

# Prius



A woman with long dark hair, wearing a brown patterned dress, is captured mid-jump on a trampoline. She is smiling and her hair is flying. The background is a warm sunset sky with silhouettes of trees and a fence. The text "OH WHAT A FEELING" is overlaid in large white capital letters.

# OH WHAT A FEELING

You'll feel it with every drive. In every twist and every turn. It's our unwavering commitment to move you, not only today, but well into tomorrow as we relentlessly re-imagine the future of mobility.

With our eyes on the horizon, we're committed to creating a future where all of humankind is empowered with the freedom to move.

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# Inspired by tomorrow

As a company, Toyota has always developed vehicles that not only make it easier for us to move, but also take greater responsibility for our surroundings.

Apart from the reduced emissions delivered by Toyota Hybrid power, Prius is the first vehicle built upon the Toyota New Global Architecture (TNGA)

platform, which is a modular approach that redefines the future of mobility while uniting the foundation of many Toyota models.

The undeniably progressive Prius shape is a result of advanced wind tunnel testing, delivering a bold new dimension of aerodynamic performance including a world class co-efficient of drag (cD) of just 0.24. This means the airflow is smoother and less disturbed around the car, further helping to enhance fuel efficiency.<sup>1</sup>

Its highly distinctive silhouette is due to a more compact engine allowing for a lower bonnet line, with the body itself built from high tensile steel to further reduce weight, enhance efficiency and

deliver a better driving experience.

The way ahead is clear with Bi-LED headlamps with auto-levelling and Daytime Running Lamps (DRLs), while at the rear uniquely shaped tail lamps further accentuate the distinct flowing lines of Prius.

The clever placement of the fuel tank and batteries under the rear seat have also created greater luggage space while unique 15" lightweight alloy wheels are fitted as standard rising to 17" lightweight alloy wheels in Prius i-Tech.<sup>®</sup>

With Prius, the future of mobility has never looked sharper.





# Redefining harmony



Harmony and elegance have been embraced as the core design principles for the interior of Prius.

Clutter has been eliminated and by integrating ingenious beauty with 'iconic human tech', ensuring an intuitive layout that delivers an advanced, spacious and warmly welcoming environment.

The centre display wraps smoothly around you to allow seamless engagement with an instrument panel that also flows effortlessly into the door trims. You'll experience a reassuringly smooth and warm feeling from the instrument panel finishes and door trim surfaces while the space above is purposely shaped to provide maximum headroom and comfort.

The black-out finish on the centre and rear pillars enriches the impression of space and is complemented by the luxurious finish of silver chrome ornamentation. The convenience of many essential controls will also be right at your fingertips as you grip the 3-spoke steering wheel.

To further reduce neck, shoulder and lower back fatigue, the driver's seat features a specially designed power adjustable lumbar support.

In Prius i-Tech® grade, there's also a 2-step adjustable heating system for the colder days, with the seats featuring leather accented trim plus the driver's seat being 8-way power adjustable.

A Leather accented seats – i-Tech® model only

B Spacious boot

C Front door bottle holder

D Centre console storage compartment

E Heated front seats – i-Tech® model only, image for illustrative purposes

F Rear seat beverage holder

G 3-spoke steering wheel





# Progressive control

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The dynamic technology within Prius has been developed to improve your driving experience. Inspired by the aim of ensuring greater intuitive control, Prius features the latest thinking to make each journey easier, smoother and more enjoyable.

When approaching Prius, you can use the smart entry and start system to unlock the driver's door, then get going with the keys still in your pocket or bag.

Once on the road, technological advances will help keep you more connected with the drive as well as support safe driving practices. The colour Head-Up Display (HUD) delivers essential driving data and information without the need to lower your eyes.

By sensing the distance and the speed of the vehicle ahead, then automatically controlling your speed, All-Range Active Cruise Control<sup>2</sup> will constantly maintain a sensible gap to them.

Essential information about speed, fuel efficiency, driving mode, trip details and climate control as well as audio settings are presented clearly on the centre meter and Multi Information Display (MID).

The 7" colour touchscreen display comes with satellite navigation<sup>3</sup> with Live Traffic, and the 10 premium JBL<sup>®4</sup> speakers are placed to deliver optimal sound. You'll also enjoy the convenience of USB,<sup>5</sup> digital radio,<sup>6</sup> Bluetooth<sup>®7</sup> and voice recognition capabilities, plus seamless connectivity with Apple CarPlay<sup>®8,9</sup> and Android Auto.<sup>™8,10</sup> Choose to connect your smartphone to myToyota or Siri<sup>®</sup> Eyes Free to find fuel, plan trips, receive real time advice, simple directions and the latest weather. You can also place your compatible smartphone on the charging pad for wireless charging.<sup>11</sup>

Driver comfort is further enhanced with the auto-dimming rear view mirror automatically adjusting to the headlights of following traffic, while the advanced climate control system features a pollen eliminating filter and uses S-Flow Mode to focus airflow towards the passengers. Plus the Eco-Score evaluates how environmentally friendly your climate control settings are, and displays this rating via the Multi Information Display (MID).

- A Smart start button – image for illustration purposes only
- B HUD with All-Range Active Cruise Control<sup>2</sup>
- C 7" colour touchscreen display, with Apple CarPlay<sup>®8,9</sup> and Android Auto<sup>™8,10</sup> – i-Tech<sup>®</sup> model shown
- D Auto-dimming rear view mirror off
- E Auto-dimming rear view mirror on
- F Wireless phone charger<sup>11</sup> – i-Tech<sup>®</sup> model shown









# Taking safety to a higher level

Progressive vehicle design also comes with the responsibility of developing cars engineered to better protect both people and their surrounds. Which is why Prius incorporates some of today's most advanced safety features and intelligent technology, including Toyota Safety Sense<sup>2</sup> which comes standard on both grades.

The Vehicle Stability Control<sup>2</sup> (VSC) uses electronic sensors to help identify and deal with potential oversteer and understeer, while Electronic Brake-force Distribution<sup>2</sup> (EBD) will automatically increase the brake force to the wheels that need it most. In the event of emergency braking, Emergency Brake Signal<sup>2</sup> (EBS) will automatically activate the hazard lamps to warn other drivers.

To complement these features, there's the reassuring security of all occupants being surrounded by 7 SRS airbags and the seatbelt warning informs the driver if any passenger has failed to buckle-up.

When trying to back into tight spaces, the reversing camera<sup>2</sup> provides a clear view of what's behind with moving guidelines on the display screen to help you. In Prius i-Tech,<sup>®</sup> Rear Cross Traffic Alert<sup>2</sup> (RCTA) can detect vehicles approaching from either side, then provide a warning via the Blind Spot Monitor<sup>2</sup> (BSM) in the corresponding side mirror to help when reversing out of a parking space.

Together, Toyota Safety Sense features help ensure you drive with the confidence and knowledge to feel safe inside your Prius.

- A 7 SRS airbags
- B Blind Spot Monitor<sup>2</sup> – i-Tech<sup>®</sup> model only
- C Reversing camera<sup>2</sup> and centre meter with twin display  
– image for illustration purposes only

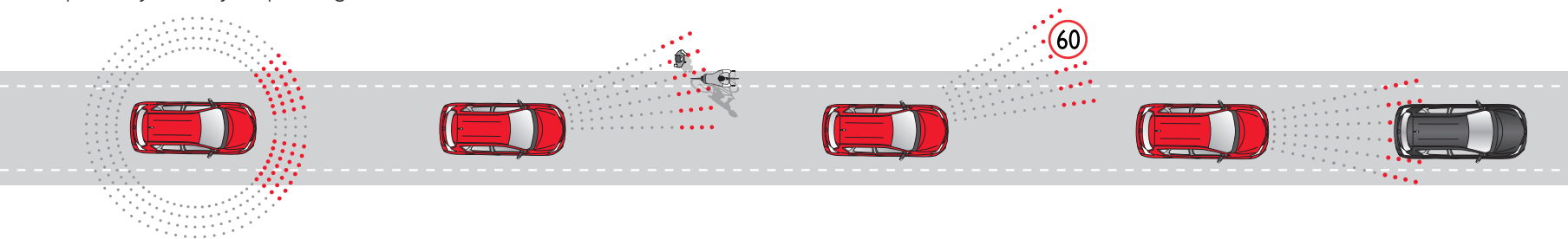


# Toyota Safety Sense



At Toyota, we believe it's simply not enough to say "safety comes first" – we prove it. That's why, in our on-going pursuit of creating ever safer cars, now and into the future, we developed Toyota Safety Sense<sup>2</sup> (TSS). A suite of active safety features designed to help support safe driving and help protect you and your passengers.

Prius features the latest TSS driver assistance technologies, aiming to recognise and help avoid certain hazards and collisions, giving you and your passengers greater peace of mind wherever you're headed. Please visit [toyota.com.au](http://toyota.com.au) for vehicle and specification information.



## Lane Trace Assist<sup>2</sup>

When driving on highways and freeways, Lane Trace Assist uses a camera to detect lane markings when cruise control is active. It is designed to alert you and provide steering assistance to help avoid drifting, and keep you centred in your lane.

## Pre-Collision Safety (PCS) system with pedestrian and daylight cyclist detection<sup>2</sup>

Pre-Collision Safety system with pedestrian and daylight cyclist detection is a multi-stage warning system. Using an integrated camera and radar to help detect other vehicles in front of you, the PCS is designed to assist the driver where there is a likelihood of frontal collision with cars and pedestrians during day or night, or cyclists during the daytime. PCS includes a visible and audible alert of possible collisions, additional braking force to assist when you're braking, and if a collision appears to be unavoidable automatic braking to help mitigate impact.

## Road Sign Assist<sup>2</sup>

Road Sign Assist was developed to help recognise certain road speed signs and provide information to you. It displays the most recently recognised speed limit on the Multi Information Display.

## Active Cruise Control<sup>2</sup>

Active Cruise Control is designed to help keep a constant distance between vehicles. It uses a milliwave radar to monitor the gap between your vehicle and the one in front, automatically accelerating or slowing down when needed to help you maintain a set distance.

All images indicative only and not to scale.



An aerial photograph showing a winding asphalt road that curves through a dense forest of green trees. To the left of the road, there is a large, rugged rock formation with a golden-brown hue, possibly from mineral deposits or lighting. The road continues into the distance, disappearing into the forest. The overall scene is captured from a high angle, looking down on the landscape.

# Hybrid like no other.

The Prius 1.8L Hybrid delivers impressive fuel consumption and performance with the ability to travel up to 1264km<sup>1</sup> uninterrupted, without ever needing to be plugged in.

With Prius Hybrid, even greater fuel efficiency now means no compromise on serious power.

Toyota has led the way in hybrid technology for over 23 years. And as we continue to drive the future of mobility, it's easy to see why millions of drivers worldwide have made the switch.

# The Hybrid System



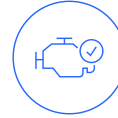
## Four Key Benefits

Toyota Hybrid's latest technology gets you moving powerfully and smoothly every time. Enjoy an uncompromising drive with responsive, dynamic performance.



## Quiet

The quieter and calmer experience in a Toyota Hybrid is proven to deliver one of the most satisfying and enjoyable drives on the road, with no compromise on vehicle responsiveness. It's why millions of hybrid drivers choose never to go back to petrol-only engines once they've made the switch.



## Reliable

Toyota's Hybrid System offers the reliability and quality you can always expect from Toyota. Tested and trusted for over 20 years – so no matter where you go, you'll have peace of mind in every drive.



## Powerful

Experience an uncompromising drive in a Toyota Hybrid with responsive, dynamic performance. You get impressive off-the-line torque that gets you moving powerfully and smoothly every time.

## 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. Output is maximised for acceleration.

## Braking and deceleration

The electric motor functions as a generator to recharge the battery by itself. No fuel is used, so there are minimal CO<sub>2</sub> emissions.

## Normal driving

A mix of petrol and electric is used for best economy, depending on the conditions. The battery is recharged where possible.

## At rest

With the car brought to a stop, the petrol engine cuts off. The system automatically avoids idling to conserve fuel and reduce CO<sub>2</sub> emissions.







# Prius



- 1.8L petrol engine with Toyota Hybrid System
- 15" alloy wheels
- Daytime Running Lamps (DRLs)
- Privacy glass – rear side and rear glass
- 3-spoke steering wheel
- Power adjustable driver's seat lumbar support
- Advanced climate control air conditioning
- Auto-dimming rear view mirror
- Smart entry and start system – driver's door only
- Head-Up Display (HUD)

- 7" colour touchscreen display with satellite navigation,<sup>3</sup> digital radio<sup>6</sup> and myToyota
- JBL®<sup>4</sup> 10-speaker premium sound system
- 7 SRS airbags
- Seatbelt warning
- Vehicle Stability Control (VSC)
- Toyota Safety Sense
- Apple CarPlay®<sup>8,9</sup> and Android Auto™,<sup>8,10</sup>
- Wireless phone charger<sup>11</sup>



Apple CarPlay®<sup>8,9</sup> – image indicative only



Head-Up Display



Wireless phone charger<sup>11</sup> – i-Tech® model shown



# Prius i-Tech®



Blind Spot Monitor<sup>2</sup>



Smart entry

## In addition to, or in replacement of, Prius features:

- 17" alloy wheels
- Leather accented seats
- Heated front seats
- 8-way power adjustable driver's seat
- Smart entry – front passenger and boot
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)



17" alloy wheels

# Entertain your taste in colour



Everyone has their personal preference when it comes to colours that excite. Which is why Prius and Prius i-Tech® are available in a choice of seven modern colours. If Feverish Red<sup>12</sup> is your colour, it's applied using a new progressive paint technology that produces a vibrant colour with a 3D appearance.



○ Glacier White 040



○ Frosted White<sup>12</sup> 089



○ Silver Pearl<sup>12</sup> 1F7





● Eclipse Black<sup>12</sup> 218



● Feverish Red<sup>12</sup> 3U5



● Graphite<sup>12</sup> 1G3



● Blue Gem<sup>12</sup> 8X7





# Purposely pleasant surroundings

The Prius interior is coordinated with fabrics and colours that create an engaging space of positivity balanced with calm. The modern styling accentuates the unique interior lines, rising to include tasteful leather accented seats in Prius i-Tech®.

TRIM GUIDE							
Grade Interior Seat Trim	Glacier White	Frosted White <sup>12</sup>	Silver Pearl <sup>12</sup>	Eclipse Black <sup>12</sup>	Feverish Red <sup>12</sup>	Graphite <sup>12</sup>	Blue Gem <sup>12</sup>
Prius Black fabric seat and Black interior (FB20)	•	•	•	•	•	•	•
Prius i-Tech® Black leather accented seat and Black interior (LA20)	•	•	•	•	•	•	•

- A Black fabric – (FB20) Prius model only  
B Black leather accented – (LA20) i-Tech® model only

# Authentic accessories



Make your Prius even more dynamic with Toyota Genuine Accessories.<sup>13</sup> All are specially designed to protect the internal space and help preserve your Prius and have been developed to meet strict quality and performance standards. Plus all Toyota Genuine Accessories are backed by our Toyota Warranty.<sup>14</sup>

To find out more, go to [toyota.com.au/prius](https://toyota.com.au/prius)

- A Bootliner – i-Tech® model shown
- B Slimline weathershields – i-Tech® model shown
- C Carpet floor mats – i-Tech® model shown
- D Door handle protection film – i-Tech® model shown
- E Alloy wheel lock nuts
- F First aid kit – Personal







# The Toyota Advantage

When you join the Toyota family, you get so much more than a new car feeling. You get a lifetime of benefits keeping you moving now and well into the future.

Discover your Toyota lifetime of advantages at [toyota.com.au](http://toyota.com.au)



## Discover the freedom of Toyota Access<sup>15</sup>

Toyota Access puts you in complete control when buying a new car, with lower monthly repayments.<sup>16</sup> 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 flexibility and assurance. To discover Toyota Access for yourself visit [toyota.com.au/toyota-access](http://toyota.com.au/toyota-access)

## Capped price servicing<sup>17</sup>

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](http://toyota.com.au/advantage)

## Toyota Warranty Advantage

Every new Toyota is built to exceptional standards, and from 1 January 2019, Toyota vehicles are backed by a five year/unlimited kilometre warranty.<sup>18</sup> If your vehicle is properly serviced and maintained per its Warranty and Service Book, we'll extend your engine and driveline warranty for an additional 2 years,<sup>19</sup> giving you peace of mind for years to come. In the event of a claim covered by warranty, you are covered by a 60 day money back guarantee and 7 years emergency assistance including expenses related to car hire, towing or even accommodation if required. For more information visit [toyota.com.au/owners/warranty](http://toyota.com.au/owners/warranty)

## Your battery goes further<sup>20</sup>

The hybrid battery used by Toyota, requires no maintenance, charges automatically while you drive and never needs to be plugged into a power supply. From 1 January 2019, Toyota Hybrid batteries are backed by a five year/unlimited kilometre warranty. Complete an annual hybrid battery health check according to Toyota specifications during routine maintenance, and we'll extend your hybrid battery warranty to 10 years.

## Finance to get you going

If you need a little help, Toyota Finance<sup>21</sup> can offer you a wide range of vehicle financing options. 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.

## Insurance options

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first three years, use of Toyota Genuine Parts, and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.<sup>22</sup> For more information visit [toyota.com.au/insurance](http://toyota.com.au/insurance)

## Extend your peace of mind

Whether it's a flat tyre, lost keys or a flat battery, Toyota Roadside Assist<sup>23</sup> is never more than a phone call away. Available 24 hours a day, seven days a week, our technicians are there to help you get back on the road. For more information visit [toyota.com.au/insurance/roadside-assistance](http://toyota.com.au/insurance/roadside-assistance)



# Disclaimers and Notice

- 1 Achieved in test conditions for comparison purposes only. Actual fuel consumption varies depending on driving conditions/style, vehicle condition, load and options/accessories fitted. Source: ADR81/02 combined 3.4L/100km for auto models.
- 2 Driver assist feature. Only operates under certain conditions. Check your Owner's Manual for explanation of limitations. Please drive safely.
- 3 Coverage varies based on vehicle location.
- 4 JBL® is a registered trademark of Harman International Industries, Incorporated.
- 5 Not all devices will be compatible. Functionality varies depending on device.
- 6 Coverage dependent on vehicle location.
- 7 Bluetooth® is a registered trademark of Bluetooth SIG, Inc.
- 8 Requires compatible device, USB connection, mobile data, network and GPS signal. Mobile usage at user's cost. Apps subject to change. For details see [toyota.com.au/connected](https://toyota.com.au/connected)
- 9 CarPlay® is a trademark of Apple, Inc. registered in the U.S. and other countries.
- 10 Android Auto™ is a trademark of Google LLC.
- 11 Only Qi-supported devices compatible. Refer to device manufacturer. May require additional purchase of accessory to support wireless charging.
- 12 Paint featured is an optional extra at additional cost.
- 13 Toyota Genuine Accessories are not applicable to all models/grades. See your Toyota Dealer to confirm Accessories suitable for your vehicle. Toyota Australia uses its best endeavours to ensure material is accurate at the time of publishing. All information must be confirmed with your Toyota Dealer at the time of ordering, as specifications, applicability and availability may change over time. Colours displayed are a guide only and may vary from actual colours due to the printing/display process. Toyota Australia reserves the right to change and/or discontinue, without notice, prices, colours, materials, equipment and specifications. To the extent permitted by law, Toyota Australia will not be liable for any damage or loss incurred from relying on the information and images contained in this material. Consider the mass of your load and your selected accessories to ensure your vehicle will not exceed gross vehicle mass limits. Certain accessories when fitted may require removal of standard equipment, which may be retained by Toyota. Visit [toyota.com.au/vehiclepayload](https://toyota.com.au/vehiclepayload)
- 14 Toyota Genuine Parts/Accessories purchased at and fitted by a Toyota Dealer to a Toyota vehicle purchased on or after 01/01/2019 are warranted for the remainder of that vehicle's Toyota Warranty Advantage period, or 2yrs (whichever is greater). Genuine Parts/Accessories purchased from a Toyota Dealer over the counter are warranted for 2yrs from date of purchase. See [toyota.com.au](https://toyota.com.au) for T&Cs. This warranty does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 15 Terms and Conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 16 Lower monthly repayments compared to a similar term with no Guaranteed Future

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Value (GFV) or equivalent balloon final payment. Total interest charges will be higher if a GFV or balloon final payment is selected.

- 17 Applies to standard scheduled logbook servicing (normal operating conditions). Excludes Government and Rental vehicles. For details see your Toyota Dealer or visit [toyota.com.au/advantage](https://toyota.com.au/advantage)
- 18 Applicable to new vehicles delivered on or after 01/01/2019. The standard Toyota Warranty Advantage period is 5yrs, with unlimited kms, from delivery. Excludes vehicles used for a commercial purpose, such as taxis, hire vehicles and vehicles transporting people or goods for payment including rideshare. The commercial vehicle Toyota Warranty Advantage period is 5 years from delivery or 160,000kms (whichever occurs first). See [toyota.com.au/owners/warranty](https://toyota.com.au/owners/warranty) or your vehicle's Warranty and Service Book for T&Cs. This warranty does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 19 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) extended Engine and Driveline coverage is for 7 years from delivery, provided your vehicle is properly serviced and maintained per its Warranty and Service Book. See [toyota.com.au/owners/warranty](https://toyota.com.au/owners/warranty) for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 20 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) Hybrid (HV) Battery coverage is for up to 10 years, with unlimited kms, from date of first delivery. It is comprised of the standard 5 year TWA and extended each year for an additional 5 years with an annual hybrid health check inspection according to Toyota specifications. See [toyota.com.au/owners/warranty](https://toyota.com.au/owners/warranty) or your vehicle's Warranty and Service Book for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 21 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 22 Terms and conditions apply. This advice is general in nature and does not take into account your objectives, financial situation or needs. Before making a decision to purchase any of the insurance products you should consider the appropriateness of the advice taking into account your own objectives, financial situation and needs and refer to the current PDS for the relevant product available from participating Dealers, via our website at [toyota.com.au/insurance](https://toyota.com.au/insurance) or by calling 137 200. Toyota Insurance purchased in a dealership or via the Toyota Insurance National Customer Solutions Centre is issued by Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536. The insurer is Aioi Nissay Dowa Insurance Company Australia Pty Ltd ABN 11 132 524 282, AFSL 443540 (Adica). If Toyota Insurance is purchased online, the issuer and insurer is Adica.
- 23 Toyota Extra Care Roadside Assist is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.

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