space within, while simultaneously reducing the exterior profile. What they created is a masterpiece of spatial design.

The interior lines gently curve and merge into a calming fusion of elements. Where possible, the trim components have been sourced from more ecologically friendly and readily recycled materials to help further reduce emissions.

The result is an incredibly spacious cabin where everything works beautifully and seamlessly. Prius comfortably accommodates five adults, while also providing ample room for luggage.

Such peaceful surrounds are ideal to appreciate the premium audio system, featuring eight JBL speakers, that can connect to your iPod®¹ or other devices via Bluetooth®² or USB³.

And on the i-Tech® model, the Satellite Navigation⁴ system can be programmed to provide both audio and on-screen directions to help you get you to your destination with a minimum of fuss.



Prius i-Tech® model shown

A more intelligent driving experience.

Driving from A to B is now smoother and easier, thanks to the smarter, more intuitive instruments in Prius.

The ergonomically advanced instrument panel encourages harmonious interaction with the controls and dials by placing them at your fingertips and right before your eyes.

The Head-Up Display (HUD) appears directly in your line of vision, so you never have to take your eyes off the road to monitor speed and other functions including Satellite Navigation⁴ (i-Tech[®] model only). This leaves you free to drive more safely, smoothly and efficiently.

And with Touch Tracer Display, you can control many functions with nothing more than a light touch of your thumb to buttons on the steering wheel, with the related information then clearly displayed directly in front of you.



A.



B.



- A. Touch Tracer Display
- B. Head-Up Display (HUD)



Clever convenience and comfort.

The brilliance of Prius goes beyond Hybrid Synergy Drive[®] technology. It's also a technical showpiece of intelligent features that make you feel more comfortable, relaxed and ultimately drive with greater efficiency.

When parked, the Solar Ventilation System in Prius i-Tech[®] can keep the cabin cool with a fan automatically operated by the solar panels embedded in the roof. Before stepping in, use the Remote Air Conditioning button on your key fob to blast air-conditioned cool air throughout the interior for up to three minutes, without the car being started.

Smart Entry and Start system allows you to unlock and start your car while your key remains in your bag or pocket.

In wet weather the rain-sensing wipers automatically switch on and off when required. On steep ground Hill-start Assist Control (HAC) prevents unwanted rolling so you can pull away safely.

And when confronted with a tight space, Intelligent Park Assist⁵ (IPA) can help you parallel or reverse park your Prius i-Tech[®].

- A. Solar Ventilation System
i-Tech[®] model only
- B. Remote Air Conditioning
i-Tech[®] model only
- C. Smart Start Button
- D. iPod[®]1 Connectivity
- E. Three alternate driving modes

Highly advanced safety features.

When driving Prius you'll be protected by an abundance of advanced passive and active safety features, including the reassuring security of seven SRS airbags.

There's Vehicle Stability Control (VSC) that uses electronic sensors to help deal with any potential oversteer or understeer. Electronic Brake-force Distribution (EBD) to maximise braking efficiency by increasing the brake force to the wheel(s) that need it most, while Brake Assist (BA) will apply extra brake pressure during an emergency to ensure the shortest and safest possible braking distance.

In the i-Tech® model, the Pre-Collision Safety System (PCS)⁶ detects when a crash may be imminent and takes precautions, including alerting the driver, improved braking performance through Brake Assist (BA), and if the brakes are not applied, on certain models the PCS System will automatically apply the brakes and retract the seatbelts of the front passengers to reduce the chance of an injury.

On the open road, Dynamic Radar Cruise Control⁷ will automatically adjust the Prius i-Tech's® speed to maintain a safe and constant distance from the vehicle in front.

When travelling at over 55km/h, Prius' Emergency Brake Signal works to help you and other drivers avoid a collision. If you apply the brakes suddenly, the on-board computer will make the rear LED lights flash rapidly to warn the drivers behind you.

And reversing the Prius i-Tech® is also safer with the reverse camera⁸ providing a clear picture of what's behind.



Reverse Camera



- A. Emergency Brake Signal
- B. Dynamic Radar Cruise Control
i-Tech® model only
- C. Pre-Collision Safety System
i-Tech® model only



Full power, maximum efficiency.

Toyota's Hybrid Synergy Drive® technology is the world's leading hybrid technology that's proven to deliver remarkable fuel efficiency without compromising performance. The intelligent management system seamlessly synergises the car's petrol engine with its electric motor so they support each other or take over completely, depending on the driving situation.

The electric motor in the Hybrid Synergy Drive® system generates enough power to drive Prius on its own. The petrol engine only kicks in when you call for more power, accelerate hard or cruise at high speed.

And because the battery is kept charged through normal driving operations, it maintains all the energy the electric engine needs.

4 key benefits



Quietness.

The peaceful performance of the electric 'EV' mode, combined with the high-performance soundproofing materials throughout the engine and passenger compartments, delivers a uniquely tranquil driving experience.

Emissions.

By ensuring high-level fuel efficiency, Hybrid Synergy Drive® helps minimise the output of CO₂ and other harmful emissions. All of Toyota's hybrid vehicles are designed to comply with relevant global exhaust emissions regulations.

Fuel economy.

The aerodynamic styling of Toyota's hybrid vehicles, and clever pairing of an electric motor and robust petrol engine, deliver significant fuel economy. Each vehicle also provides ongoing feedback via its Multi Information Display, so you can actively evaluate and change the way you drive for even greater efficiency.

Power.

Hybrid Synergy Drive® combines the power of two energy sources to deliver powerful, smooth acceleration. Your vehicle can be powered by electricity, petrol, or a combination of both – and it's discreet and seamless.

How the hybrid system works.

Starting off

The electric motor is used primarily and power stored in the battery is used to turn the motor.

Full acceleration

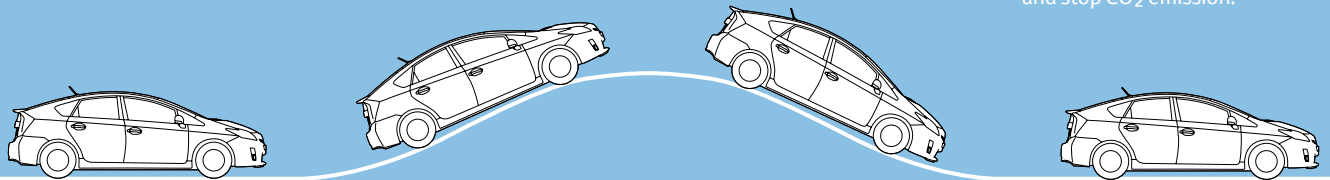
Power is provided by the petrol engine in addition to the electric motor. Power output is maximised for a very powerful acceleration.

Deceleration

The electric motor functions as a generator during deceleration and braking. Regenerated energy is used to recharge the battery.

At rest

Braking to a stop at a traffic light, the petrol engine is cut off and the car is brought to a gentle stop. The system automatically avoids wasteful idling to conserve fuel and stop CO₂ emission.





Prius i-Tech® model shown

Two choices, both 100% Prius.

Whether you choose Prius or Prius i-Tech[®], the cutting edge features will ensure you'll always be driving a vehicle that heralds a cleaner, smarter new era in motoring by offering outstanding fuel economy and driving performance.



Prius

- Three alternate driving modes – 'ECO', 'EV' and 'PWR' mode
- 15" alloy wheels
- Rain sensing wipers
- Front fog lamps and LED Daytime Running Lamps (DRL)
- Smart Entry and Start system
- Automatic climate control air conditioning
- Multi Information Display (MID) screen
- Head-Up Display (HUD)
- Touch Tracer Display
- JBL 8 speaker premium audio unit
- Reversing camera
- 6.1" screen audio display
- Steering wheel mounted audio controls
- Bluetooth^{®2} compatibility for hands-free mobile and music streaming
- Vehicle Stability Control (VSC) with Traction Control (TRC)
- Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA)
- Hill-start Assist Control (HAC)
- Seven SRS airbags – including driver's knee airbag
- LED tail lamps with emergency brake signal

Prius i-Tech®

- 17" alloy wheels
- Auto-levelling LED headlamps with washer
- Moonroof
- Solar ventilation system
- Driver and passenger heated seats
- Driver's seat – electronically adjustable
- Remote air conditioning system
- Dynamic radar cruise control
- Intelligent Park Assist (IPA)
- Electro-chromatic rear view mirror
- 7" screen audio display
- Satellite Navigation⁴
- Digital Radio (DAB+)⁹
- Pre-Collision Safety System
- Leather accented seats
- Automatic headlamps



The many colours of Prius.

Both Prius and Prius i-Tech[®] are available in a range of eight colours. So you can tailor your Prius to perfectly match your personal taste and style.



A.



B.



C.



D.



E.



F.



G.



H.

- A. Glacier White 040
- B. Crystal Pearl¹⁰ 070
- C. Silver Pearl¹⁰ 1F7
- D. Dynamic Blue¹⁰ 8S6
- E. Wildfire¹⁰ 3R3
- F. Scarlet¹⁰ 3R9
- G. Stealth¹⁰ 8V1
- H. Ebony 202



Prius i-Tech® model shown

Dignified and calming inside.

The colour scheme inside Prius is purposefully understated and elegant. Dark grey fabrics complement the unique lines of the Prius interior, while inside Prius i-Tech®, you'll enjoy the tasteful dark grey leather accented seats, for a touch of luxury.

Dark Grey fabric (FB20)
Prius model only

Dark Grey leather accented (LA20)
Prius i-Tech® model only

Your Prius, your way.

Personalise your new Prius to suit both your life and your style with Toyota Genuine Accessories. All developed to strict quality and performance standards and backed by our Toyota Warranty.¹¹



Prius i-Tech® in Stealth accessorised with Front Park Assist, Slimline Weathershields and Headlamp covers. Accessories sold separately.



- A. Slimline Weathershields
Front and rear set
- B. Door Handle Protection Film
- C. Front Park Assist
- D. Boot Liner
- E. Headlamp Covers
- F. Scuff Guard
- G. Floor Mats
Front and rear set

MECHANICAL SPECIFICATIONS		Prius	Prius i-Tech®
Petrol Engine	Engine description	1.8L Atkinson Cycle, 4-cylinder petrol engine	
	Engine code	2ZR-FXE	
	Valve mechanism	16-Valve Double Overhead Cam (DOHC), with Variable Valve Timing with intelligence (VVT-i)	
	Maximum power (kW@rpm)	73kW @ 5200rpm	
	Maximum torque (Nm@rpm)	142Nm @ 4000rpm	
	Bore x Stroke	80.5 x 88.3mm	
	Compression ratio	13.0 : 1	
Electric Motor	Maximum voltage	650V	
	Maximum power	60kW	
	Maximum torque	207Nm	
Battery Type	Battery	Nickel-Metal Hydride (NiMH)	
Hybrid System	System type	Series parallel THS III	
	Combined power maximum output	100kW	
	Three alternate driving modes	'PWR', 'ECO', 'EV'	
Fuel	Fuel economy – ADR81/02 combined cycle ¹²	3.9L/100km	
	Emissions – combined CO ₂ ¹²	89g/km	
Transmission	Type	Continuously Variable Transmission (CVT)	

PRIUS MODEL		Prius	Prius i-Tech®
Steering, Brakes and Suspension	Electric Power Steering (EPS)	•	•
	Regenerative braking system	•	•
	Rear coil spring and tuned torsion beam	•	•
Dimensions¹³ and Weights	Overall length (mm)	4480	4480
	Overall width (mm)	1745	1745
	Overall height (mm)	1490	1505
	Wheelbase (mm)	2700	2700
	Vehicle kerb weight (kg) ¹⁴	1365 – 1425	1365 – 1425
	Gross vehicle weight (kg) ¹⁵	1805	1805
	Fuel tank capacity (L)	45	45
Wheels	Wheel – size and type	15" alloy	17" alloy
Exterior	Front fog lamps	•	•
	Halogen headlamps	•	
	LED Daytime Running Lamps (DRL)	•	•
	Auto-levelling LED Headlamps with washer		•
	Electrically adjustable exterior mirrors with side indicators	•	•

PRIUS MODEL		Prius	Prius i-Tech®
Exterior <i>(continued)</i>	Rear lip spoiler	•	•
	Rain sensing wipers	•	•
	Solar ventilation system		•
	Moonroof		•
Interior	Driver and passenger heated seats		•
	Driver's seat – electrically adjustable		•
	60:40 split fold rear seats	•	•
Instruments and Controls	Smart Entry and Start system	•	•
	Automatic climate control air conditioning	•	•
	Remote air conditioning system		•
	Dynamic radar cruise control		•
	Intelligent Park Assist (IPA)		•
	LED Multi Information Display (MID) including Trip A & B odometer (km), outside temperature (°C), fuel range (km) consumption (L/100km), average speed (km/h)	•	•
	Head-Up Display (HUD)	•	•
	Multi-function display screen with energy monitor	•	•
	Electro-chromatic rear view mirror		•
	Touch Tracer Display	•	•

PRIUS MODEL		Prius	Prius i-Tech®
Storage	Illuminated lockable glove box	•	•
	Centre console with armrest lid	•	•
	Sunglass holder – front overhead console	•	
	Rear seat back storage pocket	•	•
	Beverage holders – 4 x front, 2 x rear	•	•
Entertainment	JBL 8 speaker premium audio system with single CD player, AM/FM tuner, 3.5mm AUX and USB ³ input	•	•
	Steering wheel mounted audio controls and hands-free Bluetooth ^{®2} media streaming	•	•
	6.1" screen audio display	•	
	7" screen audio display unit with Satellite Navigation ⁴ and Digital Radio (DAB+) ⁹		•
Safety	Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist (BA)	•	•
	Vehicle Stability Control (VSC) with Traction Control (TRC) and Hill-start Assist Control (HAC)	•	•
	LED taillights with Emergency Brake Signal	•	•
	Reverse camera	•	•
	Seven SRS airbags – including driver's knee airbag	•	•
	Pre-Collision Safety System (PCS)		•

The Toyota Advantage.

Every Toyota gives you a lifetime of advantages. That's what makes it a Toyota. You'll enjoy legendary Toyota value from the moment you drive away, and you'll continue to appreciate the quality, safety and innovation that's engineered into each model, every day you drive.



A smarter way to buy.

Toyota Access puts you in complete control when buying a new car.¹² Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with ongoing flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/access



Capped price servicing.¹³

A new Toyota means you don't have to worry about unexpected service costs. Every Toyota comes with a low, capped price service cost for a set number of years/kilometres. Pay the same low capped price from one eligible logbook service to the next for up to three years or 60,000km, whichever occurs first (including Genuine parts, labour and fluids). For the full benefits consult a Toyota Dealer or visit toyota.com.au/advantage



We've got your back.

Every new Toyota is built to exceptional standards, backed by a three year/100,000km¹⁴ warranty, giving you the peace of mind to feel confident for years to come. In the unlikely event that you need them, every Toyota Service Centre is committed to providing any warranty repairs you may need. They have the technology, the tools, and the skilled personnel to keep your Toyota in excellent condition.



Your battery goes further.¹⁵

The Hybrid battery used by Toyota, requires no maintenance, charges automatically while you drive and never needs to be plugged into a power supply.

The battery is disposable, recyclable and your Toyota dealership can arrange recycling at no extra cost.



Finance to get you going.

If you need a little help, Toyota Finance¹⁶ can offer you a wide range of vehicle financing. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.



Even more protection.

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; choice of agreed value or market value, New vehicle replacement cover for Toyota vehicles damaged beyond repair up to 3 years/100,000km¹⁷ Genuine Parts Promise and Quality Repair Guarantee. And our Toyota Insurance Factory Approved Extended Warranty Insurance provides protection that continues after your Toyota New Vehicle Warranty ends.



Extend your peace of mind.

Whether it's a flat tyre, lost keys or a flat battery, Toyota Extra Care Roadside Assist is never more than a phone call away. Available 24 hours a day, seven days a week, every day of the year, you'll have peace of mind, whatever your emergency.¹⁸ With two levels of cover available, Toyota Extra Care Roadside Assist provides one of the most professional, reliable, and technologically advanced assistance networks in Australia.

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- 1 iPod® and iPhone® are trademarks of Apple, Inc. Not all devices will be compatible and functionality will vary depending on the device.
- 2 The Bluetooth® word mark is owned by Bluetooth SIG, Inc. Not all devices will be compatible and functionality varies depending on the device.
- 3 Not all devices will be compatible. Functionality varies depending on device.
- 4 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 5 Intelligent Park Assist is a driver assist device only and should not be used as a substitute for safe parking practices. The driver should watch the area into which the vehicle is reversed, react appropriately and comply with all road rules. Intelligent Park Assist requires brake control.
- 6 PCS is a driver assist technology and should not be used as a substitute for safe driving practices. Driver should continue to monitor the road.
- 7 Dynamic radar cruise control is a driver assist technology and should not be used as a substitute for safe driving practices. Driver should continue to monitor the road.
- 8 Reversing Camera is a driver assist device only and should not be used as a substitute for safe driving practices. The area into which the vehicle is driven must be visually monitored by the driver.
- 9 Digital radio station coverage dependent on vehicle location.
- 10 Paint featured is an optional extra available at additional cost. Not all colours available on all models, see colour guide for details of availability.
- 11 All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for one year. Conditions apply.
- 12 Fuel consumption and emissions will vary depending on driving conditions/style, vehicle conditions and options/accessories. Source of fuel consumption data: ADR81/02 combined cycle.
- 13 Some vehicle dimension figures are approximate and vary due to options and accessory fitment.
- 14 Kerb, tare and payload weights are nominal and vary depending on options and accessories.
- 15 Gross Vehicle Mass (GVM) is the total permissible combined weight of the vehicle, including occupants, fuel and cargo.
- 16 Guaranteed Future Value (GFV) is the minimum value of your new Toyota at the end of your finance contract, as determined by Toyota Finance. If you decide to return your car to Toyota at the end of your term, Toyota Finance will pay you the agreed GFV amount which will be put against your final payment,

Toyota Genuine Accessories are not applicable to all models/grades. Consider the mass of your load to ensure you will not exceed the maximum allowable individual axle capacity, Gross Vehicle Mass and/or Gross Combined Mass of the vehicle. Refer to the current Accessories brochure or visit toyota.com.au for details on warranty

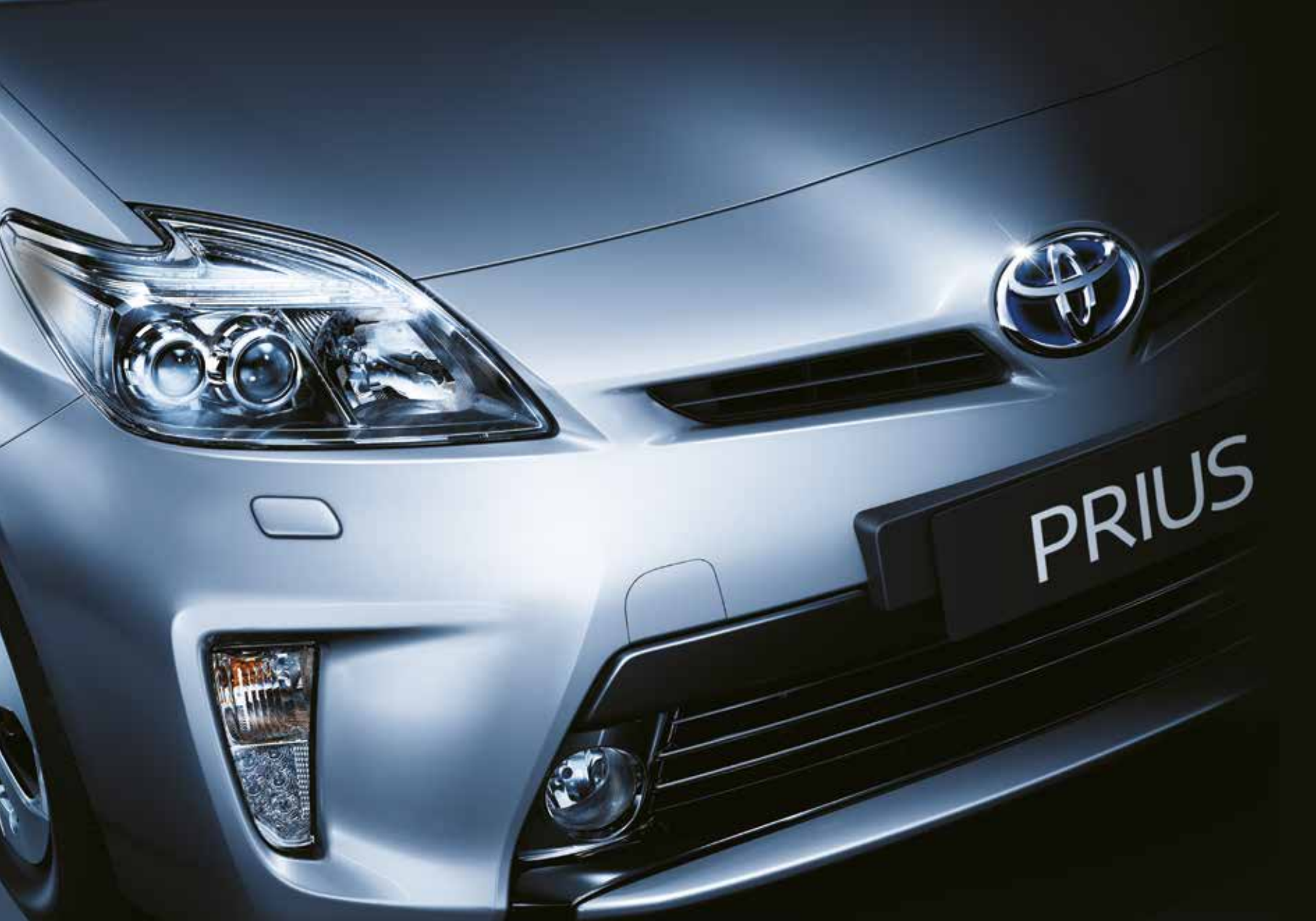
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- 17 Maximum payable for standard scheduled logbook servicing (normal operating conditions) until first of three years or 60,000km (whichever occurs first), up to the first six services. Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to toyota.com.au/advantage for other exclusions, eligibility and full details.
 - 18 New Vehicle Warranty expires three years from date of first delivery or 100,000km, whichever occurs first. Refer to the warranty conditions. The New Vehicle warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.
 - 19 The HV (Hybrid) Battery Warranty expires 8 years from date of first delivery or 160,000kms, whichever occurs first. This warranty is comprised of the 3 year Toyota New Vehicle Warranty and an additional 5 year Toyota Australia Hybrid (HV) battery warranty. Refer to warranty conditions. This warranty does not limit and may not necessarily exceed your rights under the *Competition and Consumer Act 2010*.
 - 20 Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence No 392536.
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 - 22 Toyota Extra Care is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, Australian Credit Licence 392536.

and toyota.com.au/vehicle payload for details on vehicle payload, to help determine Accessories suitable for your vehicle. Accessory colours shown may vary from actual colour due to the printing process.

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