



PRIUS

THE PRIUS STORY BEGAN IN 1997  
THE FIRST MAINSTREAM HYBRID TOOK DRIVING TO A NEW LEVEL  
NOW IT'S TIME FOR THE NEXT CHAPTER

*The original*  
**HYBRID**  
*Chosen by*

PIONEERS







# Defining the **FUTURE** leading the **WAY**

## REDEFINING HYBRID FOR OVER 20 YEARS

The car that defined Hybrid more than two decades ago is still redefining it today. Prius combines intelligent design and technology to deliver dynamic performance and excellent handling, making this a car that is as fun to drive as it is efficient. It's also quieter than ever, for a tranquil driving experience that always puts you at ease.

## SPECIFICATIONS

### HYBRID

#### 1.8 l Petrol Hybrid e-CVT 2WD

Power	<b>122 DIN hp</b>
Fuel consumption*	<b>4.1–4.7 l/100 km</b>
CO <sub>2</sub> emissions*	<b>94–107 g/km</b>
Acceleration 0–100 km/h	<b>10.8 seconds</b>
Available on	<b>All grades</b>

The 1.8 litre engine provides a smooth and responsive driving experience.

The car recharges its battery as you drive, so you don't have to plug it in. And Prius is the most efficient non-plug-in Hybrid.

e-CVT = electronically controlled Continuously Variable Transmission

\* Combined cycle.



HYBRID







More  
**GRIP**  
for extra

REASSURANCE

ENJOY ENHANCED PEACE OF MIND WITH HYBRID AWD-i

The innovation continues with Hybrid AWD-i. Tailor-made for Prius, it's the first time a car in this class has had an intelligent all-wheel drive system. Designed to provide extra control in low-grip conditions such as rain and snow, it gives you added peace of mind when you really need it. And because it's so compact, you don't have to compromise on efficiency or boot space.

**In the right conditions**

Hybrid AWD-i is designed for low-grip conditions such as rainy roads, snow-covered streets and wet cobblestones.

**At the right speeds**

Under 10 km/h, Hybrid AWD-i is always on, helping you start smoothly. Between 10 and 70 km/h, it turns on when needed.

# Contemporary **DESIGN** Intelligent

# DRIVE

## THE CLEAN LINES OF AN EYE-CATCHING SILHOUETTE

This is a car with a contemporary look that matches its advanced capabilities. The new design keeps the iconic triangular Prius silhouette, but updates it with distinctly modern clean lines designed to optimise airflow. The result is a car that's as pleasing to the eye as it is a pleasure to drive.



### Front lamps

At the front of the car, the lights form a stylishly shaped cluster that emphasises the elegant slope of the bonnet.

### Rear lamps

The striking new rear combination lamps draw attention to the car's sleek horizontal lines.





# Genuine **COMFORT** *and intuitive*

# TECHNOLOGY

## A CABIN DESIGNED FOR EVERYDAY DRIVING

When it comes to creating an inviting space, every detail counts. The Prius cabin combines quality materials with clean, contemporary design, while ergonomic seats come in a range of stylish new fabrics. A large Head Up Display projects speed, hybrid data and radar-assisted warnings for vehicle distance directly onto the windscreen, while the intuitive Toyota Touch® 2 with Go system makes entertainment and navigation simple.



### **Air conditioning**

Smart air conditioning uses sensors to direct airflow only to the seats that are occupied.

### **Wireless charger**

A large wireless charging tray lets you keep compatible devices charged without the need for cables.





INTERIOR

Keeping you  
**INFORMED**  
to help you

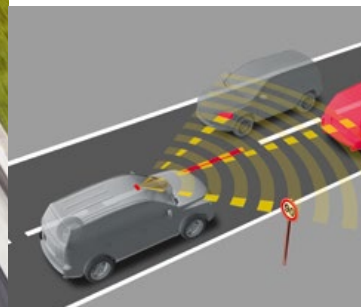
**RESPOND**

## ENJOY REAL PEACE OF MIND WITH TOYOTA SAFETY SENSE

The innovative Toyota Safety Sense system takes driver assistance to the next level. It uses 22 sensors strategically placed around the vehicle to anticipate potential hazards and alert you to them so that you can respond right away – helping to keep everyone in the car, and those around you, more secure.

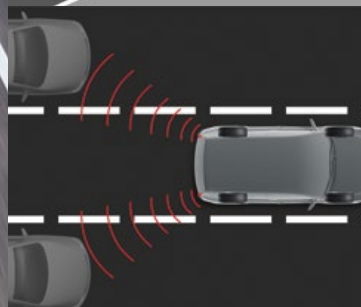






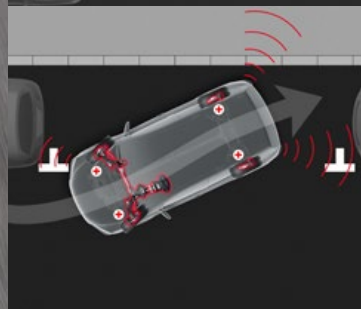
### Toyota Safety Sense

Five active technologies are at the heart of Toyota Safety Sense: Pre-Collision System\* with Pedestrian Detection, Lane Departure Alert with Steering Control, Automatic High Beam, Road Sign Assist, Adaptive Cruise Control.



### Blind Spot Monitor

This allows you to manoeuvre more safely during lane changes. If the rear-mounted radar sensors detect a vehicle in your side or rear blind spot, a warning indicator illuminates on the appropriate side mirror. If you indicate to change lanes and a vehicle is in your blind spot, the warning indicators will flash.



### Simple Intelligent Parking Assist

This automatically manoeuvres you into your chosen parking spot, whether between two vehicles or behind one, using ultrasonic sensors. You control the reversing speed with the support of automatic braking that helps prevent or reduce collisions at slow speeds.

\* Technical name: Pre-Crash Safety System.

# PRIUS

# LUNA

## STANDARD SAFETY EQUIPMENT AVAILABLE ON ALL VERSIONS

- Toyota Safety Sense Active Safety Package
- ABS anti-lock braking system
- EBD electronic brake force distribution
- EBS emergency braking warning system
- TRC traction control system
- VSC vehicle stability control system
- Airbag for driver and front passenger with two-stage action
- Side airbags and side air curtains (front and rear)
- Driver's knee airbag
- Seat belt tension limiter
- Pyrotechnic seat belt pretensioner (forward)
- WIL collision door protection system (front seats)
- ISOFIX child seat fastening system in the second row







## ENTRY GRADE LUNA

- Alloy wheels - 15"(38.1 cm)
- Bi-LED headlights
- LED daytime running lights (front and rear)
- Smart Entry & Push Start - automatic system of unlocking and starting the vehicle by pressing the Start button (driver only)
- Automatic dual-zone air conditioning
- Toyota Touch 2.7" (17.8 cm) color touch screen
- Multi-information screen consisting of two 4.2" (10.7 cm) color screens
- USB, AUX and Bluetooth® connectivity system
- DAB: digital radio receiver
- Six speakers
- Wireless charger for compatible mobile devices
- Control the phone, audio system and trip computer from the steering wheel
- Rear view camera
- Dusk sensor

# PRIUS

## SOL







## PRIUS SOL

ADDITIONALLY TO LUNA GRADE

- Alloy wheels - 17" (43.2 cm)
- Smart Entry & Push Start - automatic system of unlocking and starting the vehicle by pressing the Start button
- Electrochromatic interior mirror (automatic dimming)
- Heated front seats
- HUD: color information screen with projection on the windshield
- Parking sensors with intelligent parking assist system
- BSM (Blind Spot Monitor) blind spot recognition system
- RCTA - Rear Cross Traffic Alert (RCTA) blind spot detection system when moving the vehicle backwards

### **Additional options - Sol grade**

- Moon roof and alloy wheels - 15" (38.1 cm)

# PRIUS

# EXECUTIVE







## PRIUS EXECUTIVE

ADDITIONALLY ON SOL GRADE

- Leather seats
- JBL audio system with 10 speakers
- Navigation

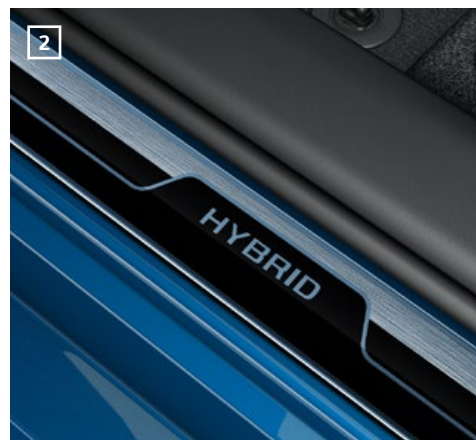
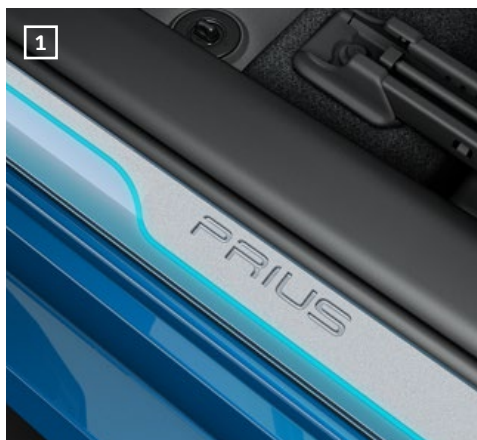
### **Additional options - Executive grade**

- Moon roof and alloy wheels - 15" (38.1 cm)

# ACCESSORIES

Your new Prius is a distinctive car and you can make it even more special with genuine Toyota accessories. They're designed with the same care, attention to detail and quality as your Prius.

## STYLING ACCESSORIES



### **1. Illuminated scuff plates**

Style and sophistication shine out from these illuminated scuff plates.

### **2. Aluminium scuff plates**

Give your Prius an appealing designer look and protect the paintwork of your door sills at the same time.

### **3. Black side sills**

The contours of these black sills give your Prius a subtly powerful, low profile look.





## MULTIMEDIA ACCESSORIES



MyT is a set of connected services and Wi-Fi unit for your car, designed to make your life easier. Offering a suite of ten services, the MyT app allows you to link up and stay in contact with your Toyota. If you are involved in an accident your car can actually let the emergency services and your loved ones know. And thanks to real-time updates such as speed camera alerts and parking information, city driving becomes even easier. Plus, the data MyT stores could also help you request lower insurance premiums, and perhaps most useful of all, you'll always know where you parked. With MyT, you'll save time, save money and have less worry – every day.

**Universal tablet holder**

Rear seat passengers can now work or play on the move. This docking station slots into the headrest and gives almost any tablet a stable base.

## PROTECTION ACCESSORIES



### **Rear mudguards**

Protect your Prius' paintwork from excessive dirt, mud, road spray and stone chips with these specially shaped mudguards.

### **Side mouldings**

Keep the side panels of your Prius safe against minor car park scrapes and dents.

### **Rear bumper protection plate**

Keep the paintwork on your Prius' bumper free from scratches and marks when you're loading heavy items into the boot.

### **Boot liner**

Tough and flexible with raised edges and a non-slip surface, this liner will keep mud, dirt and stains off the boot carpet in your Prius.



## TRANSPORT ACCESSORIES

### **Roof rack**

Strong, lockable, light and easy to fit, this roof rack adds extra practicality and style to your Prius.

### **Roof rack attachments – ski box Thule Motion 800**

Ideal for winter sports, this streamlined, high capacity box opens from both sides. The central key can't be removed until all locking points are shut.

### **Horizontal detachable towing hook\***

The Prius is the only hybrid which can tow over 700 kg, so this detachable towing hook with its own wiring kit is an essential accessory.



\* Not available on Hybrid AWD-i.

# BODY

# COLOURS

EIGHT DIFFERENT WAYS TO TURN HEADS



**1F7 Ultra Silver<sup>5</sup>**



**3U5 Flame Red<sup>6</sup>**





**040 Pure White**



**070 Pearl White\***



**1G3 Ash Grey<sup>§</sup>**



**218 Attitude Black<sup>§</sup>**



**4X1 Platinum Beige<sup>§</sup>**



**8X7 Ice Blue<sup>§</sup>**

\* Pearlescent paint.  
<sup>§</sup> Metallic paint.

# WHEELS & TRIMS

A TOUCH OF STYLE - INSIDE AND OUT

1. 15" alloy wheels  
(5-double-spoke)  
Standard on Luna

2. 17" alloy wheels  
(5-spoke)\*  
Standard on Sol,  
Executive

3. 15" alloy wheels  
(10-double-spoke)  
Optional on all grades

4. 16" alloy wheels  
(5-spoke)  
Optional on all grades

5. Black alloy wheel insert  
for 17" alloy wheels  
(5-spoke)  
Optional on all grades



1.



2.



3.



4.



5.





1. **Grey fabric**  
Standard on Luna, Sol
2. **Black fabric**  
Standard on Luna, Sol
3. **Grey leather\***  
Optional on Executive
4. **Black leather\***  
Optional on Executive
5. **Premium black leather\***  
Optional on all grades
6. **Premium dual-tone\*  
leather**  
Optional on all grades

\* Leather trims are not available on Hybrid AWD-i in combination with 17" alloy wheels.

# SPECIFICATIONS

1.8 l Petrol Hybrid  
e-CVT

## ENVIRONMENTAL PERFORMANCE

Fuel consumption (applicable legislation)	
Fuel consumption, combined speeds (l/100 km)	4.1–4.7
Fuel consumption, low speed (l/100 km)	3.7–4.3
Fuel consumption, medium speed (l/100 km)	3.6–4.2
Fuel consumption, high speed (l/100 km)	3.7–4.2
Fuel consumption, extra high speed (l/100 km)	5–5.7
Recommended fuel grade	95 or more
Fuel tank capacity (litres)	43
Carbon dioxide, CO <sub>2</sub> (applicable legislation)	
CO <sub>2</sub> emissions, combined speeds (g/km)	94–107
CO <sub>2</sub> emissions, low speed (g/km)	84–97
CO <sub>2</sub> emissions, medium speed (g/km)	83–95
CO <sub>2</sub> emissions, high speed (g/km)	83–96
CO <sub>2</sub> emissions, extra high speed (g/km)	113–129
Exhaust emissions (regulation EC 715/2007 complemented by EC 2017/1347AG)	
Euro class	Euro 6 AG
Carbon monoxide, CO (mg/km)	97.3
Hydrocarbons, THC (mg/km)	11.9
Hydrocarbons, NMHC (mg/km)	9.9
Nitrogen Oxides, NOx (mg/km)	3.1
Sound level drive by (dB(A))	67.0

The fuel consumption and CO<sub>2</sub> values are measured in a controlled environment on a representative production model, in accordance with the requirements of the new WLTP European regulation EC 2017/1151 and its applicable amendments. For each individual vehicle configuration, the final fuel consumption and CO<sub>2</sub> values may be calculated based on the ordered optional equipment. The fuel consumption and CO<sub>2</sub> values of your vehicle may vary from those measured or calculated values, as driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, load, number of passengers, etc.) have an influence on a car's fuel consumption and CO<sub>2</sub> emissions. For more information regarding the new WLTP test method, please visit: <https://www.toyota-europe.com/world-of-toyota/feel/environment/worldwide-harmonized-light>

e-CVT = electronically controlled Continuously Variable Transmission



## ENGINE

### 1.8 I Petrol Hybrid e-CVT

Engine code	2ZR-FXE
Number of cylinders	4, in line
Fuel system	Fuel injection
Displacement (cc)	1798
Bore x stroke (mm x mm)	80.5 x 88.3
Compression ratio	13.0:1
Maximum power output (DIN hp)	97
Maximum power output (kW/rpm)	72/5200
Maximum torque (Nm/rpm)	142/3600
Total hybrid system combined output (DIN hp)	122
Total hybrid system combined output (kW)	90

### Electric front motor

### Hybrid vehicle battery

Type	Permanent magnet synchronous	Type	Nickel-metal hydride
Maximum output (kW)	53	Nominal voltage (V)	201.6
Maximum torque (Nm)	163	Number of battery modules	28
Maximum voltage (V)	600	Battery capacity (3hr) Amp.hr.	6.5

## PERFORMANCE

### 1.8 I Petrol Hybrid e-CVT

Maximum speed (km/h)	180
0–100 km/h (secs)	10.8
Drag coefficient	0.24

# SPECIFICATIONS

1.8 I Petrol Hybrid  
e-CVT

## WEIGHTS & TOWING CAPACITY

Total gross vehicle mass (kg)	1.790
Kerb weight (kg)	1.450–1.475
Towing capacity with brakes (kg)	725
Towing capacity without brakes (kg)	725

## SUSPENSION

Front	MacPherson strut
Rear	Double wishbone

## INTERIOR DIMENSIONS & LOAD VOLUME

### 5-door

5 seats up: belt line (litres)	343* / 297 <sup>§</sup>
Interior width (mm)	1490
Interior height (mm)	1195
Luggage compartment: 5 seats up – length (mm)	502* / 457 <sup>§</sup>
Luggage overall width (mm)	1392* / 1410 <sup>§</sup>
Luggage overall height (mm)	715* / 655 <sup>§</sup>

## STEERING

### 5-door

Turning circle – tyre (m)	10.2° / 10.8**
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## BRAKES

Front	Ventilated disc
Rear	Disc

## EXTERIOR DIMENSIONS

### 5-door

Exterior length (mm)	4575
Exterior width (mm)	1760
Exterior height (mm)	1475* / 1470 <sup>§</sup>
Front tread (mm)	1530* / 1510 <sup>§</sup>
Rear tread (mm)	1540* / 1520 <sup>§</sup>
Front overhang (mm)	960
Rear overhang (mm)	915
Wheelbase (mm)	2700



1510 / 1530 mm

1760 mm



915 mm

2700 mm

960 mm

4575 mm

1470 / 1475 mm



1520 / 1540 mm

1760 mm



# TOYOTA 2050 ENVIRONMENTAL CHALLENGE & ENVIRONMENTAL LIFECYCLE POLICY



At Toyota, we want to go beyond zero environmental impact and leave the world in a better place than we found it. To make that happen, we have set ourselves six challenges to complete by 2050. Each one throws up its own difficulties, but we are committed to generating a positive and sustainable impact on society and the natural world as a whole.

For more information regarding Toyota Environmental Challenge please visit:  
[www.toyota-europe.com/world-of-toyota](http://www.toyota-europe.com/world-of-toyota)  
or contact your local Toyota retailer.



## CHALLENGE 1

### NEW VEHICLE ZERO CO<sub>2</sub> EMISSIONS

By 2050, we want to reduce the CO<sub>2</sub> emissions from our vehicles by 90% compared to our 2010 levels. To achieve this, we will promote the development of new vehicles with low or zero carbon emissions, and do everything we can to increase the uptake of these vehicles.



## CHALLENGE 4

### MINIMISING AND OPTIMISING WATER USAGE

To minimise water usage, we have started to collect rainwater at our manufacturing plants. We have also developed purification methods so that the water we do use can either be used again or returned safely into the local supply.



## CHALLENGE 2

### LIFE CYCLE ZERO CO<sub>2</sub> EMISSIONS

We are working to create more environmentally friendly designs – and then analysing and refining them to ensure the lowest possible environmental impact throughout the vehicle's entire life cycle\*.



## CHALLENGE 5

### ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

We've been working on the challenge of resource recycling for 40 years, with the result that 95% of every Toyota Prius is now reusable and recoverable. In addition, we offer new and innovative ways of returning your vehicle when it eventually reaches 'the end of the road'.



\* Toyota's LCA methodology, which is applied to our passenger vehicles, was reviewed and approved by TÜV Rheinland and has been certified to comply with ISO14040/14044 standards.

## YOUR COMPLETE PEACE OF MIND WITH TOYOTA



### CHALLENGE 3

#### PLANT ZERO CO<sub>2</sub> EMISSIONS

To reduce carbon emissions at our manufacturing plants, we are focusing on improving the technologies we use and switching to alternative power sources. We are committed to making our facilities more energy-efficient and adopting renewable energy sources such as solar and wind, as well as low-carbon power such as hydrogen energy.



### CHALLENGE 6

#### ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

To preserve and enhance our co-existence with the natural world, we are organising reforestation and tree planting, green urban schemes and other environmental initiatives, both at our own sites and in the wider world. Our aim is to establish a society where people and nature coexist in harmony.

#### HYBRID SERVICE PROGRAMME

Hybrid Battery Extra Care cover<sup>§</sup> on an annual/15,000 km basis (whichever comes sooner) up to the 10th year from vehicle registration date.

#### QUALITY SERVICE

Your Toyota will need a Health & Safety check at least once every 2 years/30,000 km (whichever comes sooner). An intermediate check is necessary every year or 15,000 km.

#### LOW MAINTENANCE COSTS

All Toyota vehicles are designed and engineered to minimise your maintenance costs.

#### GENUINE PARTS

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle.

#### COMPREHENSIVE WARRANTY

Every new Toyota comes with a 3-year/100,000 km vehicle warranty<sup>¶</sup>, which covers any defect caused by a manufacturing fault<sup>\*\*</sup>.

#### ADDED SECURITY

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test.

#### TOYOTA EUROCARE

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years<sup>§§</sup>.

#### GENUINE ACCESSORIES

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. All accessories are covered by a 3-year warranty when purchased together with the vehicle<sup>¶</sup>.

For more information on peace of mind visit: [www.toyota-europe.com/service-and-accessories](http://www.toyota-europe.com/service-and-accessories)

<sup>§</sup> Check with your retailer for specific Toyota Hybrid Service Programme details. <sup>¶</sup> Check with your retailer for specific warranty details. <sup>\*\*</sup> Transport to the nearest authorised Toyota repairer will also be covered. In addition the 3-year/unlimited mileage paint warranty protects against defects and surface rust caused by a manufacturing fault. Every new Toyota is covered by a 12-year anti-corrosion (not valid for commercial vehicles) warranty against perforation of body panels caused by a manufacturing fault in materials or workmanship. <sup>§§</sup> Belgium 5 years/Portugal and Denmark 1 year.



REMARKABLY INNOVATIVE. INCREDIBLY EFFICIENT

THE WORLD'S MOST POPULAR HYBRID IS BETTER THAN EVER

*Prius*  
**LEADS**  
*others*

FOLLOW







# PRIUS THE ORIGINAL HYBRID CHOSEN BY PIONEERS

To the best of our knowledge, all information in this brochure is correct at time of going to print. Details of specifications and equipment provided in this brochure are subject to local conditions and requirements and may, therefore, vary from models available in your area. Please enquire with your local retailer for details on your local specifications and equipment.

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