

# ALL NEW PRIUS



**TOYOTA**

ALWAYS A  
**BETTER** WAY



**5** year  
TOYOTA  
WARRANTY

# TOYOTA BETTER HYBRID HAPPY TRUST TOGETHER YOU

EVERY DAY WE LOOK AHEAD, MOVE FORWARD, EVOLVE. OUR PASSION IS ALWAYS TO DELIGHT – WITH A CAR THAT EXCEEDS EXPECTATIONS, THRILLS, EXCITES, REASSURES AND DELIVERS BETTER FOR TODAY'S WAY OF LIFE. TAKE US FOR GRANTED.

**TOYOTA.** ALWAYS A **BETTER** WAY

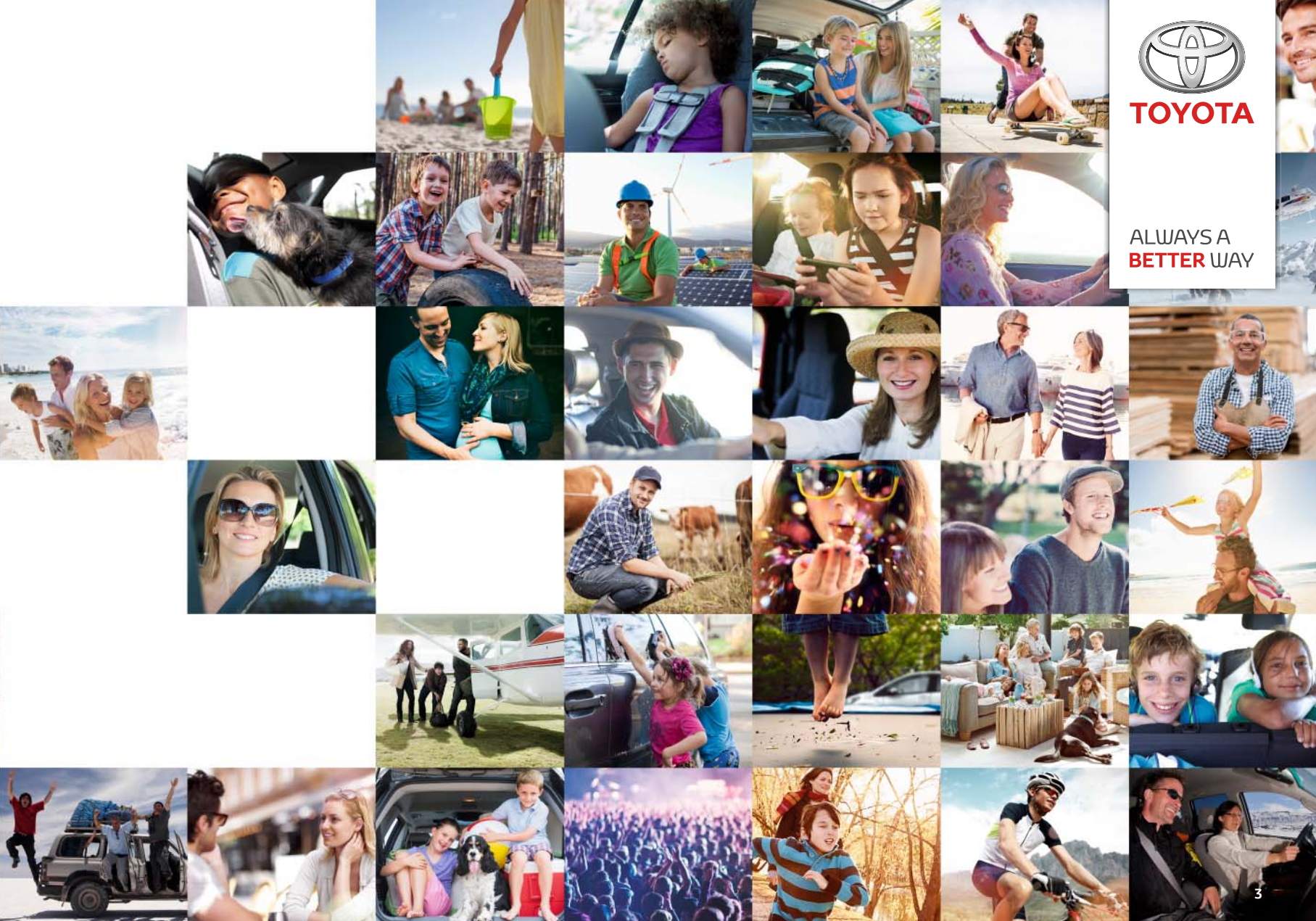






**TOYOTA**

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**BETTER** WAY







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WHEREVER YOU SEE  
THE ABOVE ICON.**



**EXPLORE THE PRIUS  
IN MORE DETAIL.**



# ALL NEW PRIUS

## A HYBRID ICON AGAIN

The Toyota Prius took driving to a new level in 1997 as the world's first mainstream hybrid car. The latest model marks another leap forward in intelligent design and technology: the more responsive, more efficient and quieter-than-ever all new Prius continues to redefine that outstanding Toyota hybrid experience.

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ALL NEW PRIUS









A man in a dark suit and light blue shirt is walking on a rooftop at night. The background features a city skyline with illuminated buildings and colorful light trails from traffic, creating a sense of motion and modernity.

# INGENIOUS

## SHAPED BY INTELLIGENT THINKING

The all new Prius merges progressive design with efficiency. The iconic triangular silhouette retains a distinctively low stance, hinting at the improved driving performance and aerodynamic qualities. Every detail – from the sleek front LED lights, low bonnet and roofline to the vertical rear combination lamps – is designed to optimise airflow, meaning the Prius cuts through the air with grace and efficiency. Follow-me-home headlights illuminate your path for added safety as well as practicality at night.

### INFO NUGGET

The all new Prius spearheads Toyota's New Global Architecture (TNGA). This focuses on standardising parts and components, improving the way Toyota cars are built as well as how they look and feel on the road.



# LEADING

## THE HYBRID DRIVING EXPERIENCE THAT BREAKS NEW BOUNDARIES

The all new Prius paves the way for a next level driving experience with a brand new hybrid system.

The battery recovers more energy, meaning more time can be spent in smooth, quiet EV mode; while the seamless transition between EV and petrol engine mode gives you intuitive, dynamic acceleration whenever you need it. New transmission technology and improved sound insulation keep noise levels to a minimum, letting you enjoy a whisper-quiet drive. The Prius offers a more dynamic performance with excellent handling thanks to the lower centre of gravity, enhanced suspension and a hybrid system that delivers more linear power.

### INFO NUGGET

Fuel consumption in the city and on the motorway has been significantly reduced. You'll also notice the quiet and refined cabin when driving in town or on the open road.







**SCAN THIS PAGE.**  
Explore driving dynamics  
in more detail. Refer  
to page 4 for more  
information.

**HYBRID****1.8 Hybrid Petrol  
Auto**

Power

**122 DIN hp**

Fuel consumption\*

**up to 94 mpg**CO<sub>2</sub> emissions\***from 70 g/km**

Acceleration

**10.6 seconds****0–62 mph**

\* Combined cycle.

For full mpg and CO<sub>2</sub> emissions  
data please see page 42. Mpg and  
CO<sub>2</sub> data sourced from EU tests.

For more information please  
see the back cover.





Model shown: Excel grade



# HIGH-TECH

## TECHNOLOGY FOR EVERYDAY DRIVING

Innovations that make a difference – the all new Prius' interior places state-of-the-art technology at your fingertips. For easily accessible information and safer driving, the Prius boasts a full-colour Head Up Display\* (HUD) projected onto the windscreen, directly in your line of sight. It also comes with dual 4.2" TFT colour displays in the instrument panel, which provides easy access to driving information, audio, navigation, climate control and warning messages as well as the driver support system. The wireless phone charger\* makes staying connected easy with no need for cables.

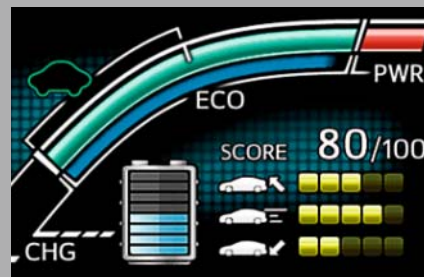
### INFO NUGGET

The new Simple Intelligent Parking Assist<sup>‡</sup> (Simple IPA) aids manoeuvring into even narrower spaces. The system automatically performs steering operations and also features a convenient departure function for leaving parallel parking spaces.



### HEAD UP DISPLAY (HUD)\*

The full-colour display shows vehicle speed and speed limit information as well as incorporating a hybrid system indicator.



### MULTI-INFORMATION DISPLAY

This provides an energy monitor, hybrid system indicator and eco score, fuel economy record, driver monitor, eco wallet and eco diary as part of the driver support system.



### WIRELESS PHONE CHARGER\*

For your convenience, mobile devices can be charged simply by placing compatible devices on the charging pad, avoiding the need for separate chargers or cables.

\* Excluding Active grade.

‡ Excluding Active and Business Edition grades.

# SLEEK

## ATTENTION TO DETAIL THAT MAKES ALL THE DIFFERENCE

The all new Prius interior is where high quality, functionality and playfulness meet. The inviting Black or Cool Grey interior creates a contemporary look, enhanced by soft-touch materials, cool metallic finishes and signature touches such as the Prius logo on the air vents. The lowered driver position, highly ergonomically designed seats and a steering wheel that can be perfectly adjusted to your needs also ensure you experience hybrid driving in the most comfortable surroundings.



### INFO NUGGET

For increased fuel economy and comfort, the smart air conditioning directs airflow only to occupied seats using sensors throughout the car.





Model shown: Excel grade

**AIR CONDITIONING**

The compact, lightweight air-conditioning system is our most advanced to date. It's quiet, and boasts efficient cooling performance.

**STEERING WHEEL CONTROLS**

The intuitively positioned steering wheel controls mean you can adjust the air conditioning, audio, and phone functions as well as view the energy monitor and hybrid system indicator – all through the Multi-Information Display.

**GEAR SHIFT**

Shift-by-wire technology uses electric signals to transmit gear shift operations, allowing you to change gear simply with your fingertips. A shift indicator in the instrument panel shows the current selection.





# SMART

## THE MULTIMEDIA HUB TO KEEP YOU CONNECTED

Toyota Touch® 2 with Go\* is an intuitive and easy-to-use multimedia system that provides information and entertainment whilst connecting you to the outside world. The sleek tablet-style 7" touch screen with drag & flick controls houses an advanced audio system compatible with USB devices and smartphones. The navigation system comes with European map coverage, detour and eco-route functions, real-time traffic updates and local online search facilities. Bluetooth® connectivity and a reversing camera for effortless parking are also included.

- \* Toyota Touch® 2 with Go is standard on Business Edition Plus grade.  
Toyota Touch® 2 with Go Plus is standard on Excel grade.
- † Excel grade only.
- ‡ Available on Toyota Touch® 2 with Go Plus (Excel grade only).

### INFO NUGGET

Access Toyota Online services with Wi-Fi hotspot<sup>†</sup> connection. Offering an alternative to Bluetooth®, you can take advantage of both public and private hotspots, or create a mobile hotspot using your smartphone.



### VOICE RECOGNITION<sup>‡</sup>

This allows you to search for destinations, request and play music and even find and call contacts with just your voice, minimising driver disruption and improving safety.



### MP3

Stream your audio content via Bluetooth® or via the USB/AUX connector.



### REVERSING CAMERA

To aid reversing, the Prius reversing camera displays an even wider image, complete with reference lines.

SCAN THIS  
QR CODE.  
Find out more  
on Toyota  
Safety Sense.



# READY

## YOUR SIXTH SENSE ON THE ROAD

Always one step ahead – The all new Prius comes with the newly developed Toyota Safety Sense as well as other safety features with the aim to create a more secure driving environment for everyone.

The features that help keep you safer:

1. Pre-Collision System with Pedestrian Detection
2. Lane Departure Alert with Steering Control
3. Automatic High Beam
4. Road Sign Assist
5. Adaptive Cruise Control
6. Simple Intelligent Parking Assist (Simple IPA)\*
7. Rear cross traffic alert (excluding Active)
8. Blind spot monitor (excluding Active)
9. Automatic rain sensing wipers

### INFO NUGGET

Thanks to a highly sophisticated network of 22 sensors placed around the car, the all new Prius acts like your sixth sense and alerts you sooner to any potential danger.

\* Excluding Active and Business Edition.

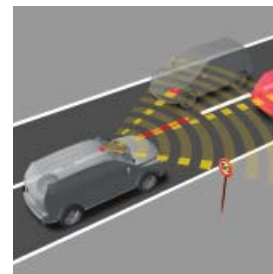




**SCAN THIS PAGE.**  
Explore Prius' safety technologies. Refer to page 4 for more information.

#### TOYOTA SAFETY SENSE

Toyota Safety Sense adds advanced active safety systems for an even safer and more relaxed drive. Five active safety technologies: Pre-Collision System with Pedestrian Detection, Lane Departure Alert with Steering Control, Automatic High Beam, Road Sign Assist and Adaptive Cruise Control are at the heart of Toyota Safety Sense.



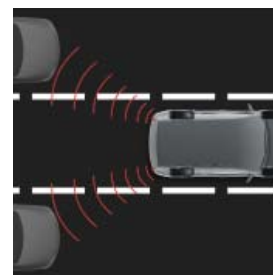
#### REAR CROSS TRAFFIC ALERT (RCTA)<sup>§</sup>

RCTA allows you to reverse out of a parking space safely by detecting other vehicles approaching your blind spot area. Using quasi-millimetre wave radar, RCTA alerts you with audio and visual indicators on the outer mirrors.



#### BLIND SPOT MONITOR (BSM)<sup>§</sup>

The Blind Spot Monitor system allows the driver to manoeuvre more safely during lane changes. If rear-mounted radar sensors detect a vehicle in your side or rear blind spot, a warning indicator will illuminate on the appropriate side mirror. Should you indicate to change lanes and a vehicle is in your blind spot, the warning indicators will flash to alert you that a lane change should be avoided.



<sup>§</sup> Excluding Active grade.







# BETTER

## THE ANSWER TO TOMORROW'S QUESTIONS TODAY

Prius continues to redefine hybrid driving – with yet more inspiring technology, intelligent design, commitment to quality and respect for the planet. Toyota believe there is always a better way and with this in mind, continue to challenge the status quo.

### INFO NUGGET

The name *Prius*, which in Latin means 'prior to', was selected to emphasise that the vehicle was ahead of its time, incorporating innovative hybrid technology to deliver a futuristic driving experience today.



## PRIUS ACTIVE

The Prius Active grade offers a wealth of advanced technology ranging from LED lights at the front and back as well as intelligent Toyota Safety Sense as standard. The fabric upholstery in Black or Cool Grey adds contemporary flair.

### Main features

- 15" alloy wheels (5-double-spoke)
- LED headlights
- LED rear brake lights
- LED front and rear light guide
- Dusk-sensing headlights
- Front fog lights
- Body-coloured door mirrors
- Heated and automatically retractable door mirrors
- Shark-fin antenna
- Reversing camera
- Miyama black fabric trim
- Electric lumbar support
- Driver-side smart entry and push-button start
- Toyota Touch® 2 multimedia system
- Dual 4.2" TFT screens for multi-information display
- Toyota Safety Sense (Pre-Collision System with Pedestrian Detection, Lane Departure Alert with Steering Control, Automatic High Beam, Road Sign Assist, Adaptive Cruise Control)
- Temporary Spare Wheel





### Optional features

- Tyre repair kit
- Cool Grey fabric trim
- Styling Pack (Chrome or Piano Black)
- Parking Pack
- Protection Pack
- Towing Pack
- Rear Entertainment Pack
- Toyota Touch® 2 with Go navigation system



**SCAN THIS  
QR CODE.**  
Configure your  
Prius.



Model shown:  
Business Edition

# PRIUS BUSINESS EDITION & BUSINESS EDITION PLUS

Every journey becomes a reward in itself with the Prius Business Edition. It combines all the Prius Active features along with extras such as full Smart Entry, wireless phone charging and a Head Up Display. Business Edition Plus also adds 17" alloys, navigation and Intelligent Parking Assist.

\* 15" alloy wheel option delivers CO<sub>2</sub> emissions of 70 g/km (combined cycle).  
See page 42 for full mpg and CO<sub>2</sub> emissions data.

## Main features: Business Edition (additional to Active)

- Smart entry and push-button start (driver, passenger doors and boot)
- Automatic dimming rear-view mirror
- Wireless mobile phone charger
- Heated driver & front passenger seats
- Colour Head Up Display (HUD)
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)
- 3-spoke leather steering wheel
- Soft-touch texture on upper dashboard
- Soft-touch door trim and front door armrests

## Optional features

- Tyre repair kit
- Cool Grey fabric trim
- Styling Pack (Chrome or Piano Black)
- Parking Pack
- Protection Pack
- Towing Pack
- Rear Entertainment Pack
- Toyota Touch® 2 with Go navigation system

## Main features: Business Edition Plus (additional to Business Edition)

- 17" alloy wheels (5-spoke)
- Simple Intelligent Parking Assist (Simple IPA) with front and rear parking sensors





Model shown:  
Business Edition Plus

- Toyota Touch® 2 with Go navigation system
- Tyre repair kit

#### Optional features

- Cool Grey fabric trim
- 15" alloy wheels\* with spare wheel
- 15" alloy wheels\* with tyre repair kit
- Styling Pack (Chrome or Piano Black)
- Protection Pack
- Towing Pack
- Rear Entertainment Pack





## PRIUS EXCEL

Settle into the Prius Excel's leather seats and you'll know straight away that this is a very special car. Along with the leather interior and everything from Prius Business Edition Plus, it also has advanced navigation and the extraordinary JBL audio system.

\* 15" alloy wheel option delivers CO<sub>2</sub> emissions of 70 g/km (combined cycle).  
See page 42 for full mpg and CO<sub>2</sub> emissions data.

### Main features (additional to Business Edition Plus)

- Nakano Black Leather
- Rain-sensing wipers
- Toyota Touch® 2 with Go Plus
- JBL Premium Sound System
- 10 speakers

### Optional features

- Cool Grey Leather
- 15" alloy wheels\* with spare wheel
- 15" alloy wheels\* with tyre repair kit
- Styling Pack (Chrome or Piano Black)
- Protection Pack
- Towing Pack
- Rear Entertainment Pack







# OPTIONS

## FOR YOUR PRIUS

Choose from our specially created range of Option Packs\* to add a touch of individuality. Each pack has been designed to offer great value and the flexibility to tailor your car to the way you like things to be.

\* Options should be ordered in conjunction with vehicle.



### CHROME STYLING PACK

These subtle styling details are designed to complement your new Prius perfectly. The combination of a decorative strip on the lower edge of the rear bumper, side sills along the base of the doors and fog lamp surrounds adds a touch of class from any angle.





**1. Chrome rear diffuser**

Adds an extra chrome highlight to your car's rear design.

**2. Chrome side sills**

Contoured to create a powerful low profile appearance.

**3. Chrome fog lamp surrounds**

The carefully shaped bezel makes a feature of your fog lamps.



**PIANO BLACK STYLING PACK**

A range of distinctive high gloss Piano Black accessories combined in a styling pack to give your Prius that customised look of urban sophistication.

**1. Piano Black rear diffuser**

Adds an extra gloss black highlight to your car's rear design.

**2. Piano Black side sills**

Contoured to create a powerful low profile appearance.

**3. Piano Black fog lamp surrounds**

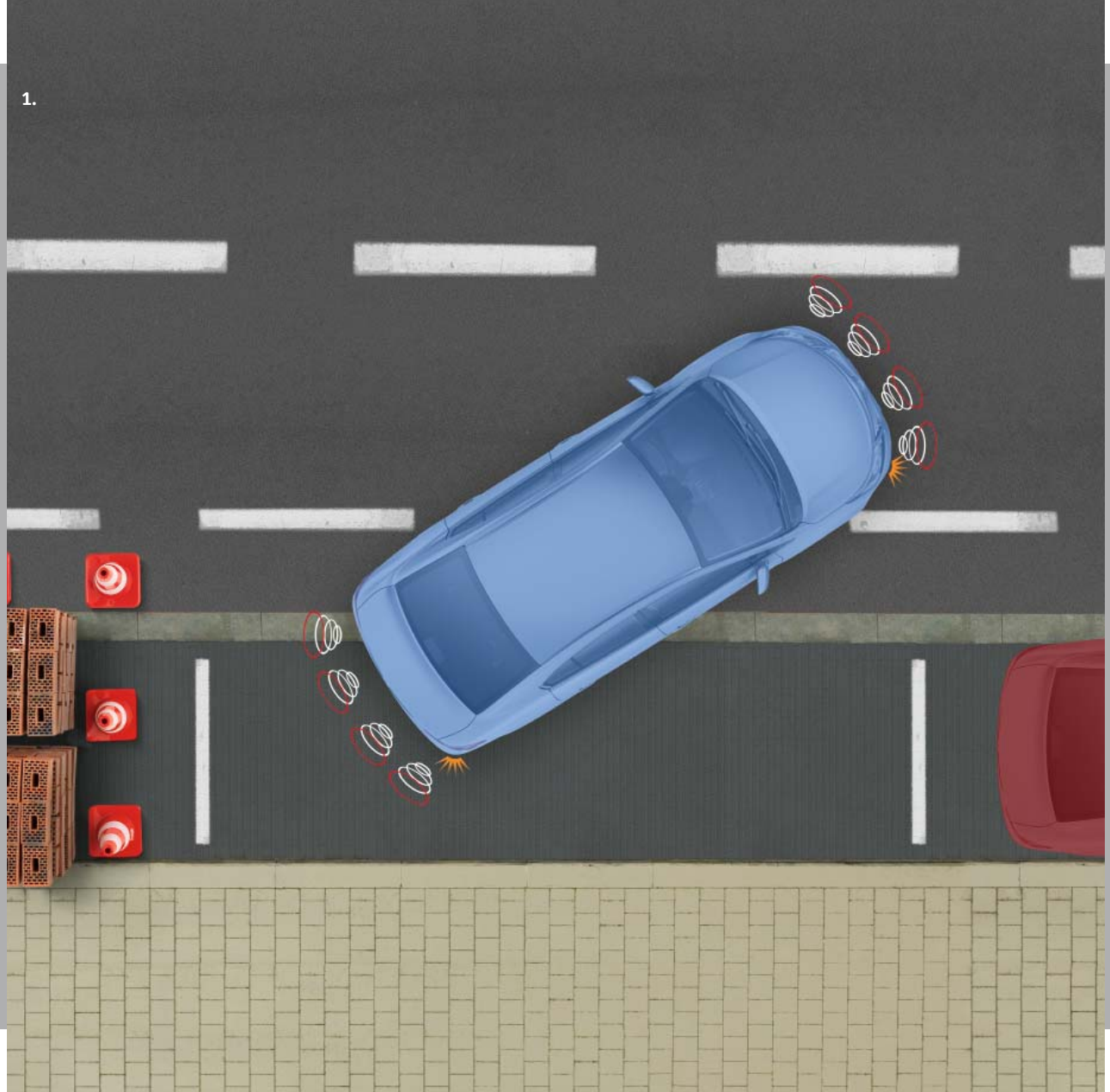
The carefully shaped bezel makes a feature of your fog lamps.

## PARKING PACK

### 1. Front and Rear Parking sensors\*

The Prius is easy to park but, even so, the Toyota parking aid system is a big help in avoiding accidental scrapes where space is tight. Sensors added to the front and rear are linked to in-car alarms that give progressively louder warnings the closer you get to an obstacle. Conveniently, the front and rear alarms have different sounds and can be switched off when not required.

1.



\* Please note this is not the same as Simple Intelligent Parking Assist fitted to Business Edition Plus and Excel grades.





### PROTECTION PACK

The Protection Pack contains front and rear mud flaps, scuff plates, a rear bumper protection plate plus a boot liner, designed specifically to help keep your new Prius in showroom condition.

#### 1. Front and rear mud flaps

The design minimises water, mud and stone chips spraying onto your car.

#### 2. Rear bumper protection plate

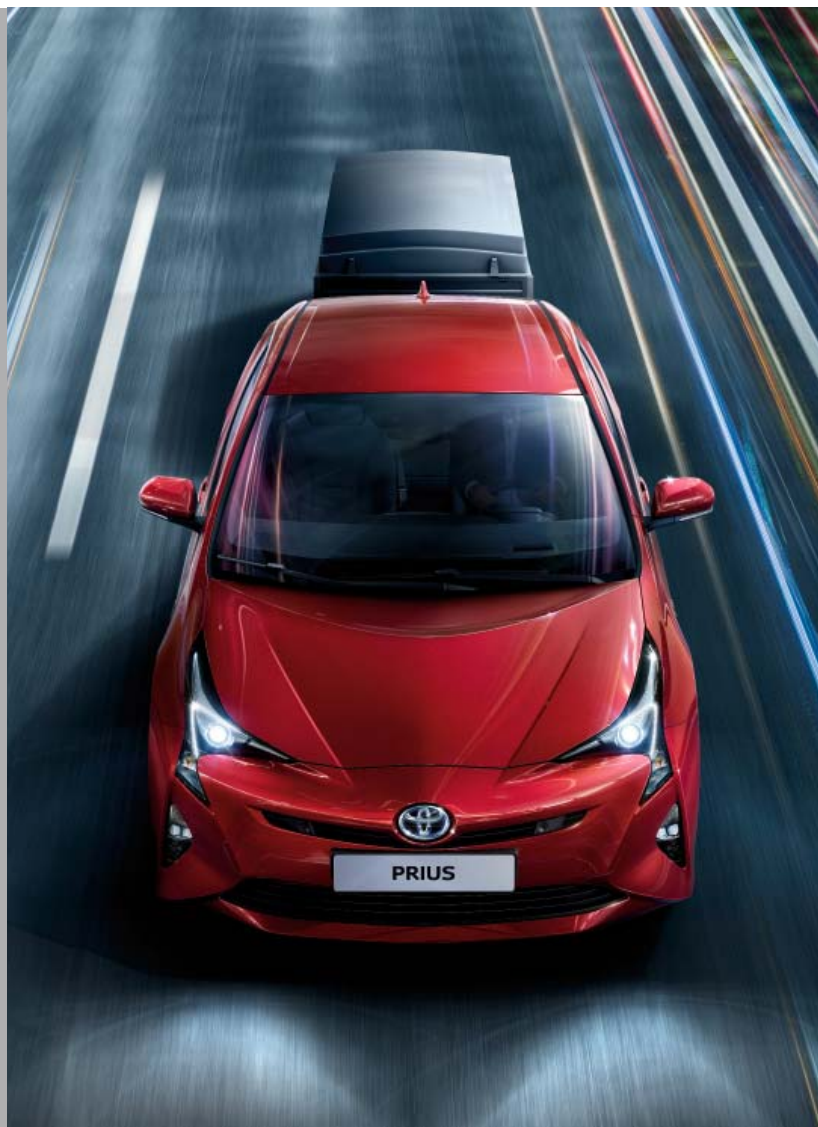
With a tough, good-looking stainless steel finish to help protect bumper paintwork when loading and unloading.

#### 3. Aluminium scuff plates

The polished aluminium finish introduces a compelling detail to your car's interior.

#### 4. Boot liner

Made of plastic with raised edges to be water- and mud-resistant.



## TOWING PACKS

For the first time, towing is available on Prius, with either a fixed or a detachable tow bar available with a choice of 7-pin or 13-pin wiring kits.

### Tow bars – detachable and fixed

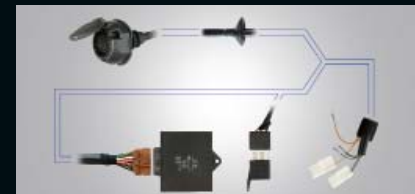


Toyota tow bars are available with a fixed or detachable hook. Both provide a strong towing capability and will support the Toyota rear-mounted bicycle holder.

#### Features

- 725 kg towing capacity (the tow bar is designed for your car's maximum towing capacity).
- Supplied with a protective tow ball cap bearing the Toyota logo.
- All Toyota tow bars can be used to support the 2-bicycle version of the Toyota rear bicycle holder.
- With the detachable tow bar, a smart plastic cover is supplied to place over the base when the hook is removed.
- On the detachable tow bar, the hook attaches or removes by means of a turning knob that also incorporates a security lock.

### Tow bar wiring harness



Safety for you and your car is at the heart of the Toyota tow bar wiring harness. Individually designed for each Toyota model, the harness seamlessly integrates your car's lights and signals with those on a towed trailer or rear bicycle holder.

#### Features

- The harness has independent circuitry and a fused module to eliminate the risk of overloading your car's existing electrical system.
- The fused module prevents a fault in the trailer's circuitry affecting your car's systems. For instance, your car's indicators will continue working even if those on the trailer fail.
- Toyota specialists designed the cable route to safely avoid contact with moving car parts, heat, irregular surfaces and metal edges.
- There are no loose or hanging cables that could catch on road obstacles or interfere when loading or unloading the boot.
- Strategic reinforced cable protection guards against accidental damage and the consequent risks of lighting failure or fire caused by electrical shorting.
- Available with a 7- or 13-pin socket.



### Socket adapters



If you have an existing trailer or rear bicycle holder, or perhaps you want to hire a trailer when you travel in another country, you may find that the plug socket is different to that on your new car. Such a problem is easily resolved! A Toyota socket adapter enables you to safely and securely connect your car's tow bar wiring harness to that of a trailer or bicycle holder even if the plugs don't match.

Toyota adapters are designed to provide a durable connection between different types of plug sockets. They are available in three versions:

- 7-pin (car) to 13-pin (trailer).
- 13-pin (car) to 7-pin (trailer).
- 13-pin (car) to 12N-12S double socket (trailer).



### REAR ENTERTAINMENT PACKS

A new rear-seat Toyota entertainment system that you can configure for complete flexibility – featuring a multi-purpose docking station that is compatible with a 7" DVD player and iPad® holder. The DVD player can be configured in a master/slave arrangement, where one DVD plays on both screens, or as master/master, where each screen can play a different DVD. The iPad® holder can be mounted either landscape or portrait, to exactly match your requirements. The dock itself provides all the power to the attachments, with no visible wires and does not affect anti-whiplash head restraints for those sitting in the front seats.



#### DVD player (shown left)

- Features a 7" screen with stereo sound and a remote control, so children can watch without adjusting their seat belts.
- Can be combined as either master/master or master/slave configurations.
- Compatible with wireless headphones for superb stereo sound.
- Can be removed from car and used at home.

#### iPad® holder

- Clips into docking station for a secure holder for your iPad®.
- Charges your iPad® while docked.
- Can be combined with Wi-Fi hotspot (sold separately) to allow your iPad® to connect to the internet.

#### Optional wireless headphones (shown above)

- Superb stereo sound.
- Independent volume control.
- Automatically shut down to preserve battery life.

#### Security

- DVD and iPad® holder easily removed for security when not in use.

#### Safety

- Meets European crash and impact testing standards.
- Does not affect anti-whiplash seat head restraints.
- Integrated installation with no trailing wires or cords.

# INDIVIDUAL ACCESSORIES

A range of individual accessories are also available for your new Prius, allowing you to personalise your vehicle even further to your own bespoke requirements. These can offer greater protection, add further stylish touches, or provide additional carrying capacity for your new car. All of these additional items are available from your local Toyota Centre.



## 1. Toyota Hotspot\*

As the name suggests, Toyota Hotspot gives you internet access and effectively turns your car into a mobile hotspot. Simply load the Toyota Hotspot box with a SIM card of your choice and, as long as you're in a 3G area, you'll have instant access to the internet and all the web has to offer.

The Toyota Hotspot connects up to five Wi-Fi-capable devices including laptops, tablets, smartphones, iPads, iPhones and game systems and also enables in-car interaction between them. Importantly, the Toyota Hotspot is wired into your car's electrical system to ensure a constant power supply.

- Designed specifically for in-car use and the special demands of temperature variation and vibration.
- Automotive design high speed dual antenna that enhances mobile reception and minimises 3G connection problems.
- Open to any GSM operator and so allows you to use a SIM card of your choice. It will accept a dedicated data transfer card, and when travelling abroad you can fit a local card to avoid roaming charges or enable roaming on your card.
- Over-the-air software updating happens almost automatically.
- User-friendly web interface allows personalisation of Toyota Hotspot functions such as the connection parameters.
- Easy to use with a simple on/off switch and coloured diodes to inform of status and activity.
- Securely mounted within your car to avoid trailing wires.
- Free from the technical problems associated with using a smartphone as a hotspot and also the restrictions imposed by internet providers. For example, the Toyota Hotspot does not limit you to just one user surfing the net.
- Covered by a Toyota warranty.

\* Not available on Excel grade.



2.



3.



4.



5.



#### **2. Illuminated scuff plates**

In brushed aluminium finish with illuminated Prius logo to provide stylish protection to front door sills.

#### **3. Black plastic bumper protection plate**

Made of a rugged black composite material, this protection plate has a wrap-over edge to shield the rear bumper when loading and unloading.

#### **4. Textile floor mats**

Soft, tailored-fit textile mats on a hard-wearing base for maximum comfort and protection.

#### **5. Rubber floor mats**

Tailored-fit rubber floor mats provide ultra strong protection.

## TOURING

Toyota touring accessories are custom-designed to make even more of the Prius's sense of adventure. Choices including roof-top storage and bicycle holders add extra capacity. This means you can quickly and safely load up and go wherever your passion takes you.

### 1. Roof rack

The roof rack provides a base for the range of specialised Toyota carrying attachments such as ski and bicycle holders and luggage boxes.





## SKI BOXES

Thule Motion 800 – gloss black (also in gloss silver)



Thule Pacific 700 – silver grey



### For those big snow holidays

Thule ski boxes have been custom-designed to exactly the right length, shape and capacity for securely carrying all your winter sports accessories.

Thule Motion 800

Dimensions: 205 cm L x 84 cm W x 45 cm H

Internal volume: 460 litres

Maximum content weight: 50 kg\*

Holds: 5–7 pairs of skis, 4–5 snowboards

Weight: 21 kg

### Thule Pacific 700

Dimensions: 232 cm L x 70 cm W x 40 cm H

Internal volume: 420 litres

Maximum content weight: 50 kg\*

Holds: 6 pairs of skis, 4 snowboards

Weight: 15 kg

### Features

- Opens from both sides for easy loading and unloading.
- High security multi-point central locking system.
- Grip-friendly key cannot be removed until all the locking points are closed.
- Fits the Toyota roof rack and Toyota crossbars on roof rails.
- Internal straps for securing the box contents.
- Made of colour-fast UV-resistant ABS plastic.

## SKI & SNOWBOARD HOLDERS

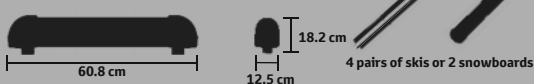
Large ski and snowboard holder



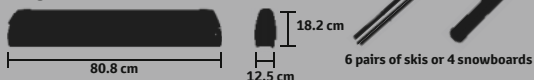
### Simply load and go

The holders install easily and lock securely so you can quickly load skis and snowboards whenever the inspiration takes you. They fit onto the Toyota roof rack and Toyota crossbars on roof rails.

### Medium size holder



### Large size holder



### Features

- Weight: 3.2 kg medium, 4.2 kg large.
- Skis secured between soft rubber for grip and to prevent damage.
- Central locking system for maximum security.
- Push release for easy opening with gloved hands.
- Large holder slides to the car side for easy loading and unloading.

## LUGGAGE BOX

Thule Pacific 200 – silver grey



### Just right for holidays

For jackets and dresses, shorts, shoes and playthings: a Thule luggage box is perfect to carry all you need for those big holidays and weekends away.

### Thule Pacific 200

Dimensions: 175 cm L x 82 cm W x 45 cm H

Internal volume: 410 litres

Maximum content weight: 50 kg\*

Weight: 14 kg

### Features

- Opens from both sides for convenient loading and unloading.
- High security multi-point central locking system.
- Grip-friendly key cannot be removed until all the locking points are closed.
- Fits the Toyota roof rack and Toyota crossbars on roof rails.
- Internal straps for securing the box contents.
- Made of colour-fast UV-resistant ABS plastic.

\* Maximum content weight is based on the Prius's maximum roof load capacity.

BICYCLE HOLDERS



**Rear-mounted multi-capacity**  
For secure transportation and easy loading and unloading. The clamp-mounted holder is a universal solution that attaches to all genuine Toyota tow bars.



**Quick and easy roof mounting**  
The lockable lightweight aluminium design attaches to Toyota crossbars and has secure wheel and frame grips. Conveniently, the frame grip can be adjusted at roof height.

Key product highlights:	Clamp-mounted rear bike holder	Roof-mounted bike holder
Load capacity (bikes)	2	1
Total load capacity (kg)	36	15
Dimensions L x W (cm)	105 x 58	159 x 29
Weight of unit (kg)	14	4.4
Fits frame dimensions (mm)	22–70	20–80
Vehicle's holding system	Tow bar: fixed, detachable horizontal & vertical	Fits square and extruded aluminium crossbars
Powerplug/Rear lights	7-pin or 13-pin	–
Safety	Locks bike to carrier	Locks bike to carrier
	Locks carrier to car	Locks carrier to car
	One-key system compatible	–
Fulfils city crash norm	Yes	Yes
Miscellaneous	Maximum weight per bike: 20 kg. Fits bikes with disc brakes. Tiltable for easy access to boot.	UV-resistant plastic. Fits wheel width up to 5.6 cm.



## SAFETY

Caring for young passengers needs careful thought. Be assured, with Toyota child restraint seats you have individual options for each age group.

Nothing is left to chance with a Toyota child restraint seat. The fixings are secure, the fabrics are robust and the design offers both safety and comfort. Whether travelling near or far, you can be sure your most precious cargo will be well protected.



Name	Baby-Safe Plus	Baby-Safe Belted Base	Duo Plus	Kid
<b>Suitable for</b>	From birth up to 13 kg (up to 12/15 months)	Compatible with Baby-Safe Plus seat	From 9 to 18 kg (8 months to 4 years)	From 15 to 36 kg (4 to 12 years)
<b>Installation</b>	Baby-Safe belted base or seat-belt	Seat-belt	ISOFIX or seat-belt	Seat-belt
<b>Weight (kg)</b>	3.9	6.0	9.0	5.8
<b>Dimensions H x L x D (cm)</b>	57 x 44 x 65	62 x 37 x 86 (while extended)	60 x 46 x 49	67 x 51 x 46



**DIV**





040 Pure White



070 Pearl White\*



1F7 Tyrol Silver§

# ERSITY

## THE COLOURS OF EVOLUTION



1G3 Decuma Grey§



218 Galaxy Black§



3T7 Hypersonic Red\*



8W7 Galactic Blue§

\* Pearlescent paint.

§ Metallic paint.

A close-up, high-contrast photograph of a car's interior, focusing on the stitching and texture of black leather seats. The leather has a fine, pebbled grain, and some areas are perforated. The lighting creates deep shadows and bright highlights, emphasizing the contours and textures of the upholstery.

# BOLD

STANDOUT TRIMS AND WHEELS





**15" alloy wheels  
(5-double-spoke)**  
Standard on Active and  
Business Edition; optional  
on Business Edition  
Plus and Excel



**17" alloy wheels  
(5-spoke)**  
Standard on Business  
Edition Plus, Excel



Combine 17" alloy wheels (5-spoke)  
with the alloy inserts below\*:

1. Black alloy wheel insert
2. Bronze alloy wheel insert
3. Blue alloy wheel insert



**Miyama Black fabric**  
Available on Active,  
Business Edition,  
Business Edition Plus



**Cool Grey fabric**  
Available on Active,  
Business Edition,  
Business Edition Plus



**Nakano Black Leather**  
Available on Excel



**Cool Grey Leather**  
Available on Excel

\* Extra cost option.

# SPECIFICATIONS

ENVIRONMENTAL PERFORMANCE	1.8 Hybrid Petrol Auto
<b>Alloy wheels</b>	15"/17"
<b>Fuel consumption</b>	
Combined (mpg)	94.1/85.6
Urban (mpg)	97.4/85.6
Extra urban (mpg)	91.1/85.6
Fuel grade – recommended	95 unleaded petrol or higher
Fuel tank capacity	43
<b>Carbon dioxide, CO<sub>2</sub></b>	
CO <sub>2</sub> Combined (g/km)	70/76
CO <sub>2</sub> Urban (g/km)	67/76
CO <sub>2</sub> Extra Urban (g/km)	72/78
<b>Exhaust emissions</b>	
Euro class	Euro 6
Exhaust emissions EC regulations (Base)	EC 715/2007
Exhaust emissions EC regulations (Update)	EC 2015/45W
Carbon monoxide, CO (mg/km)	131.1
Sound level drive by (dB(A))	67
Hydrocarbons, THC (mg/km)	33.7
Hydrocarbons, NMHC (mg/km)	30.1
Nitrogen oxides, NOx (mg/km)	– (not available at time of going to print)

**Quoted mpg & CO<sub>2</sub> figures:** All mpg and CO<sub>2</sub> emissions figures stated in this brochure are sourced from official EU-regulated tests. These are provided for comparability purposes and may not reflect your actual driving experience. For further information please see the back cover of this brochure.

ENGINE	1.8 Hybrid Petrol Auto
Engine code	2ZR-FXE
Number of cylinders	4, in line
Valve mechanism	16-valve DOHC with VVT-i
Fuel injection system	Fuel injection

ENGINE		1.8 Hybrid Petrol Auto
Displacement (cc)		1798
Bore x stroke (mm x mm)		80.5 x 88.3
Compression ratio		13.04 :1
Maximum output (DIN hp)		98
Maximum output (kW@rpm)		72/5200
Maximum torque (Nm@rpm)		142/3600
Total hybrid system output (DIN hp)		122
Electric front motor: type		Permanent magnet synchronous motor
Electric front motor: maximum output (kW@rpm)		53
Electric front motor: maximum torque (Nm@rpm)		163
Hybrid vehicle battery: type		Nickel metal hydride
Hybrid vehicle battery: number of modules		28
Hybrid vehicle battery: capacity Ah (hr)		6.5
TRANSMISSION		1.8 Hybrid Petrol Auto
Transmission type		e-CVT
PERFORMANCE		1.8 Hybrid Petrol Auto
Maximum speed (mph)		112
Acceleration 0–62 mph (secs)		10.6
Drag coefficient		0.24
SUSPENSION		1.8 Hybrid Petrol Auto
Front		MacPherson strut
Rear		Double wishbone
BRAKES		1.8 Hybrid Petrol Auto
Front		Ventilated disc
Rear		Disc



# SPECIFICATIONS

STEERING	1.8 Hybrid Petrol Auto
<b>Alloy wheels</b>	15"/17"
Type	Rack & pinion
Ratio	13.2 : 1/13.6 : 1
Minimum turning radius – tyre (m)	5.1/5.4

LOAD CAPACITY	1.8 Hybrid Petrol Auto	
	With Space Saver Tyre	With Tyre Repair Kit
Luggage capacity, up to tonneau cover (litres)	297	343
Luggage capacity, up to roof (litres)	457	502
Luggage capacity, rear seats down, up to roof (litres)	1512	1558

DIMENSIONS & WEIGHTS	1.8 Hybrid Petrol Auto
<b>Alloy wheels</b>	15"/17"
Length (mm)	4540
Width (mm)	1760
Height (mm)	1470
Front tread (mm)	1530/1510
Rear tread (mm)	1540/1520
Overhang front (mm)	950
Overhang rear (mm)	890
Wheelbase (mm)	2700
Interior length (mm)	2110
Interior width (mm)	1490
Interior height (mm)	1195
Boot capacity, max width (mm)	936
Boot capacity, height (mm)	715

## DIMENSIONS & WEIGHTS

Gross vehicle weight – total (kg)	1775
Kerb weight (kg)	1375–1400
Towing capacity with and without brakes (kg)	725

## 1.8 Hybrid Petrol Auto

## GROUND CLEARANCE

Min. running ground clearance (mm)	123
------------------------------------	-----

## 1.8 Hybrid Petrol Auto

## ALLOY WHEELS

	Active	Business Edition	Business Edition Plus	Excel
15" alloy wheels (5-double-spoke)	●	●	○	○
17" alloy wheels (5-spoke)	—	—	●	●
Tyre repair kit	○	○	●	●
Temporary spare wheel	●	●	○*	○*

● = Standard

○ = Optional

— = Not available

\* With 15" alloy wheels only.

§ With 17" alloy wheels.



1510<sup>§</sup> mm

1760 mm



890 mm

2700 mm

950 mm

4540 mm

1470 mm



1520<sup>§</sup> mm

1760 mm

# EQUIPMENT

## EXTERIOR STYLING

	Active	Business Edition	Business Edition Plus	Excel
Chrome surrounds on front fog lamps	●	●	●	●
LED front light guide	●	●	●	●
LED rear light guide	●	●	●	●
Black diffuser	●	●	●	●
Body-coloured door mirrors	●	●	●	●
Body-coloured door handles	●	●	●	●
Black centre pillar design	●	●	●	●
Black rear pillar design	●	●	●	●

## EXTERIOR COMFORT

	Active	Business Edition	Business Edition Plus	Excel
Follow-me-home headlights	●	●	●	●
Headlight cut-off reminder	●	●	●	●
Dusk sensor	●	●	●	●
Rain sensor	—	—	—	●
Power-adjustable door mirrors	●	●	●	●
Heated door mirrors	●	●	●	●
Automatically retractable door mirrors	●	●	●	●
Driver-only Smart Entry & Start System	●	—	—	—
Smart Entry & Start System	●*	●	●	●

## INTERIOR STYLING

	Active	Business Edition	Business Edition Plus	Excel
Leather seats	—	—	—	●
3-spoke leather steering wheel	—	●	●	●
Piano Black centre console	●	●	●	●
Chrome and black surrounds on side air vents (black trim only)	●	●	●	●
Chrome and turquoise surrounds on side air vents (grey trim only)	●	●	●	●
Chrome insert on side air vents	●	●	●	●
Chrome interior door handles	●	●	●	●

## INTERIOR COMFORT

	Active	Business Edition	Business Edition Plus	Excel
Push-button start	●	●	●	●
Electric Power Steering (EPS)	●	●	●	●
Electrochromatic rear-view mirror	—	●	●	●
Rear-view camera display	●	●	●	●
Static guide lines on rear-view camera display	●	●	●	●
Wireless mobile phone charger	—	●	●	●
Dual-zone automatic air conditioning	●	●	●	●
Heated driver & front passenger seats	—	●	●	●
60:40 split-folding rear seats	●	●	●	●
Rear passenger footwell heating	●	●	●	●



## INTERIOR COMFORT

	Active	Business Edition	Business Edition Plus	Excel
Front power windows	●	●	●	●
Rear power windows	●	●	●	●
Auto up & down function on all power windows	●	●	●	●
Anti-jam protection on power windows	●	●	●	●
Power passenger window lock	●	●	●	●
Driver & front passenger personal lamps	●	●	●	●
Rear passenger room lamp	●	●	●	●
Boot lamp	●	●	●	●
Illuminated entry & foot lamp system	●	●	●	●
Front 12V power outlet	●	●	●	●
Rear passenger 12V power outlet	●	●	●	●
Driver power door lock	●	●	●	●
Child safety door locks	●	●	●	●
Dual 4.2" TFT screen for multi-information display	●	●	●	●
Colour Head Up Display	—	●	●	●
Audio switches on steering wheel	●	●	●	●
Multimedia switches on steering wheel	●	●	●	●
Telephone switch on steering wheel	●	●	●	●
Voice recognition switch on steering wheel <sup>§</sup>	●	●	●	●

## STORAGE

	Active	Business Edition	Business Edition Plus	Excel
Front console box	●	●	●	●
Front door pockets	●	●	●	●
Single compartment glovebox	●	●	●	●
Rear door pockets	●	●	●	●
Front bottle holders	●	●	●	●
Rear bottle holders	●	●	●	●
Front cup holders	●	●	●	●
Rear cup holders	●	●	●	●
Rear passenger coat hooks (2)	●	●	●	●
Sunglasses holder	●	●	●	●
Driver & passenger seatback pockets	●	●	●	●
Storage box in rear armrest	●	●	●	●
Retractable tonneau cover	●	●	●	●
Shopping bag hooks	●	●	●	●
Hooks for luggage holding belt	●	●	●	●

● = Standard    ○ = Optional    — = Not available

\* Driver only Smart Entry and Start System.

§ Functional only with Toyota Touch® 2 with Go Plus.

# EQUIPMENT

## MULTIMEDIA

	Active	Business Edition	Business Edition Plus	Excel
Entertainment system – single DVD player	○	○	○	○
Entertainment system – single iPad® holder	○	○	○	○
Entertainment system – single iPad® holder and single DVD player	○	○	○	○
Entertainment system – twin DVD players (master & master)	○	○	○	○
Entertainment system – twin DVD players (master & slave)	○	○	○	○
Entertainment system – twin iPad® holder	○	○	○	○
Toyota Touch® 2 multimedia system	●	●	—	—
Toyota Touch® 2 with Go multimedia system	○	○	●	—
Toyota Touch® 2 with Go Plus navigation system	○	○	○	●
6 speakers	●	●	●	—
10 speakers	—	—	—	●
JBL premium sound system	—	—	—	●
USB connector	●	●	●	●
Bluetooth® hands-free system	●	●	●	●
Wi-Fi connectivity	—	—	—	●
Voice recognition	—	—	—	●
Digital Audio Broadcast (DAB)+	●	●	●	●
7" multimedia display	●	●	●	●

## SAFETY

	Active	Business Edition	Business Edition Plus	Excel
Pre-Collision System with Pedestrian Detection	●	●	●	●
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD)	●	●	●	●
Emergency Brake-light Signal (EBS)	●	●	●	●
LED rear brake lights	●	●	●	●
High-mounted stop lamp (LED type)	●	●	●	●
Rear combination lamps (LED type)	●	●	●	●
LED headlamps	●	●	●	●
Automatic High Beam	●	●	●	●
Automatic headlamp levelling	●	●	●	●
Front fog lamps	●	●	●	●
Daytime running lights (LED type)	●	●	●	●
Turning signal integrated in door mirrors	●	●	●	●
Blind Spot Monitor (BSM)	—	●	●	●
Lane Departure Alert with Steering Control	●	●	●	●
Adjustable Speed Limiter (ASL)	●	●	●	●
Adaptive Cruise Control	●	●	●	●
Road Sign Assist	●	●	●	●

**SAFETY**

	Active	Business Edition	Business Edition Plus	Excel
Vehicle Stability Control (VSC)	●	●	●	●
Traction Control (TRC)	●	●	●	●
Hill-start Assist Control (HAC)	●	●	●	●
Tyre Pressure Warning System (TPWS)	●	●	●	●
Rear Cross Traffic Alert (RCTA)	—	●	●	●
Front parking sensors	—	—	●	●
Rear parking sensors	—	—	●	●
Reversing camera	●	●	●	●
Simple Intelligent Parking Assist (Simple IPA)	—	—	●	●
Front seat belt reminder	●	●	●	●
Rear seat belt reminder	●	●	●	●
Pre-tensioners and force limiters	●	●	●	●
Supplemental Restraint System (SRS) airbags – 7 airbags	●	●	●	●
Front passenger airbag on/off switch	●	●	●	●
ISOFIX seat fixing	●	●	●	●
Driver & front passenger Whiplash Injury Lessening (WIL) seats	●	●	●	●
Rear headrests (3)	●	●	●	●

**PACKS**

	Active	Business Edition	Business Edition Plus	Excel
Protection Pack	○	○	○	○
Chrome Pack	○	○	○	○
Black Pack	○	○	○	○
Parking Pack	○	○	—	—
Toyota Touch® 2 with Go navigation	○	○	●	—
Toyota Touch® 2 with Go Plus navigation	—	—	—	●
Fixed Towbar with 7-pin wiring	○	○	○	○
Fixed Towbar with 13-pin wiring	○	○	○	○
Detachable towbar with 7-pin wiring	○	○	○	○
Detachable towbar with 13-pin wiring	○	○	○	○
Taxi Pack	○	○	○	—

● = Standard

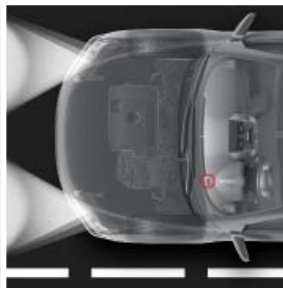
○ = Optional

— = Not available



# GLOSSARY

Discover more about the Prius technology.



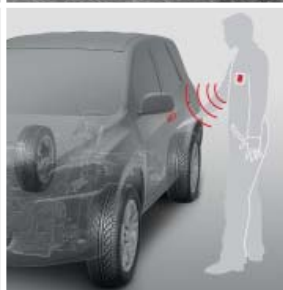
## Dusk-sensing headlights

The dusk sensor monitors light levels and automatically switches on the headlights when the light is low.



## Rain-sensing wipers

The automatic rain sensor instantly sets the appropriate wiper speed and intervals.



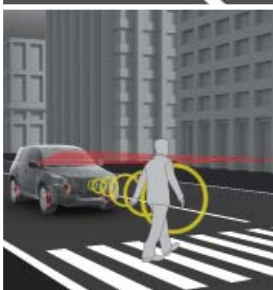
## Smart Entry & Start System

Instead of a conventional key, the Smart Entry & Start System features a transmitter that allows you to unlock the doors by pulling the handle and lock them again by pressing a button. To start or stop the engine, simply press the Start/Stop button. All you need to do is carry the Smart Entry key in your pocket or handbag.



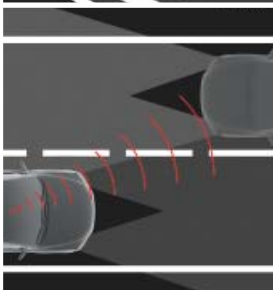
## Lane Departure Alert with Steering Control

Using a camera to detect the lane markings in the road ahead, Toyota Safety Sense's Lane Departure Alert will alert the driver with audible and visual warnings if the vehicle starts to deviate from its lane without the turn indicator being applied. Steering Control applies corrective force in the case of unintentional lane departure.



## Pre-Collision System with Pedestrian Detection

Toyota Safety Sense's Pre-Collision System with Pedestrian Detection combines a millimetre-wave radar with a camera to detect other vehicles in the road ahead. When the possibility of collision is detected the driver is alerted with audio and visual warnings and brake assistance is activated. If the driver fails to brake in time the brakes automatically engage to prevent or mitigate a collision. In addition to vehicle detection, early detection of pedestrians is also made possible.



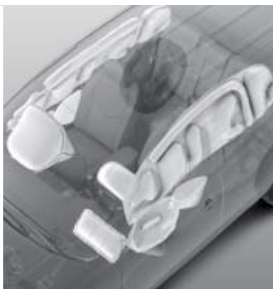
## Automatic High Beam

Toyota Safety Sense's Automatic High Beam is designed to optimise visibility during night driving for all road users. A camera detects the lights of oncoming vehicles and leading traffic whilst also monitoring the brightness of streetlights. It switches automatically between high and low beam for safer night-time driving.



### Adaptive Cruise Control

Toyota Safety Sense's Adaptive Cruise Control keeps you at a minimum preset distance from the vehicle in front. If this distance falls, the system reduces your speed and eventually the brakes will be applied and brake lights activated. If the distance increases again, it will gradually accelerate until you return to your chosen cruising speed.



### Supplemental Restraint System (SRS) airbags – 7 airbags

This model is fitted with seven airbags. They include driver's knee airbag, SRS airbags for both driver and passenger, side airbags for the front seats, and SRS curtain shield airbags covering both the front and rear seat passengers.



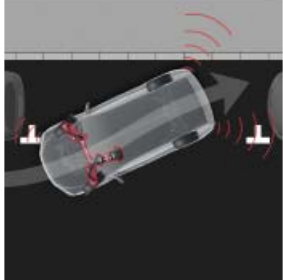
### Road Sign Assist

Toyota Safety Sense's Road Sign Assist monitors the road signs ahead, displaying useful information such as the current speed limit or overtaking restrictions in clear view on the new colour TFT cockpit display. The system also provides a visual and acoustic warning if you are not following the road sign indication.



### 1.8 l Petrol Hybrid

The 1.8 litre Hybrid Synergy Drive® (HSD) is the world's most advanced full hybrid system. It combines a 1.8 litre VVT-i petrol engine with two electric motors to provide low fuel consumption, low CO<sub>2</sub> emissions and a powerful, peaceful driving experience.



### Simple Intelligent Parking Assist (Simple IPA)

Simple IPA automatically manoeuvres you into your chosen parking spot whether between two vehicles or behind one. Using ultrasonic sensors on the front side-bumper to identify a suitable parking space, once engaged, the system automatically performs the steering operations. You simply have to control the reversing speed and let the Simple IPA park your vehicle.



### e-CVT

The innovative, electronically controlled Continuously Variable Transmission (e-CVT) manages the flow of power from the petrol engine and electric motors for smooth, effortless acceleration. It delivers the optimum blend for every driving condition, ensuring maximum fuel efficiency.

# OWNING YOUR ALL NEW PRIUS

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Toyota Fixed Price Servicing means you will be sure to know the cost of your service up front. Expertly trained technicians using only genuine Toyota parts will carry out your service at one of over 200 Authorised Toyota Service Centres. The technicians will advise you on the correct service for your car based on the car's age, mileage and service history.

For more information visit [toyota.co.uk/service](http://toyota.co.uk/service)

## **Service Plans**

Inflation-proof pricing with a monthly or one-off payment plan means one less thing to worry about. With Toyota Service Plans the price you're quoted is guaranteed for the duration of your plan. The service, parts and labour are all paid for either in monthly instalments or as a one-off payment at the beginning of your plan.

For more information visit [toyota.co.uk/service](http://toyota.co.uk/service)

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We offer fixed prices on a number of repair items for your Toyota giving you peace of mind when it comes to managing costs. Also don't forget we only use genuine Toyota parts, all of which come with at least 12 months' warranty (some even offer unlimited mileage warranties); and your car will always be dealt with by a trained Toyota Technician.

For more information visit [toyota.co.uk/repairs](http://toyota.co.uk/repairs)

## **My Toyota**

Whether you're a long-term owner or have recently taken delivery of a new Toyota, there are lots of reasons to join **My Toyota**. Packed with time saving and convenient features, **My Toyota** ensures everything you need to manage your vehicle ownership is in one place. You'll also gain access to My Rewards where you can enjoy great offers and discounts from big brands on everything from family days out to pampering as well as everyday deals.

For more information visit [toyota.co.uk](http://toyota.co.uk)

## **Toyota Accessories**

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. Tailor-made for your Toyota, they fit perfectly and add a personal touch of style, comfort and practicality. Also, because they've been tested under the most severe conditions, you can have complete confidence in their reliability and durability. To add to the reassurance, every genuine Toyota accessory has a 5-year warranty when purchased together with the vehicle.

For more information visit [toyota.co.uk/accessories](http://toyota.co.uk/accessories)

## **Toyota Roadside Assistance**

When you buy a Toyota you will automatically receive 12 months' AA Roadside Assistance in the UK and Europe, free of charge. After the first year the cost of Toyota Roadside Assistance is £6 per month if paid by monthly Direct Debit, £68 per annum if paid by annual Direct Debit, and £72 per annum when paid by all other payment methods.\*

For full terms and conditions please visit [toyota.co.uk/roadsideterms](http://toyota.co.uk/roadsideterms)

## **5-Year Toyota Warranty**

Every new Toyota comes with a 5-year/100,000-mile (whichever comes first) manufacturer's warranty, covering you against the unlikely event of a manufacturing defect causing a mechanical fault.

For full details, please ask your official Toyota Centre or visit [toyota.co.uk/5yearwarranty](http://toyota.co.uk/5yearwarranty)

## **Corrosion Cover**

The 12-year unlimited mileage cover protects against rust perforation affecting sheet metal body panels as a result of a manufacturing fault. This warranty can also be transferred to any future owner throughout the 12-year period.

## **Rust and Paint Cover**

The 3-year unlimited mileage cover protects against defects and surface rust as a result of a manufacturing fault.

\* Prices shown are correct at time of going to print but may be subject to change.



### **Toyota Extended Warranty**

You have the choice of either the unlimited mileage cover or the low-user option that restricts you to 10,000 miles per year. You also have a choice between 12 and 24 months' cover (subject to vehicle eligibility). The 24-month option will show a saving over two 12-month Toyota Extended Warranty policies and is available with the low-user option at 10,000 miles per year over 24 months.

The Toyota Extended Warranty can be renewed until the vehicle is eight years old, and if a part covered by the Toyota Extended Warranty suffers electrical or mechanical failure at any time during the term, Toyota is committed to fixing it. You don't pay for replacement parts or labour.

For more information visit [toyota.co.uk/extendedwarranty](http://toyota.co.uk/extendedwarranty)

### **Toyota Motor Insurance**

Toyota Motor Insurance is available for Toyota owners at competitive premiums. To obtain details of the benefits included and to arrange a quotation, please contact your local Toyota Centre or call 0800 350 500.

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Finance subject to status to over 18s only. Indemnities may be required. Terms and conditions apply.

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# ICONIC

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SINCE 1997

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Toyota UK



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