2014 Prius/Prius Plug-in
Driving change without changing driving.

Toyota’s iconic hybrid, the 2014 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.

MULTI-INFORMATION DISPLAY
The Multi-information Display provides the driver with valuable information on a variety of vehicle functions and systems, including fuel consumption history, average fuel economy, distance to empty, average speed, trip distance, anxiety monitor, Hybrid System Indicator and ECO Savings Record.

DISPLAY AUDIO SYSTEM WITH NAVIGATION®
Take the guesswork out of venturing into the unknown with the available voice-activated 6.1-inch touch-screen HDD navigation system® which lets you map your whereabouts with the simple touch of a finger.

SOFTTEX® SEATS
The seats in Prius are available with a supple SofTex® material trim—its manufacturing process generates fewer CO2 emissions and Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.
Forward-looking features. Literally.

Inside and out, an array of user-friendly innovations work together seamlessly to enhance an already amazing driving experience. For instance, on 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. All without turning the engine on. Its iconic streamlined profile is aerodynamically designed to achieve a slick 0.25 drag coefficient. Of course, this wind-slippping shape also helps deliver an impressive combined fuel consumption rating of 3.8 L/100 km.

**EV/ECO/POWER MODE**

Prius offers three different modes for different types of driving. EV mode drives solely on battery power for up to 1.6 km under certain conditions. Eco mode helps maximize fuel economy. Power mode increases gas pedal sensitivity for additional get-up-and-go.

**SMART KEY SYSTEM**

With the Smart Key in your pocket or purse, the doors of Prius unlock when you touch the driver’s door handle, and the engine starts with the push of a button.

**SOLAR ROOF PANEL**

When 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.

**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.

**LED LIGHTS**

The available LED headlamps produce a clean white light, offering extremely long life and requiring 20 to 30 percent less energy than traditional headlamps, further enhancing the overall efficiency of Prius.

**BACKUP CAMERA**

When you’re backing up, the area behind the vehicle that’s visible to the camera is displayed on the touch-screen of the audio system’s display.

**Prius with Touring Package shown in Blizzard Pearl.**
Personalize your Prius and Prius Plug-in to enhance both their appearance and performance. Many of Toyota’s Genuine Accessories 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 accessories.toyota.ca or your local Dealer.

**Prius**
- Block Heater
- Hood Deflector
- Illuminated Door Sill Protectors
- Paint Protection Film
- Rear Bumper Protector
- Remote Engine Starter

**TRD ACCESSORIES**
- TRD Oil Cap
- TRD Oil Filter

**Prius Plug-in**
- Block Heater
- Hood Deflector
- Paint Protection Film

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**TRD ACCESSORIES**
- TRD Oil Cap
- TRD Oil Filter

**Colours**

**Exterior Colour Options**
- Blizzard Pearl
- Classic Silver Metallic
- Black
- Barcelona Red Metallic
- Sea Glass Pearl
- Nautical Blue Metallic
- Winter Grey Metallic
- Clearwater Blue Metallic
- Nautical Blue Metallic

**Interior Colour Options**
- Blizzard Pearl
- Classic Silver Metallic
- Black
- Barcelona Red Metallic
- Sea Glass Pearl
- Nautical Blue Metallic
- Winter Grey Metallic
- Clearwater Blue Metallic

**Please see your Toyota Dealer for details.**

Prius Plug-in Hybrid.

Fewer emissions and fewer trips to the pump.

It’s the same world-renowned Prius but with a twist – the ability to drive on electric power alone. Thanks to its Lithium-ion Battery, the 2014 Prius Plug-in can travel on electric power alone for up to 25 km in city driving and can be charged in just 3 hours using a standard 120 V outlet. Since it’s also a hybrid, you’ll never have to worry about having the power to get where you’re going and back again. 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.

The Charge Port features a Battery Charger Indicator that lets you know if your battery is done charging. A built-in timer also 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 eniable list of standard features that include a 6.1” Display Audio System with Navigation®, Heated Front Seats, Auto Dimming Rear View Mirror, and a host of other features that will leave you wishing your trip was just a little longer.

**2014 Prius Plug-in with Technology Package shown in Clearwater Blue Metallic.**

**Prius Plug-in Hybrid**

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**2014 Prius Plug-in with Technology Package shown in Clearwater Blue Metallic.**

**Colours**

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- Hood Deflector
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- Paint Protection Film
- Rear Bumper Protector
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**Please see your Toyota Dealer for details.**
Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into the 2014 Prius and Prius Plug-in. A sophisticated network of safety innovations, such as available Dynamic Radar Cruise Control and Pre-Collision Systems were designed to help you avoid accidents in the first place. In the event that a collision is unavoidable, the Supplemental Restraint System features 7 airbags to help give you the protection you need. Call it all-around peace of mind.

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. AIRBAGS
Prius and Prius Plug-in come equipped with standard dual stage driver and front passenger airbags, front seat-mounted side airbags, a driver’s knee airbag, and front & rear head/face curtain 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.

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.
Prius/Prius Plug-in Features

SEATING & TRIM

Prius Technology Package
- 6.1” Touch Panel Display Audio w/Navigation, SiriusXM, MP3/WMA Playback, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, Moonroof, Smart Key System, Electric Rear Window Defroster w/Timer, 6.1” Touch Panel Display Audio w/Navigation, SiriusXM, MP3/WMA Playback, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, Moonroof, Smart Key System, Electric Rear Window Defroster w/Timer

Power Moonroof w/Solar Panels, Remote A/C System, Radio, Integrated Garage Door Opener, Smart Key System
- 6.1” Touch Panel Display Audio w/Navigation, SiriusXM, MP3/ WMA Playback, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, Moonroof, Smart Key System, Electric Rear Window Defroster w/Timer, 6.1” Touch Panel Display Audio w/Navigation, SiriusXM, MP3/WMA Playback, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, Moonroof, Smart Key System, Electric Rear Window Defroster w/Timer

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driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner’s Manual for further details. (were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.

THERMAL

- Keyless Entry, Illuminated Entry
- Accessory Power Outlet
- Overhead Console Box
- Smart Key System
- Heated, Power Adjustable Mirrors
- Electric Rear Window Defroster w/Timer
- Stability Control
- Star Safety System
- LED (EBD, SRS)

- Front & Rear Head/Side Curtain Airbags
- Restraint System
- Smart Stop Technology
- Hybrid Blue Accented Emblems
- Heated, Power Adjustable Mirrors
- Electric Rear Window Defroster w/Timer
- Stability Control
- Star Safety System
- LED (EBD, SRS)

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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.