

Prius Family



Prius/Prius Plug-in

Prius c



Prius v





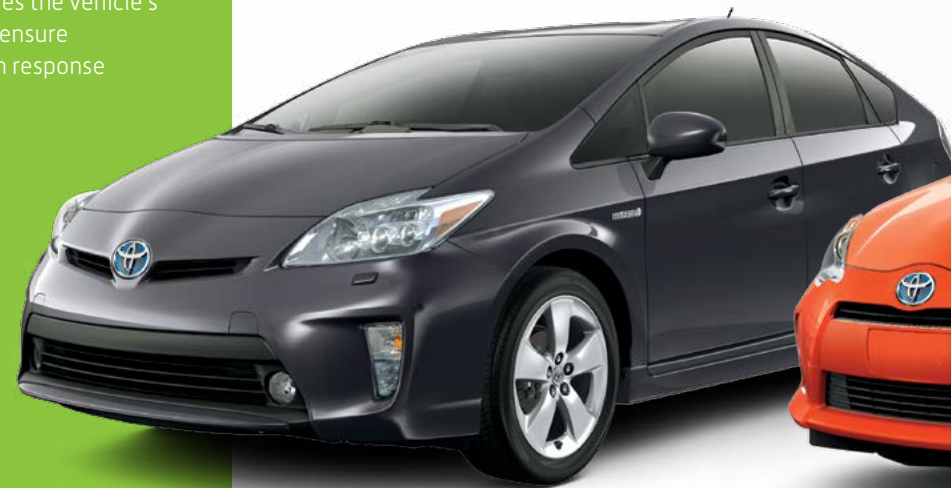
Having a Prius for everyone is just one way we make things better

Cleaner. Efficient. Powerful.⁹

Hybrid Synergy Drive combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional vehicles⁹ and offer economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel efficiency.

Fuel efficient, versatile, fun and even one that you can plug-in. There's a Prius for everyone. There's Prius c, a car that completely redefines what you'd expect from a premium subcompact hybrid. With its great handling and cutting-edge looks, it's made for urban driving. There's Prius, the legendary hybrid that now offers more features and technology for the lowest price in history. There's Prius v, a car with 50% more cargo space than Prius. Versatile and spacious, Prius v fits everything you need. And now there's the Prius Plug-in hybrid. It's the same world-renowned Prius but with a twist – the ability to drive on electric power alone.

Toyota's commitment to safety is demonstrated through our innovative Star Safety System™, and our dedication to reliability is proven by the fact that 80% of Toyotas built in the past 20 years are still on the road today*. Those are just a few reasons why you'll feel more confident than ever sitting behind the wheel. The Prius family, like every one of our vehicles, was built to make things better. It's just how we approach everything we do, every day.



Prius 2013



Prius c 2012



Prius Plug-in hybrid 2013



Prius v 2013

FRONT COVER

Prius with Touring Package shown in Classic Silver Metallic.
Prius c Technology with Premium Package shown in Mandarin Orange.
Prius v shown in Blue Ribbon Metallic.

2013 Prius shown in Winter Grey Metallic. 2012 Prius c shown in Mandarin Orange.
2013 Prius Plug-in shown in Clearwater Blue Metallic. 2013 Prius v shown in Blizzard Pearl.

*Based on R. L. Polk Canadian Vehicles In Operation and new registrations MY 1992-2011 as of June 30, 2011.



Prius c

Clever, compact and built for the city

The 2012 Toyota Prius c is the smallest member of the Prius Family and the most affordable Prius ever. With a combined city/highway fuel consumption rating of 3.7 L/100 km², it is the highest rated fuel-efficient vehicle in Canada without a plug.

Prius c's spacious and versatile interior, premium list of standard features and clever city-friendly size make it the perfect fun to drive car through any urban landscape.



Prius c shown in Classic Silver Metallic.

FUEL CONSUMPTION²

3.5 City/4.0 Highway L/100 km
1.5-litre, 4-cylinder with Hybrid Synergy Drive

The standard Multi-Information Display lets you interact with your Prius c to access a wide variety of data, such as driving range, fuel consumption, elapsed time and outside temperature. It can even evaluate your driving habits and show you exactly how you can save on fuel and improve your overall driving experience. Prius c also comes with an available host of impressive features typically found in higher priced vehicles, including a power moonroof, heated power mirrors, and heated front seats.

DISPLAY AUDIO SYSTEM WITH NAVIGATION⁴

The available Display Audio System with Navigation⁴ is fully loaded with fantastic features and functionality, like a 6-inch touchscreen, Bluetooth^{®3} wireless music streaming, and a unique "text to voice" feature that converts text messages from your phone into voice messages through the speakers.



EASY ACCESS

Prius c features a large rear hatch that opens up wide for easy access to its spacious 17 cu.ft. cargo area.



SOFTEX SEATS

The seats are available in a supple SofTex material trim – it's manufacturing process generates fewer CO² Emissions and Volatile Organic Compounds (VOCs) than conventional synthetic leather.



60/40 SPLIT BENCH SEATS

The 60/40 split fold-down rear seats offer a wide variety of custom seating and cargo configurations.

Prius

Innovative. Aerodynamic. Advanced

Toyota's iconic hybrid, the 2013 Prius has shown that there can be consensus among many different types of drivers. Those who demand fuel efficiency, and those who need to get from point A to B quickly. Those intrigued by highly advanced technology, and those who insist on

proven reliability. Those interested in reducing their carbon footprint, and those who are hesitant to sacrifice practicality in order to do it. With all that Prius has to offer, it may well be the one form of transportation that we can all agree upon.



Prius with Touring Package shown in Barcelona Red Metallic.

FUEL CONSUMPTION²

3.7 City/4.0 Highway L/100 km
1.8-litre, 4-cylinder with Hybrid Synergy Drive

The 2013 Prius is designed with cutting-edge technology to make your life that much easier. Take the guesswork out of venturing into the unknown with the available voice-activated touch-screen HDD navigation system⁴ which lets you map your whereabouts with the simple touch of a finger. For especially hot days, Prius can start cooling itself before you even get in, by simply using your key fob to activate the available remote A/C system. The interior can cool to your preset temperature level without even turning the engine on.



COMPLETE COMFORT

Getting comfortable in the spacious interior is easy, thanks to the available 8-way power adjustable driver's seat with power lumbar support.

TOUCH TRACER DISPLAY

Touching the steering wheel-mounted controls will bring up the Touch Tracer Display, which lets you adjust cabin temperature settings, audio mode and volume.



DISPLAY AUDIO SYSTEM WITH NAVIGATION⁴

The available Display Audio System with Navigation⁴ features a 6.1-inch touchscreen with Bluetooth^{®3} wireless music streaming, a unique "text to voice" feature and so much more.



LED HEADLAMP

The available LED headlamps help reduce the electricity they consume by approximately 20% to 30%, aiding the overall efficiency of Prius.



SMART KEY SYSTEM

The Smart Key System with Push Button Start lets you lock, unlock or start your vehicle just by carrying the Smart Key in your pocket or purse.

SOLAR ROOF PANEL

When Prius is parked in direct sunlight, the available high-tech Solar Roof panels can power a fan that brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.

Prius v

The perfect combination of fuel efficiency and space

The 2013 Prius v offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo area is not only 50% larger than Prius, but also loaded with versatile features nearly everywhere you look. And Prius v

delivers outstanding fuel efficiency with a combined city highway rating of 4.5 L/100 km². Considering all of the benefits that Prius v has in store, it looks like the future is shaping up nicely. More Prius, more possibilities.



The innovative Prius v with Touring Package shown in Clear Sky Metallic.

FUEL CONSUMPTION²

4.3 City/4.8 Highway L/100 km
1.8-litre, 4-cylinder with Hybrid Synergy Drive

Prius v is ready for anything. Its reclining rear seats and roomy leg and head room make those especially long trips that much more relaxing. In addition to its cavernous cargo area, Prius v also offers a wealth of smaller storage compartments, including a glove box, upper glove box, side opening centre console, front under-dash tray, sliding cupholder and storage space behind the rear seats.



CARGO SPACE

Pop open the rear hatch and you'll unveil a full 0.97m³ [34.3 cu.ft.] of cargo space.

VERSATILE REAR SEATING

The rear seats offer a remarkable array of custom seating and cargo configurations. For instance, the rear seats not only slide forward and backward, but also recline, or fold forward for longer loads.



PANORAMIC MOONROOF

The available panoramic view resin moonroof with power shades, offers an entirely new window to the world above.



ADDITIONAL STORAGE

In addition to its vast cargo area, Prius v offers a wealth of smaller storage compartments for items like gloves, a flashlight or even a first aid kit.



TECHNOLOGY AT YOUR FINGERTIPS

Prius v is brimming with available features that help you do everything from selecting a song from your MP3 player, using the voice activated Display Audio System, to parallel parking with just a simple touch of a button.

Prius Plug-in hybrid

Fewer emissions and fewer trips to the pump

Introducing the 2013 Prius Plug-in. It's the same world-renowned Prius but with a twist – the ability to drive on electric power alone. Thanks to its high capacity Lithium-ion Battery, Prius Plug-in can be quickly charged anytime, anywhere in just 3 hours using a standard 120 v outlet. It can also travel on electricity alone for up to 22 km and at speeds

up to 100 km/h² totally emission-free. And because Prius Plug-in is also a hybrid, you'll never have to worry about running out of a charge. When the battery runs low, the system automatically switches to Hybrid Mode, which is capable of operating in gas-mode only, electric-mode only or a seamless combination of the two.



Prius Plug-in shown in Clearwater Blue Metallic.



CHARGE PORT WITH ILLUMINATION

The Charge Port features a Battery Charger Indicator that lets you know at a glance if your battery is done charging, and LED Illumination for improved nighttime visibility. A built-in timer allows you to set when the vehicle starts charging or when a full charge should be complete.



RELAXED AND RECHARGED

Prius Plug-in offers an enviable list of standard features which include a 6.1" Display Audio System with Navigation[®] with Push Button Start, Heated Front Seats, Auto Dimming Rear View Mirror, Automatic Temperature Control and a host of other features that will leave you wishing your trip was just a little longer.

Built with experience

All tested in the real world

Over 40 years of research and development are built into every Toyota hybrid. While most manufacturers are just introducing their first hybrids, Toyota hybrids have had over 10 years of real world experience. And with over 4 million

hybrid vehicles sold worldwide, Toyota hybrids are not only the world's bestselling hybrids, they are the most proven available today. So, it's no wonder why Canadians put their trust in Toyota's Hybrid Synergy Drive – Cleaner. Efficient. Powerful.⁹ Proven.

TOYOTA HYBRID FACTS

- Toyota offers Canada's most affordable and extensive lineup of hybrids, from the subcompact and fun-to-drive Prius c to the popular Camry Hybrid sedan to the 7-seater Highlander Hybrid SUV.
- Are among the most fuel-efficient vehicles² in Canada. Prius c is Canada's most fuel-efficient vehicle² without a plug. Prius has won multiple awards for fuel efficiency since its introduction over 10 years ago.
- Canadian fleets have been driving Toyota hybrids for over a decade logging millions of kilometres, with some vehicles over 500,000 km.
- Backed by the most experienced hybrid-trained Dealer network in Canada and an 8 year/160,000 km hybrid warranty on hybrid related components.

To learn more about Toyota's lineup of hybrid vehicles, please visit toyota.ca.

²Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.



[1] STARTING From initial "light" or "moderate" acceleration to low speeds, Prius is powered solely by a high-torque electric motor.^A (Electric Motor)

[2] NORMAL RUNNING In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed. (Electric Motor/Gasoline Engine)

[3] DECELERATION/BRAKING When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery. (Generator)

[4] FULL ACCELERATION Under full throttle acceleration, both the gasoline engine and the electric motor are committed to providing power to the wheels. (Electric Motor/Gasoline Engine)

STOPPING When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.^B

^AGasoline engine utilized for acceleration on cold starts and full acceleration.
^BThe preceding are based on a "likely scenario" for driving conditions.

Safety

The Prius family keeps you secure in more ways than one

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into Prius vehicles. You can breathe easy knowing that Prius c, Prius, Prius Plug-in hybrid and Prius v come equipped with a host of safety features designed to help you avoid accidents in the first place and to protect you in the event of a collision.



DYNAMIC RADAR CRUISE CONTROL/ PRE-COLLISION SYSTEM (PCS)

Prius, Prius Plug-in and Prius v are available with Dynamic Radar Cruise Control, which senses the vehicle ahead and automatically adjusts your vehicle speed to allow for a safe and comfortable distance between vehicles. The available Pre-Collision System is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help reduce collision damage.



[1] CRUMPLE ZONES

Front and rear energy-absorbing crumple zones and a collapsible steering column are designed to help dissipate impact forces in a collision and help protect occupants.

[2] AIRBAGS¹

Prius vehicles come equipped with standard dual stage driver and front passenger airbags, front seat-mounted side airbags, a driver knee airbag, and front & rear head/side curtain airbags. The Prius c also includes front seat cushion airbags.

[3] VEHICLE PROXIMITY NOTIFICATION SYSTEM

When travelling below 20 km/h and running solely on electric power, the Vehicle Proximity Notification System emits a series of tones to help alert pedestrians of the vehicle's presence.

[4] LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) are included on all outboard second-row seats.

[5] DIRECT TIRE PRESSURE MONITOR SYSTEM

The tire pressure monitor system evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

STAR SAFETY SYSTEM™

Prius family vehicles come standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁵

TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁶

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁷

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit toyota.ca for more details.

Colours

Prius c 2012

Please see your Toyota Dealer for details.



040 Alpine White ^{C,D}	082 Moonglow ^{C,D}	1F7 Classic Silver Metallic ^{C,D}	1G3 Magnetic Grey Metallic ^{C,D}	209 Black Sand Pearl ^{C,D}	3P0 Absolutely Red ^{C,D}	4V7 Mandarin Orange ^{C,D}	774 Summer Rain Metallic ^{C,D}	8T7 Blue Streak Metallic ^{C,D}
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Prius 2013

Prius Plug-in 2013



040 Alpine White ^{E,F} (Prius Plug-in Only)	070 Blizzard Pearl ^{E,F}	1F7 Classic Silver Metallic ^{E,F}	202 Black ^{E,F} (Prius Only)	3R3 Barcelona Red Metallic ^{A,B} (Prius Only)	781 Sea Glass Pearl ^{E,F}	8S6 Nautical Blue Metallic ^{E,F} (Prius Only)	8V1 Winter Grey Metallic ^{E,F}	8W1 Clearwater Blue Metallic ^{E,F} (Prius Plug-in Only)
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Prius v 2013



040 Alpine White ^E	070 Blizzard Pearl ^F	1F7 Classic Silver Metallic ^{E,F}	1G3 Magnetic Grey Metallic ^{E,F}	202 Black ^{E,F}	3R3 Barcelona Red Metallic ^{A,B}	781 Sea Glass Pearl ^{E,F}	787 Clear Sky Metallic ^{E,F}	8T5 Blue Ribbon Metallic ^{E,F}
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INTERIOR COLOUR OPTIONS

^A Bisque Fabric. (Prius, Prius v)
^B Bisque SofTex. (Prius, Prius v)

^C Black/Grey Fabric. (Prius c)
^D Black SofTex. (Prius c)

^E Dark Grey Fabric. (Prius/Prius Plug-in, Prius v)
^F Dark Grey SofTex. (Prius/Prius Plug-in, Prius v)

Prius Family Features

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
INTERIOR	Prius c	Technology	5-Door Liftback	
AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth ^{®3} Capability	●	-	-	-
6.1" Display Audio System w/Navigation ⁴ , AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth ^{®3} Capability, Integrated XM [®] Satellite Radio	-	●	-	●
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth ^{®3} Capability	-	-	●	-
Backup Camera	-	-	●	●
Air Conditioning w/Automatic Climate Controls	●	●	●	●
Cabin Air Filter, Rear Seat Heater Ducts	●	●	●	●
Front Bucket Seats	●	●	●	●
Fabric Seat Material	●	●	●	●
Driver & Front Passenger Seat w/Recline, Fore/Aft Adjustments	●	●	●	●
Driver Seat Cushion Height Adjustments	●	●	●	●
Driver Seat Power Lumbar Support	-	-	-	●
Heated Front Seats	-	-	-	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●	-
60/40 Split Rear Bench Seat w/Slide, Recline Fold-Down Seat Back & Centre Armrest	-	-	-	●
All-Position Vertically Adjustable Headrests	●	●	●	●
Power Door Locks	●	●	●	●
Power Windows w/Driver Side Auto Up/Down	●	●	-	-
Power Windows w/Auto Up/Down	-	-	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●	●	●
Multi-Information Display w/ECO Drive Monitor	●	●	●	●
Auto Dimming Rear View Mirror	-	-	-	●
Dual Vanity Mirrors	●	●	-	-
Dual Illuminated Vanity Mirrors	-	-	●	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●	●	●	●
Touch Tracer Display	-	-	●	-
Carpeting, Carpet Floor Mats, All-Season Floor Mats	●	●	●	●
Cargo Area Carpet, Tonneau Cover	-	-	●	●
Push Button Start	-	●	●	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	-	●	●	●
Front Passenger Door Handle Touch Lock/Unlock Sensor	-	-	-	●
Cruise Control	●	●	●	●
Digital Clock	●	●	●	●
Overhead Console Box	-	-	●	-
Centre Console w/Armrest	●	●	●	●
Rear Centre Console Box	●	●	-	-
Door Map Pockets	●	●	●	●
Front Passenger Seat Back Pockets	●	●	-	-
Front Seat Back Pockets	-	-	●	●
Front & Rear Cupholders	●	●	●	●
Door Integrated Bottle Holders	-	-	-	●
Dual Compartment Glove Box	-	-	●	●

● = Standard - = Not Available

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
INTERIOR (cont'd)	Prius c	Technology	5-Door Liftback	
Cargo Net	-	-	●	●
Cargo Lamp, Map Lamps	-	-	●	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●	●	●
Keyless Entry	●	●	-	-
Illuminated Entry	●	●	●	●
EXTERIOR				
15" Steel Wheels w/Full Wheel Covers	●	-	-	-
15" Aluminum Alloy Wheels, Wheel Locks	-	●	-	-
15" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks	-	-	●	●
16" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks	-	-	-	●
Front & Rear Splash Guards	-	-	-	●
Rear Bumper Protector	-	-	-	●
Rear Spoiler	●	●	-	●
Chrome Grille	-	-	-	●
Electric Rear Window Defroster w/Timer	●	●	●	●
High Solar Energy Absorption Window Glass	●	●	●	●
Power Adjustable Heated Mirrors	●	●	●	●
Colour-Keyed Door Handles & Mirrors	●	●	●	●
Hybrid Blue Accented Emblems	●	●	●	●
Variable Intermittent Wipers	●	●	●	●
Intermittent Rear Window Wiper/Washer	●	●	●	●
Projector Style Halogen Headlamps	●	●	●	●
Light Emitting Diode (LED) Brakelamps	●	●	●	●
SAFETY				
STAR SAFETY SYSTEM™ – includes Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ & Smart Stop Technology (SST) ⁷	●	●	●	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●	●	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●	●	●
Front Seat Cushion Airbags (SRS) ¹	●	●	-	-
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●	●	●
Driver's Knee Airbag (SRS) ¹	●	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●	●	●
Front Seatbelt Anchor Height Adjusters	-	-	●	●
Driver & Front Passenger Active Headrests	-	-	●	-
Driver & Front Passenger Whiplash-Injury-Lessening (WIL) Seats	●	●	-	●
Anchor Points for Child Restraint Seats	●	●	●	●
Child Protector Rear Door Locks	●	●	●	●
Engine Immobilizer	●	●	●	●
Remote Fuel Lid Release	●	●	●	●
Low Fuel, "Key Remind" Warning Indicators	●	●	●	●
Driver & Passenger Seatbelt Warning Indicator	●	●	●	●
Direct Tire Pressure Monitoring System	●	●	●	●
Vehicle Proximity Notification System	●	●	●	●

Available Packages

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
Prius c Premium Package	–	○	–	–
P195/50R16 All-Season Radial Tires, 16" Aluminum Alloy Wheels, Fog Lamps, Heated Front Seats, SofTex-Trimmed Seats, Power Moonroof w/Sunshade, Leather Instrument Panel, [Delete Rear Assist Grips]				
Prius Leather Package	–	–	○	–
Heated Front Seats w/Seat-Mounted High & Low Temperature Setting, Leather Seat Surfaces				
Prius Moonroof Upgrade Package	–	–	○	–
6.1" Display Audio System w/Navigation ⁴ , Integrated XM [®] Satellite Radio, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels				
Prius Technology Package	–	–	○	–
7" Display Audio System w/Navigation ⁴ , JBL [®] AM/FM CD/MP3/WMA Player, Integrated XM [®] Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, SofTex-Trimmed Seats, Synthetic Leather-Wrapped Steering Wheel, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels, Rear Bumper Protector				
Prius Touring Package	–	–	○	–
6.1" Display Audio System w/Navigation ⁴ , Integrated XM [®] Satellite Radio, Integrated Garage Door Opener, P215/45R17 All-Season Radial Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto Levelling Headlamp System, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor)				
Prius Plug-in Technology Package	–	–	–	○
7" Display Audio System w/Navigation ⁴ , JBL [®] AM/FM CD/MP3/WMA Player, Integrated XM [®] Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, SofTex-Trimmed Seats, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Fog Lamps				
Prius v Luxury Package	–	–	–	○
Synthetic Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation ⁴ , Integrated XM [®] Satellite Radio, Heated Front Seats, SofTex-Trimmed Seats, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps				
Prius v Touring Package	–	–	–	○
Prius v Luxury Package plus: P215/50R17 All-Season Radial Tires, 17" Aluminum Alloy Wheels, Panoramic Resin Moonroof, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Automatic Headlamp System				
Prius v Touring & Technology Package	–	–	–	○
Prius v Touring Package plus: 7" Display Audio System w/Navigation ⁴ , JBL [®] AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist				

Prius Family Specifications

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
MECHANICAL				
Engine				
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	●	●	–	–
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	–	–	●	●
Compression Ratio				
13.4:1	●	●	–	–
13.0:1	–	–	●	●
Hybrid System Net Power				
Net HP: 99 hp [74 kW] ⁶	●	●	–	–
Net HP: 134 hp [100 kW] ⁶	–	–	●	●
Electric Motor				
Permanent Magnet Synchronous Motor	●	●	●	●
HV Battery				
Sealed Nickel-Metal Hydride (Ni-MH)	●	●	●	–
Lithium-ion	–	–	–	●
Suspension				
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	●	●
Rear: Torsion Beam Type	●	●	●	●
Drivetrain				
Vehicle Stability Control (VSC) ⁵	●	●	●	●
Traction Control (TRAC)	●	●	●	●
Hill-start Assist Control (HAC)	●	●	–	●
Transmission				
Automatic, Continuously Variable Transmission (CVT)	●	●	●	●
Brakes				
Power-Assisted, Ventilated Front Discs, Rear Drums	●	●	–	–
Power-Assisted, Ventilated Front Discs, Solid Rear Discs	–	–	●	●
Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶	●	●	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB-R)	●	●	●	●
Steering				
Electric Rack & Pinion w/Variable Power Assist	●	●	●	●
Tires				
P175/65R15, All-Season Radials, Temporary Spare Tire	●	●	–	–
P195/50R16, All-Season Radials, Temporary Spare Tire	–	○	–	–
P195/65R15, All-Season Radials, Temporary Spare Tire	–	–	●	●
P215/45R17, All-Season Radials, Temporary Spare Tire	–	–	○	–
P205/60R16, All-Season Radials, Temporary Spare Tire	–	–	–	●
P215/50R17, All-Season Radials, Temporary Spare Tire	–	–	–	○

^[1] All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS) which, depending on the model, may include driver and front passenger airbags, a driver's knee airbag, front seat-mounted side airbags or side curtain airbags. For important safety information about the Supplemental Restraint System in a vehicle, please see the Owner's Manual or contact your local Toyota Dealer.

^[2] Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

^[3] Toyota tests certain phones for compatibility with Bluetooth technology. Some vehicles equipped with Bluetooth technology are available with bilingual capability. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the service coverage available in your area. Please see your Toyota Dealer for details.

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
DIMENSIONS				
Length				
3995 [157.3]	●	●	–	–
4480 [176.4]	–	–	●	●
4615 [181.7]	–	–	–	●
Width				
1695 [66.7]	●	●	–	–
1745 [68.7]	–	–	●	●
1775 [69.8]	–	–	–	●
Height (Unloaded)				
1445 [56.9]	●	●	–	–
1490 [58.7]	–	–	●	●
1575 [62.0]	–	–	–	●
Wheelbase				
2550 [100.4]	●	●	–	–
2700 [106.3]	–	–	●	●
2780 [109.4]	–	–	–	●
Track				
Front: 1480 [58.3]	●	●	–	–
Rear: 1475 [58.1]	●	●	–	–
Front: 1525 [60.0]	–	–	●	●
Rear: 1520 [59.8]	–	–	●	●
Front: 1540 [60.6]	–	–	–	●
Rear: 1545 [60.8]	–	–	–	●
Seating Capacity				
5	●	●	●	●
Headroom				
Front: 981 [38.6]	●	●	–	–
Rear: 937 [37.0]	●	●	–	–
Front: 980 [38.6]	–	–	●	●
Rear: 955 [37.6]	–	–	●	●
Front: 1006 [39.6]	–	–	–	●
Rear: 981 [38.6]	–	–	–	●
Legroom				
Front: 1060 [41.7]	●	●	–	–
Rear: 888 [35.0]	●	●	–	–
Front: 1080 [42.5]	–	–	●	●
Rear: 914 [36.0]	–	–	●	●
Front: 1049 [41.3]	–	–	–	●
Rear: 911 [35.8]	–	–	–	●
Shoulder Room				
Front: 1329 [52.3]	●	●	–	–
Rear: 1314 [51.7]	●	●	–	–
Front: 1394 [54.9]	–	–	●	●
Rear: 1349 [53.1]	–	–	●	●
Front: 1421 [55.9]	–	–	–	●
Rear: 1402 [55.2]	–	–	–	●
Ground Clearance				
140 [5.5]	●	●	●	●
145 [5.7]	–	–	–	●

^[4] The Toyota Navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available in every city. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your navigation system Owner's Manual and your Toyota Dealer for further details.

^[5] Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control.

	2012		2013	
	Prius c	Prius	Prius Plug-in	Prius v
CURB WEIGHT				
	●	●	–	–
	–	–	●	●
	–	–	–	●
	–	–	–	●
CARGO CAPACITY				
0.48 [17.1] Behind Rear Seats	●	●	–	–
0.61 [21.6] Behind Rear Seats	–	–	●	●
1.9 [67.3] Behind Front Seats	–	–	–	●
0.97 [34.3] Behind Rear Seats	–	–	–	●
COEFFICIENT OF DRAG				
0.28	●	●	–	–
0.25	–	–	●	●
0.29	–	–	–	●
TURNING CIRCLE				
9.6 [31.4]	●	●	–	–
10.4 [34.1]	–	–	●	●
11.0 [36.1]	–	–	–	●
FUEL CAPACITY				
36 [7.9]	●	●	–	–
40 [8.8]	–	–	–	●
45 [9.9]	–	–	●	●
FUEL CONSUMPTION RATING (HV)^{2,10}				
City/Highway/Combined	L/100 km	mpg (imperial gallon)		
			●	●
			–	–
			–	●
			–	●
FUEL CONSUMPTION RATING (EV)¹⁰				
City/Highway/Combined	L/100 km	mpg (imperial gallon)		
			–	–
			–	●

^[6] Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

^[7] Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping.

^[8] The maximum output indicates engine plus HV battery output.

^[9] Claims are with respect to comparisons against similarly equipped conventional gasoline powered and diesel vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

^[10] Fuel Consumption for Prius Plug-in is based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. L/100 km represents the electric equivalent L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle.

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Accessories

Personalize your Prius c, Prius, or Prius v to enhance both its appearance and performance. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

Prius c 2012

Block Heater
 Bodyside Mouldings
 Cargo Net
 Hood Deflector
 Rear Bumper Protector

Prius 2013

Block Heater	TRD ACCESSORIES
Hood Deflector	TRD Oil Cap
Illuminated Doorsill Protectors	TRD Oil Filter
Rear Bumper Protector	
Remote Engine Starter	

Prius v 2013

Block Heater
 Hood Deflector
 Remote Engine Starter

New vehicle warranty summary

No deductibles – no transfer fees

COMPREHENSIVE COVERAGE

3 YEARS OR 60,000 KM This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS

5 YEARS OR 100,000 KM This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS

8 YEARS OR 130,000 KM This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION

5 YEARS UNLIMITED DISTANCE This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

HYBRID-RELATED COMPONENTS**

8 YEARS OR 160,000 KM This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Committed to Canadians, today and tomorrow



Being a leader in the automotive industry does not simply start and finish with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across the country fund non-profit programs that work to make a difference for Canadians through direct community involvement.

As part of our ongoing commitment to the environment and education, we established the Toyota Evergreen Learning Grounds program. This program is designed to transform Canadian school grounds into natural learning environments so that students can have a healthy place to play, learn and develop a genuine respect for nature. We also support Special Olympics Canada, which helps athletes reach their full potential through participation in events from a local to a national level.

Visit us at toyota.ca to learn more about our programs and commitment to make things better for Canadian communities, today and tomorrow.





Prius c



Prius



Prius Plug-in



Prius v



Camry Hybrid



Highlander Hybrid



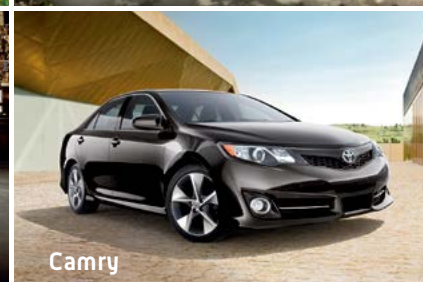
Yaris



Corolla



Matrix



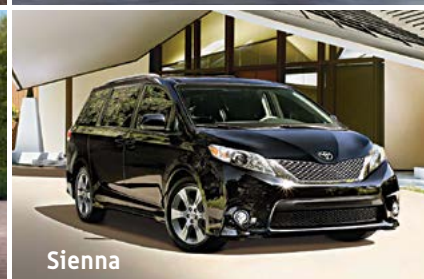
Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

At Toyota **quality**, **safety** and **sustainability** are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit toyota.ca.



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Toyota recognizes its duty to safeguard the environment. Please recycle.

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