

2016 Toyota Prius

National Press



Let's
Go
Places ¹

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I. PRIUS OVERVIEW

A. Prius History

1. **1997:** Prius goes on sale in Japan
2. **2000:** Prius is introduced worldwide
3. **2003:** Prius is redesigned for its second generation
 - Becomes mid-size liftback
 - Introduces Hybrid Synergy Drive (HSD)
4. **2009:** Third generation Prius is introduced at North American International Auto Show
 - Increased system output and fuel economy while reducing CO2 emissions
 - Larger 1.8L engine
 - Lighter, smaller HSD system
 - New platform for greater handling and stability
 - Third generation continues to receive numerous awards and accolades:
 - 2015 IIHS Top Safety Pick+ with optional front crash prevention
 - 2015 KBB.com Best Buy Award Finalist
 - 2015 Lowest Fuel Costs Winner by IntelliChoice
 - 2015 Lowest Operating Costs Winner by IntelliChoice
 - 2015 Excellent Value by IntelliChoice
 - 2015 Best Overall Value of the Year by IntelliChoice
 - 2015 SmartChoice Ownership Costs Winner by IntelliChoice
 - 2015 SmartChoice Maintenance Costs Winner by IntelliChoice
5. **2015:** The fourth generation Prius is introduced at the Frankfurt Motor Show



B. Fourth Generation Goals

1. Incorporate new platform and TNGA (Toyota New Global Architecture)
2. Upgrade exterior and interior features and space
3. Emphasize new and improved safety features and technology
4. Maintain reputation for top-of-the-line hybrid technology and fuel economy and offer a fun and engaging driving experience



C. Grade Levels and Grade Strategy

1. Prius Two (Entry Grade)
 - Engine:
 - 1.8L I4
 - Transmission:
 - ECVT
 - **Prius Two Eco** adds more features and increased fuel economy
2. Prius Three (Mid-Grade)
 - Engine:
 - 1.8L I4
 - Transmission:
 - ECVT
 - **Prius Three Touring** option (see following sections for details on features and equipment variance)
3. Prius Four (Premium Grade)
 - Engine:
 - 1.8L I4
 - Transmission:
 - ECVT
 - **Prius Four Touring** option (see following sections for details on features and equipment variance)



D. Key Exterior and Interior Features and Options by Grade

	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Bi-LED projector low and high-beam headlights w/ LED accent lights and auto off feature	S	—	—	—	—	—	No LED
Bi-LED projector low and high-beam headlights w/ LED accent lights and auto-on/off feature	—	S	S	S	S	S	No LED
LED Daytime Running Lights (DRL) w/ on/off feature	S	S	S	S	S	S	S
Integrated fog lights	—	—	—	S	—	S	S (Five)
LED tail and stop lights	S	S	S	S	S	S	S
LED clearance lamps	—	—	—	S	—	S	—
Heated power folding outside mirrors	S	S	S	S	S	S	S
Power tilt/slide moonroof w/ sunshade	—	—	P	—	P	—	P (Three and Four)
Color-keyed outside door handles	S	S	S	S	S	S	S
15-in. 5-spoke alloy wheels w/ full wheel covers and P195/65R15 tires	S	—	—	—	—	—	S (Two, Three, Four)
15-in. 5-spoke two-tone alloy wheels w/ full wheel covers and P195/65R15 tires	—	S	S	—	S	—	—
17-in. 5-spoke alloy wheels w/ P215/45R17 tires	—	—	—	S	—	S	S (Five)
Unique rear bumper treatment	—	—	—	S	—	S	—
Intermittent rear window wiper	S	—	S	S	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	S	S	—	—	—
Rain-sensing variable intermittent windshield wipers	—	—	—	—	S	S	—
Active grille shutters	S	S	S	S	S	S	—
Color-keyed roof-mounted shark-fin antenna	S	S	S	S	S	S	—

S = Standard

P = Available as part of a package

O = Optional

— = Not available



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	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Smart-flow automatic climate control system with pollen filtration	S	S	S	S	S	S	S
Integrated backup camera	S	S	S	S	S	S	S
Standard Audio	Entune™ Audio	Entune™ Audio	Entune™ Premium Audio w/ Navigation App and App Suite	Entune™ Premium Audio w/ Navigation App and App Suite	Entune™ Premium Audio w/ Navigation App and App Suite	Entune™ Premium Audio w/ Navigation App and App Suite	Display Audio Systems
Entune™ Premium JBL® Audio Option w/ Navigation and App Suite	–	–	–	–	P	P	Optional JBL®
4.2-in. Color Dual Multi-Information Display w/ customizable screens	S	S	S	S	S	S	–
Front seats w/ seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S (Fabric)	S (Fabric)	S (Fabric)	S (SofTex®)	–	–	S (Two and Three)
SofTex®-trimmed heated front seats w/ seatback pockets; 8-way power-adjustable driver's seat w/ power lumbar support; 4-way adjustable front passenger seat	–	–	–	–	S	S	S (Four and Five)
60/40 split fold-down rear seats w/ center armrest	S	S	S	S	S	S	S
Cruise control	S	S	S	S	S	S	S
Tilt/telescopic steering wheel w/ audio, climate, Multi-Information Display, Bluetooth®	S	S	S (SofTex®)	S (SofTex®)	S (SofTex®)	S (SofTex®)	S
Soft-touch upper door trim with chrome accent, soft-touch door armrest area with chrome accent interior door handles	S	S	–	–	–	–	S
Soft-touch upper door trim with chrome accent, SofTex-trimmed door armrest area with chrome accent interior door handles	–	–	S	S	S	S	S
Digital instrumentation w/ speedometer, fuel gauge, odometer, fuel economy, shift position and EV/ECO/POWER Mode indicators	S	S	S	S	S	S	S
Three-door Smart Key system w/ Push Button Start / remote illuminated entry	–	S	S	S	S	S	S (above Two)
Smart Key System on driver's door with Push Button Start	S	S	S	S	S	S	S
Power windows w/ auto up/down	S	S	S	S	S	S	S
Power door locks	S	S	S	S	S	S	S
Auto-dimming rearview mirror w/ HomeLink®	–	–	–	–	S	S	S (Four, Five)
Dual sun visors w/ sliding function and illuminated vanity mirrors	S	S	S	S	S	S	S
Center console w/ armrest and storage compartment	S	S	–	S	–	–	S
Pearl white accents on steering wheel, shifter, and center console	–	–	S	S	S	S	–
Cargo area tonneau cover	–	–	–	–	S	S	S
Lightweight Cargo area tonneau cover	S	S	S	S	–	–	S
Three 12V auxiliary power outlets	S	S	S	S	S	S	S (Two)
Rear dome light and cargo area light	S	S	S	S	S	S	S



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	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Two front and two rear cupholders; two front bottle holders	S	S	S	S	S	S	S
Qi-compatible wireless smartphone charging – w/ charge indicator light	–	–	S	S	S	S	–

E. Key Safety Features by Grade

	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Star Safety System™ — Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology (SST)	S	S	S	S	S	S	S
Driver and front passenger Advanced Airbag System	S	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags, passenger seat cushion airbag, driver's knee airbag, front and rear curtain shield airbags	S	S	S	S	S	S	S
Driver and front passenger active headrests	S	S	S	S	S	S	S
LATCH (Lower Anchors and Tethers for Children)	S	S	S	S	S	S	S
Tire Pressure Monitor System (TPMS)	S	S	S	S	S	S	S
Vehicle Proximity Notification System (VPNS)	S	S	S	S	S	S	S
Safety Connect® — Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. (Complimentary one-year trial subscription.)	–	–	–	–	P	P	P (Four and Five)
Toyota Safety Sense (TSS) - Pre-Collision System w/ Pedestrian Detection, Lane Departure Alert w/ Lane Keep Assist, Auto High Beams and Full-Speed Dynamic Radar Cruise Control	–	–	P	S	P	S	–
Intelligent Parking Assist (IPA) w/ Intelligent Clearance Sonar (ICS)	–	–	–	–	P	P	–
Head-Up Display (HUD) w/ speedometer, navigation and Hybrid System Indicator	–	–	P	–	P	–	P (Four and Five)
Blind spot monitor (BSM) w/ Rear Cross-Traffic Alert (RCTA)	–	–	–	–	S	S	–
Hill-Start Assist Control (HAC)	S	S	S	S	S	S	S
Engine immobilizer	S	S	S	S	S	S	S



F. Packages and Options by Grade

	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Premium Convenience Package — Intelligent Parking Assist (IPA) with Intelligent Clearance Sonar (ICS), Entune™ Premium JBL® Audio w/ Navigation and App Suite, Safety Connect®	–	–	–	–	P	P	– Solar Roof Package – Solar Roof Package – Deluxe
Advanced Technology Package — Toyota Safety Sense (TSS), Head-Up Display (HUD), Power tilt/slide moonroof with sliding sunshade	–	–	P	–	P	–	– Advanced Technology Package

G. Key Performance Features and Specs by Grade

	Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Engine (1.8L Atkinson cycle engine)	S	S	S	S	S	S	1.8-Liter Aluminum 4-cylinder DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)
Horsepower	95 @ 5200	95 @ 5200	95 @ 5200	95 @ 5200	95 @ 5200	95 @ 5200	98 @ 5200
Torque (lb.-ft.)	105 @ 3600	105 @ 3600	105 @ 3600	105 @ 3600	105 @ 3600	105 @ 3600	105 @ 4000
Transmission (ECVT)	S	S	S	S	S	S	S
Suspension - Independent MacPherson Strut (Front); Double-Wishbone (Rear)	S	S	S	S	S	S	MacPherson Strut (Front), Torsion Beam (Rear)
Brakes (225/25mm ventilated front, 259/9mm solid rear)	S	S	S	S	S	S	S
Hill-Start Assist Control (HAC)	S	S	S	S	S	S	S
EPA Est. MPG (City/Highway/Combined)	54/50/52	58/53/56	54/50/52	54/50/52	54/50/52	54/50/52	51/48/50
Fuel Tank Capacity (11.3 gallons)	S	S	S	S	S	S	11.9

H. Exterior and Interior Dimensions by Grade

		Two	Two Eco	Three	Three Touring	Four	Four Touring	2015
Overall Length (inches)		178.7	178.7	178.7	178.7	178.7	178.7	176.4
Overall Width (inches)		69.3	69.3	69.3	69.3	69.3	69.3	68.7
Overall Height (inches) (no antenna)		57.8	57.8	57.8	57.8	57.8	57.8	58.7
Wheelbase (inches)		106.3	106.3	106.3	106.3	106.3	106.3	106.3
Tread Width (inches) (Front/Rear)	15-in.	60.2/60.6	60.2/60.6	60.2/60.6	–	60.2/60.6	–	59.6/59.4
	17-in.	–	–	–	59.4/59.8	–	59.4/59.8	59.4/59.8
Coefficient of Drag		0.24	0.24	0.24	0.24	0.24	0.24	0.25
Curb Weight (lbs.)		3075	3010	3050	3080	3050	3080	3042
Ground Clearance (inches)		5.1	5.1	5.1	5.1	5.1	5.1	5.3
Gross Vehicle Weight Rating (GVWR) (lbs.)		3915	3915	3915	3915	3915	3915	4010
Turning circle diameter – Curb to curb (ft.)	15-in.	33.5	33.5	33.5	–	33.5	–	33.5
	17-in.	–	–	–	35.4	–	35.4	35.4
Seating Capacity		5	5	5	5	5	5	5
Head Room (inches)	Front	39.4	39.4	39.4	39.4	39.4	39.4	38.6
	Rear	37.4	37.4	37.4	37.4	37.4	37.4	37.6
Leg Room (inches)	Front	43.2	43.2	43.2	43.2	43.2	43.2	42.5
	Rear	33.4	33.4	33.4	33.4	33.4	33.4	36
Shoulder Room (inches)	Front	55	55	55	55	55	55	54.9
	Rear	53	53	53	53	53	53	53.1
Hip Room (inches)	Front	53.4	53.4	53.4	53.4	53.4	53.4	52.7
	Rear	51.9	51.9	51.9	51.9	51.9	51.9	51.2
Passenger Volume (cu. ft.)		93.1	93.1	93.1	93.1	93.1	93.1	93.7
Cargo Volume (cu. ft.)		24.6	27.3	24.6	24.6	27.3	27.3	21.6

II. EXTERIOR

A. Design Philosophy

1. Ingenious Beauty (“Yu-bi-shin”)

- Incorporates latest technology in aerodynamics and fuel efficiency with “playfulness”
- Functional beauty and emotional design based on Toyota’s new platform and approach
- Triangle silhouette

B. Key Change Points – Front and Side

1. Overall

- Lowered Stance
- Low-slung silhouette
- Aids in downward visibility
- Improved aerodynamics
- 2.4 inches longer than previous model
- 0.8 inches wider than previous model
- 0.8 inches lower than the previous model



2. Triangle Silhouette

- Peak of roof moved forward by 6.69 inches for reduced drag, increased head clearance, and improved aerodynamics
- Beltline lowered by -2.16 inches
 - Leans forward for illusion that Prius is always “moving forward”
- Cowl lowered by -2.44 inches
- Height lowered by -0.78 inches
- Spoiler height shortened by -2016 inches
- Nose height lowered by 2.75 inches

3. Aerodynamics, Visibility, and Design

- Coefficient of drag is 0.24 lowest in the world for mass produced vehicles
- Aero stabilizing fins in front of front quarter glass
- Smoother front pillar shape
- Grille shutter controls cooling airflow to engine by automatically opening and closing
- Enlarged fixed quarter glass, rear quarter glass, back door glass, and inner mirror surface
- Redesigned door handles
- Cross-section added to shark-fin antenna for added stability
- Redesigned engine cover

4. Redesigned Headlamps and Mirrors

- Single LED projector low and high beam headlamps
- LED accent lights
- LED Daytime Running Lights (DRLs) standard
- Heated power outside mirrors standard

- Built-in LED side turn signal lamps

C. Key Change Points – Rear

1. Aerodynamics and Design
 - Rear spoiler and bumper corner edges are connected
 - Rear combination lamps include aero stabilizing fins
2. Lamps
 - Rear combination lamps
 - Center high-mounted stop lamp with LED bar
 - LED license plate lamps



D. Wheels and Tires

1. Newly Designed Wheels
 - Lightweight aluminum
 - 15" wheels come standard with aerodynamic cover
 - 17" wheels utilize resin materials and lightweight aluminum for reduced weight
2. Prius Two
 - 15" 5-spoke alloy wheels with covers
 - P195/65R15 tires
3. Prius Two Eco, Prius Three, Prius Four
 - 15" 5-spoke two-tone alloy wheels with covers
 - P19/65R15 tires
4. Prius Three Touring, Prius Four Touring
 - 17" 5-spoke alloy wheels
 - P215/45R17 tires



E. Exterior Color Choices

1. The 7 available plus 1 Fleet only colors for MY16 are:
 - Hypersonic Red (3T7) (Toyota First)
 - Sea Glass Pearl (781)
 - Blue Crush Metallic (8W7)
 - Magnetic Gray Metallic (1G3)
 - Blizzard Pearl (070)
 - Classic Silver Metallic (1F7)
 - Midnight Black Metallic (218)
 - Super White (040) – Fleet Only

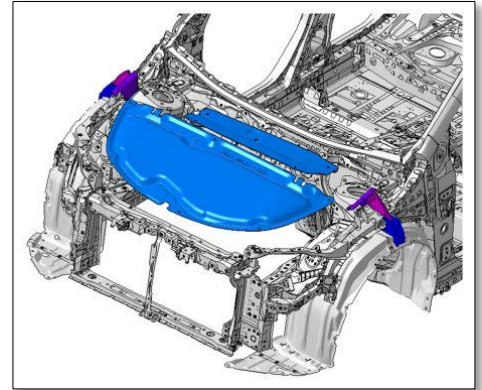


III. BODY STRUCTURE

A. NVH Improvements

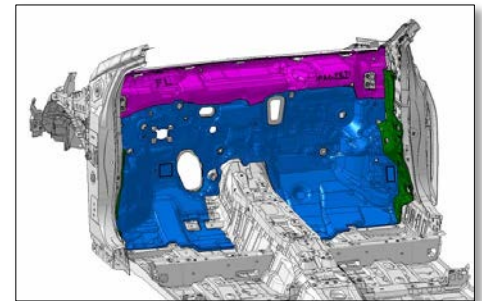
1. Engine Compartment

- Added sound-absorbing, insulating materials
- Separators inside fenders
- Hood insulator
- Outer cowl silencers
- Longer cowl top seats
- Reduced engine start-up vibration due to:
 - New 2-point engine mount and torque rod system
 - Hydraulic right engine mount



2. Dash and Cowl Panels

- Silencers around front seats, dash, cowl panels
- Larger outer cowl silencer
- Additional sealer at front end of instrument panel
- Additional partition inside cowl top side cross-section

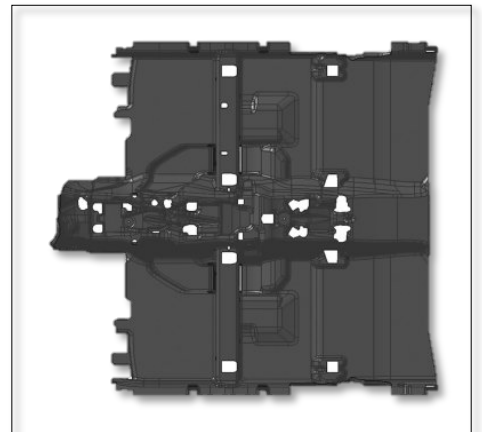


3. Cabin

- Noise-reducing foam and damping materials inside body shell cross-section
- Plug seals in inner panel openings

4. Under Body

- Tailored blank material on front floor panel
 - Thick panels
 - Added reinforcement on cabin side of dash
 - Larger dash silencer



5. Wind Noise Reduction

- Rain gutter moldings next to windshield
- Reduced height variation between windshield glass and front pillar
- Reduced height variation between front pillar and front door
- Ample width between moldings for reduced airflow separation
- Cowl louver more level with windshield glass

6. Soundproofing

- Other areas with notable soundproofing improvements include:
 - Urethane headliner
 - Front pillar trim with ribbed structure
 - Larger floor silencer, now separate from carpet
 - Sound-absorbing material on deck side and back door trim
 - Highly sound-insulating windshield glass
 - Front door service holes with resin cover and drain holes with labyrinth clips

- Gap seal between front and rear doors
- Damping sheet on rear door panels
- Widened front door frame cross-section

B. Rigidity, Stability, and Handling Improvements

1. New TNGA chassis

- Toyota New Global Architecture

2. Lightweight Body Overall

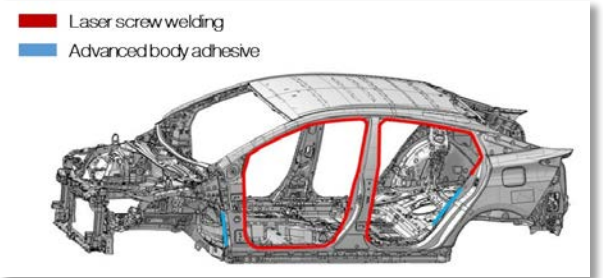
- Hot-stamped, high tension steel
- Aluminum components

3. Reinforced instrument panel

- Boxed extension brackets
- More rigid mount connected to steering shaft

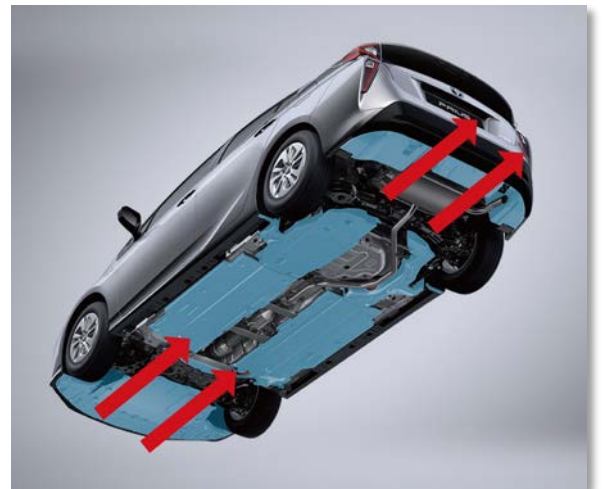
4. Lightweight, Rigid Upper Body Shell

- Increase of more than 60 percent in body torsional rigidity
- Amount of high-tensile strength steel has increased from 3 percent to 19 percent
 - Now includes the use of hot stamped ultra-high strength steel
- Enhanced suspension tower rigidity
- Circular structures on cowls around suspension and door openings
- Innovative fastening methods for a more rigid chassis
 - Laser screw welding
 - Advanced body adhesives



5. Rigid Under Body

- Under-body-assembly cowl under structure
- Lower center pillar structure
- Larger cross-section
- Added structural adhesives
- Continuous flanges in various areas
- Inner rear floor cross-member
- 3-way reinforcement between rear side member and inner rear floor cross-member



IV. PERFORMANCE

A. Engine

1. 2ZR-FXE (Revised)

- 1.8L DOHC 16-valve Atkinson Cycle
- Variable Valve Timing with intelligence (VVT-i)
- EV/ECO/POWER modes
- New Exhaust Gas Recirculation (EGR) system with cooler
- Hexavalent chrome and lead now eliminated
- New resin cylinder head cover aids in weight and size reduction
- Horsepower: 95 @ 5200
- Torque: 105 lb.-ft. @ 4000
- Maximum thermal efficiency of 40 percent is the most thermally efficient gas engine in any mass produced vehicle.
- Fuel Economy
 - 54 City / 50 Highway / 52 Combined
 - 58 City / 53 Highway / 56 Combined (Prius Two Eco Only)
- Intake System
 - Enables lower hood/center-of-gravity
 - Reduced height, compact design
 - New rigid rubber air intake
 - For weight reduction
 - Noise-cancelling structure in inlet duct
 - For engine noise reduction
 - Fresh air inlet duct
 - Allows sufficient air intake at high speeds
 - Air/fluid separation structure
 - Separates water and snow from intake air
- Exhaust System
 - New thin main muffler
 - Increased capacity
 - Reduced noise
 - Added luggage space due to size
 - New exhaust heat recirculation system
 - Exhaust gases quickly warm engine coolant



B. Hybrid Technology

1. Hybrid Vehicles

- Hybrid vehicles combine two or more sources of power
- All Toyota hybrids use both gasoline and electric motors in a parallel system

- System allows wheels to be driven by either one of the two or both powers at the same time

2. Hybrid Synergy Drive (HSD)

- Utilizes electric motor at lower speeds
 - Gas engine may turn off when vehicle is idle or at rest, and may do this at light throttle settings and moderate speeds
- Higher speeds use gas motor as the main power source
- Gas and electric work together at cruising speeds (to suit driving conditions)

3. Shift-by-Wire Technology

- Electric signals transmit shift operations through newly-developed shift lever
- Shift range and operation shown in center meter
- Drivers can shift using fingertips only
- Drivers can use parking gear or “P” position via button
 - “P” position selects automatically if:
 - Radar cruise control brake is held for a long period of time
 - Driver’s door is opened
 - Driver’s seatbelt is unlocked

C. New Hybrid System

1. Engine Cooling

- Updated cooling system
 - Enables low hood and low center-of-gravity
 - New quad-separation duct structure channels air into A/C condenser and radiator
 - Active grille shutter
 - Located behind radiator grille
 - Reduces drag
 - Closes when airflow to radiator is not needed
 - Reduces engine warmup time for enhanced fuel economy
- Hybrid system water pump
 - Maximum speed of 6000rpm

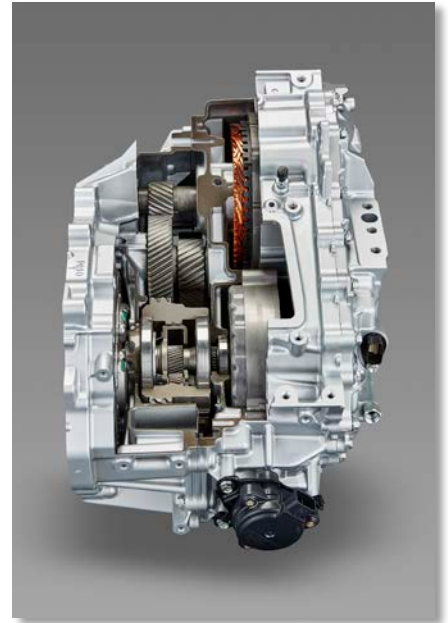
2. Power Control Unit (PCU)

- Efficient power stack elements and cooling system
- 20 percent reduction in parasitic energy losses
- Increased fuel economy
- Now installed directly above transaxle (due to weight/size reduction)
- Less noise than predecessor



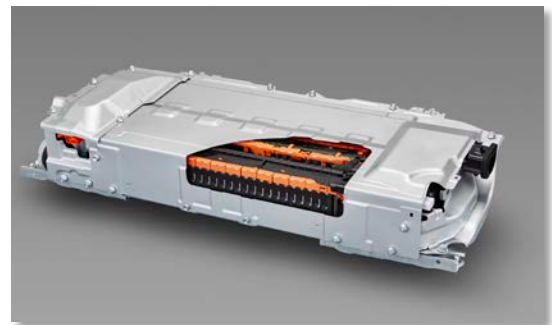
3. Transaxle and Motor

- Electronically Controlled Variable Transmission (ECVT)
- Multi-Shaft layout
 - Higher motor speed range
 - Reduction gear mounted on parallel shaft
 - Main Electric Motor (MG2) now mounted on a parallel shaft
 - Reduces transmission case size and provides reduced operating friction
 - Smaller size allows more optimal placement of the inverter assembly and allows for under the hood mount for 12v Auxiliary Battery
 - 20 percent lower friction loss helps to enhance performance and fuel economy
 - Motor Generator 1 (MG1) and the planetary gear set remain in a coaxial relationship with the engine crank shaft.
- Reduced motor size
- Auxiliary battery in engine compartment
- Revised tuning to allow for enhanced electric motor power and torque application for enhanced low speed acceleration



4. Hybrid Battery

- First Prius to offer two battery types which vary by grade.
- Relocated to under rear seats – adds to increased cargo space
 - Helps to lower the Center of Gravity by 1 inch for enhanced driving dynamics
- Nickel-metal hydride battery pack (Standard on Prius Two):
 - Weight/size reduction due to optimized internal layout
 - 2.5 percent weight reduction
 - 13.7 percent size reduction
 - Cooling air intake bezel includes air filter
 - Battery voltage 201.6V
- Lithium-ion battery pack (Standard on all grades except Prius Two):
 - Lightweight
 - Enhanced energy density over NiMh type
 - Stores more electricity by battery volume
 - Weight/size reduction due to optimized internal layout
 - 40 percent weight reduction
 - 38.5 percent size reduction
 - Cooling air intake bezel includes air filter



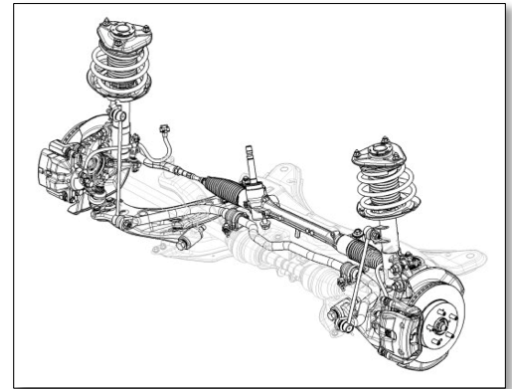
- Battery voltage 207.2V

D. Fuel Economy

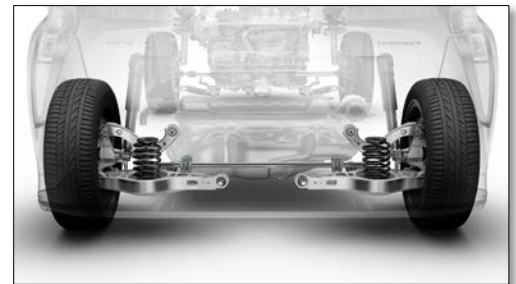
1. 54 City / 50 Highway / 52 Combined
58 City / 53 Highway / 56 Combined (Prius Two Eco Only)
2. Fuel System
 - Thinner fuel tank
 - Contribute to vehicle's lower center-of-gravity
 - 11.3 gallon

E. Suspension

1. Front: MacPherson Strut (Revised)
 - Improved handling stability and ride comfort
 - Tuned for increased responsiveness
 - Strut mount bearing mounted coaxially with king pin axis
 - Optimized:
 - Stabilizer characteristics and location (for roll rigidity)
 - Shock absorber damping with new piston valve
 - Coil spring geometry and preload (for reduced impact on rough surfaces)



2. Rear: Trailing Arm Type Double Wishbone (Newly Designed)
 - High position trailing arm for optimal tire movement
 - Tuned for increased responsiveness
 - Ensured rigidity
 - Perceived road shock reduced by 1/3 (due to tunings on arm bushings)
 - Forward-tilted shock absorbers
 - Bushings on all arm joints
 - Optimized stabilizer characteristics and location



3. Electric Power Steering
 - Speed-sensitive, column-type
 - New brushless motor with integrated ECU
 - Rigid intermediate shaft and steering column
4. Brakes
 - Electronically controlled brake system
 - Power-assisted ventilated front disc brakes
 - With lightweight aluminum calipers
 - Solid disc rear brakes

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- With aluminum calipers
- Built-in parking brake
- Regenerative Braking
 - Electric motor also serves as a generator to produce electricity to help recharge the hybrid battery
 - Coasting and braking allow the motor to function as a generator-using the vehicles momentum to turn the “generator” and produce electrical current – charging the high voltage battery pack.
 - This process can allow an efficient driver to save as much as 30% of the energy that would be changed to heat and lost to the atmosphere and store it in the battery pack for use later to accelerate the vehicle. This is a key way that Toyota hybrid vehicles get such good fuel economy in city driving conditions – where drivers can coast and lightly brake frequently.
 - No need to charge battery separately



V. INTERIOR

A. Design Philosophy

1. "Ingenious Beauty"
 - Similar to exterior design inspiration
 - Elimination of unnecessary materials for a more spacious cabin



B. Design and Feel

1. Instrument Panel
 - Flowing design blends into door trim for a wider impression
 - Commonly-used features are now closer to driver
 - Touch point padding and silver-painted chrome ornamentation
 - Hoodless meter cluster

2. Meters

- Center Meter:
 - Placed in the center of the instrument panel with two 4.2-in. full-color TFT displays
- Main Display:
 - 4.2-in. full-color TFT display with two display options (simple and segmented)
- Multi-Information Display:
 - 4.2-in. full-color TFT display



3. Cabin Space

- Excess volume eliminated from IP, door trim, and pillars
- Headliner shaped for headroom clearance
- Blacked out center pillar and rear quarter trim
- Wide effect side air vents with fins
- Console armrest
- Electric fuel lid release

4. Storage

- Increased luggage space (relocated hybrid battery)
- Larger overhead console
- Larger console box with removable tray
- Two cup holders located in front of the console tray
- Increased door trim pocket capacity



C. Standard Seats

1. Prius Two, Prius Two Eco, Prius Three
 - Newly developed fabric-trimmed seats with seatback pockets
 - 6-way manually adjustable driver's seat with lumbar support
 - 4-way manually adjustable front passenger seat
2. Prius Three Touring, Prius Four, Prius Four Touring
 - SofTex®-trimmed seats with seatback pockets
 - Dual-Heated on Four and Four Touring
 - 6-way manually adjustable driver's seat on Three Touring
 - 8-way power driver's seat on Four and Four Touring
 - Power lumbar support on Four and Four Touring
 - 4-way manually adjustable front passenger seat
3. Rear Seats
 - 60/40 split with center arm rest



D. Interior Colors

1. Moonstone
 - Fabric on Prius Two, Prius Two Eco and Prius Three
 - SofTex® on Prius Three Touring, Prius Four and Prius Four Touring
2. Black
 - Fabric on Prius Two, Prius Two Eco and Prius Three
 - SofTex® on Prius Three Touring, Prius Four and Prius Four Touring
3. Harvest Beige
 - Fabric on Prius Two, Prius Two Eco and Prius Three
 - SofTex® on Prius Four
4. Available Accent Colors for Air Vents and Side Stitching
 - Air Vents
 - White
 - Black Fabric on Prius Two, Prius Two Eco and Prius Three
 - Black SofTex® on Prius Four
 - Harvest Beige Fabric on Prius Two, Prius Two Eco and Prius Three
 - Harvest Beige SofTex® on Prius Four
 - Marine Blue
 - Black SofTex® on Prius Three Touring and Prius Four Touring



- Moonstone SofTex® on Prius Three Touring and Prius Four Touring
- Turquoise
 - Moonstone Fabric on Prius Two, Prius Two Eco and Prius Three
 - Moonstone SofTex® on Prius Four
- Seat Stitching
 - Gray
 - Fabric Harvest Beige on Prius Two, Prius Two Eco and Prius Three
 - Dark Gray
 - Fabric Black on Prius Two, Prius Two Eco and Prius Three
 - Turquoise
 - Fabric Moonstone on Prius Two, Prius Two Eco and Prius Three
 - Blue
 - Moonstone SofTex® on Prius Three Touring and Prius Four Touring
 - Black SofTex® on Prius Three Touring and Prius Four Touring

E. Comfort and Convenience Features

1. Energy-Saving Smart Flow (S-Flow) Climate Control System (Standard on all models)

- Includes pollen filtration mode
- Lightweight components; intuitive technology
- S-Flow mode:
 - Works manually or automatically (Toyota first when automatic)
 - Focuses airflow only to where passengers are seated
- Ejector Cycle System (ECS) A/C evaporator (New)
 - High performance design can help reduce A/C system power consumption by reducing A/C compressor operation time while also providing excellent cooling performance which contributes to excellent fuel economy without sacrificing comfort
- Cycle System (ECS) evaporate (New)
 - Adds to fuel economy
- Electric compressor (New)
 - Reduced noise
 - Improved cooling
- Positive Temperature Coefficient (PTC) heater
 - Warms initial air from climate control system
 - Supplements system heat output when the car is cold or in extremely cold weather conditions
- Newly designed climate control panel
 - Toggle switches moved closer to screen
 - Chrome accents
 - Piano Black finish on switches
 - Smoked effect on LCD panel



2. Meters

- Main Display:
 - Dual 4.2-in. full-color Thin Film Transistor (TFT) display
 - Simple display option shows:
 - Vehicle Speed
 - Remaining Fuel
 - Driving Mode
 - Outside Temperature
 - Odometer
 - Average Fuel Economy
 - Segmented display adds:
 - Hybrid system indicator
 - Fuel economy gauge
 - Hybrid battery state of charge (SOC) gauge



- Multi-Information Display (MID):
 - 4.2-in. full-color TFT
 - Information tabs include:
 - Driving information (Energy monitor, hybrid system, Eco score, fuel economy, Eco Wallet – cost of savings, Eco Diary – distance travelled + average fuel economy)
 - Navigation
 - Audio
 - Climate Control
 - Driver Support (Full-Speed Dynamic Radar Cruise Control, Lane Departure Alert with Steering Assist, Pre-Collision System with Pedestrian Detection, Intelligent Clearance Sonar)
 - Warning Messages
 - Settings



3. Head-Up Display (HUD) (Available with Optional Advanced Technology Package)

- Full-color HUD (Toyota First)
- Larger display shows:
 - Speedometer
 - Navigation
 - Hybrid System Indicator



4. Qi-Compatible Wireless Smartphone and Mobile Device Charging (Standard on Prius Three, Prius Four, and Touring models)

5. Three-Door Smart Key System (Driver's Door only on Prius Two, Standard on all other grades)

- Customers can unlock all doors by holding driver's door handle for more than two seconds
- Smart Key fob has to be with person touching door handle
- Push Button Start utilizes same technology

6. HomeLink® (Standard on Prius Four and Four Touring)
 - Integrated into rearview mirror
7. Other Top Convenience Features
 - Backup Camera **with static path.**
 - Standard on all grades
 - Power Tilt/Slide Moonroof
 - Available on Prius Three and Four with Advanced Technology Package
 - Includes sliding sunshade
 - Lower temperature-variation steering wheel
 - Helps to maintain temperature in all seasons

VI. AUDIO

A. Audio Offerings

Toyota's Entune™ multimedia units now encompass the complete audio display stack of their Prius - including Bluetooth, voice recognition, USB, aux port, and the display screen. On select, premium audio head units, you have access to navigation and a collection of popular mobile applications and data services, now referred to as the "Entune® App Suite". These services are delivered via most smartphones using Bluetooth® and a cellular data connection.

1. Entune™ Audio (Standard on Prius Two, Prius Two Eco)

- 6.1-in. touch-screen display
- AM/FM CD player
- 6 speakers
- Auxiliary audio jack
- USB 2.0 port with iPod® connectivity and control
- Bluetooth® for advanced voice recognition, hands-free phone capability, phone book access, and music streaming
- Siri® Eyes Free



2. Entune™ Premium Audio with Integrated Navigation and App Suite (Standard on Prius Three, Prius Three Touring, Prius Four, Prius Four Touring)

- 7-in. touch-screen display
- Entune™ Multimedia Bundle with 6 speakers
- Entune® App Suite
- Siri® Eyes Free
- AM/FM cache radio
- SiriusXM® Satellite Radio with complimentary 3-month SiriusXM All Access trial
- HD Radio® predictive traffic and Doppler weather
- HD Radio®
- Gracenote® album cover art

3. Entune™ Premium JBL® Audio with Integrated Navigation and App Suite

- 10 JBL® GreenEdge™ speakers along with other Entune™ Premium Audio Features



4. Entune® App Suite

- Collection of popular mobile applications and data services accessible from vehicle
- Delivered via most smartphones using Bluetooth® and cellular data
- Popular apps include:
 - Slacker® Radio
 - Destination Search
 - iHeartRadio
 - MovieTickets.com
 - OpenTable®
 - Pandora®
 - Yelp®
 - Facebook Places
- Other data services include:
 - Stocks
 - Weather
 - Traffic
 - Fuel Prices
 - Sports

Note: Screen information on size and resolution, as well as speaker count is only based on 2016 Prius. It is important to note these items can vary by Toyota vehicle for the same level of Entune™.

VII. SAFETY

A. Active Safety

1. Star Safety System™ features are included to help the driver maintain control of the vehicle when cornering and braking.

- Anti-Lock Brake (ABS) system
- Traction Control (TRAC)
- Brake Assist (BA)
- Enhanced Vehicle Stability Control (VSC)
- Electronic Brake-force Distribution (EBD)
- Smart Stop Technology® (SST)

2. Toyota Safety Sense (P)

(Optional on Prius Three and Four, Standard on Touring models)

- Latest Toyota-offered active safety technologies as one package:
 - Pre-Collision System (PCS) with Pedestrian Detection function
 - Lane Departure Alert (LDA) with Steering Assist function
 - Automatic High Beams (AHB)
 - Dynamic Radar Cruise Control (DRCC)
 - Full-Speed Dynamic Radar Cruise Control is available on Prius (Toyota First)
 - The full-speed range following function allows for low speed following, matching stopping and acceleration/deceleration of the lead vehicle.



3. Vehicle Proximity Notification System (VPNS)

(Standard on all models)

- Alerts pedestrians of oncoming vehicles when operating under electric power only (due to quietness)
- System emits small warning sound from in-vehicle speaker at speeds below 15 mph

4. Intelligent Parking Assist (IPA) with Intelligent Clearance Sonar (ICS)

(Available on Prius Four and Four Touring with Premium Convenience Package)

- IPA uses ultrasonic wave sensors when parking to:
 - Offer automatic steering
 - Offer parking guidance
 - Provide reverse parking, parallel parking, and departure support functions
- ICS adds features to current clearance sonar to help prevent collisions:



- Drive force suppression:
 - Active under 9.32mph
 - Reduces drive force to limit acceleration
 - Visual/audible alerts when a collision is deemed avoidable
 - Brake control:
 - Automatically applies brakes and reduces vehicle speed
 - Visual/audible warnings when a collision is deemed difficult to avoid
5. Blind Spot Monitor (BSM) with Rear Cross Traffic Alert (RCTA)
(Standard on Prius Four and Four Touring)
- Blind Spot Monitor (BSM)
 - Uses rear-mounted radar sensors
 - Detects vehicles traveling in driver's blind spot and warns drivers of cross traffic via indicator lights
 - Operates at speeds of at least 10mph
 - Detection zone:
 - Up to 9.8 feet backwards from the vehicle rear
 - Up to 3.3 feet forwards from the vehicle rear
 - Between 1.6 to 11.5 feet from the sides of the vehicle
 - Rear Cross Traffic Alert (RCTA)
 - Adds safety when the vehicle is in reverse
 - Same radar system watches for cross traffic (vehicles moving between 5-18 mph)
 - Warning beep sounds and warning indicator flashes within 2.5 seconds of the vehicle crossing behind the Prius
 - Operates when vehicle is in reverse backing up at a speed of up to 5 mph
6. Hill Start Assist Control (HAC)
- Helps increase vehicle control on steep inclines or accelerating on slippery surfaces
 - Minimizes roll-back by controlling brake fluid pressure as driver's foot is removed from the brake pedal and onto the accelerator pedal
7. Safety System's settings Adjustment Method Updates:
- Certain settings now adjusted via MID and steering wheel switches (previously via dedicated dash buttons):
 - BSM w/ RCTA
 - PCS on/off
 - PCS audio alert sensitivity
 - LDA on/off
 - LDA audio alert sensitivity

B. Passive Safety

1. Supplemental Restraint System (SRS) Airbags (8 total)
- Driver and front passenger Advanced Airbag System
 - Driver's knee airbag
 - New passenger seat cushion airbag
 - Driver and front passenger front seat-mounted side airbags
 - Front and rear curtain shield airbags
2. Seatbelts

- 3-point front and rear Electronically Locking Retractable (ELR) seatbelts
 - Pretensioners and force limiters
3. Lower Anchors and Tethers for Children (LATCH)
- Lower anchors and top tether anchors are available on the outboard rear seats for the installation of a child restraint system.
 - There is also a top tether anchor in the rear center seat for additional versatility.
4. Tire Pressure Monitoring System (TPMS)
(Standard on all models)
- Sensor on each wheel directly measures tire pressure
 - Warning lamp illuminates if system determines tire pressure to be low
5. Impact-Absorbing Structure
- High strength upper body
 - Added reinforcements for side collision impact energy redistribution
 - Energy-absorbing hood
 - Redesigned under body structures
6. Safety Connect®
(Available on Prius Four and Four Touring with Premium Convenience Package)
- Complimentary one-year trial subscription includes:
 - Emergency Assistance
 - Stolen Vehicle Locator
 - Roadside Assistance
 - Automatic Collision Notification

