

2019

PRIUS PRIME



AT TOYOTA, WE'RE MORE THAN JUST A CAR COMPANY.



WE'RE A PARTNER IN THE JOURNEY TO LIVE YOUR MOST FULFILLING LIFE.

We give you the tools you need to achieve your full potential by designing our vehicles with purpose. To be as dynamic as the life you've always envisioned yourself living.

And we don't stop at meticulously designed, quality vehicles. We're pioneering alternative fuels, improving human movement, and creating meaningful community partnerships, like the one we have with our Olympic and Paralympic athletes. These initiatives demonstrate our determination to give everyone the ability to move freely through a world with constantly evolving mobility challenges, enriching that world in the process.

Alone, just a car. Together, so much more.

PLUG INTO THE FUTURE



IMAGINE THE NEW POSSIBLE.

With the power to run in either EV or hybrid driving mode, the 2019 Prius Prime lets you travel farther and longer than ever before. Its sculpted design, aerodynamic shape, and lightweight materials, combined with its proven hybrid technology, all work harmoniously to enhance performance while maximizing – and redefining efficiency. With a full tank and a full electric charge, Prime delivers a class-leading total combined driving range of 1,035 km.¹ Best of all, you can choose to plug it in, gas it up, or both. Easy to charge and exhilarating to drive, the Prius Prime continues our quest to reach more efficient mobility, without compromise.



ELEVATE YOUR DRIVE

INNOVATION WRAPPED IN CUTTING-EDGE STYLE.

The Prius Prime perfectly balances what you need and what you want in one stylish package. Inside and out, Prime has been purposefully designed with an uncompromising approach to give you the most out of every drive. The modern, spacious interior is crafted with premium materials and thoughtful touches that offer you a whole new level of comfort to enjoy. With available intuitive technology like 11.6" Touch Panel Display, Head-Up Display, Intelligent Clearance Sonar, and Intelligent Parking Assist, the Prius Prime conveniently simplifies everyday life and makes the most of your drive.

TAKE CHARGE WITH SMART TECH

USE LESS TO GET MORE.



EASY CHARGING

Plug the supplied charging cable into any home outlet to recharge the 8.8 kWh battery pack. The Prius Prime has one of the shortest charge time in its class – 5 hours and 30 minutes² to charge fully using a standard household outlet and less than half that time³ using a 240 V outlet.



EV MODE

Prius Prime features a Toyota–first dual motor generator drive system that gives the Prime a fun acceleration feel. The Prime is also able to drive at full highway speeds on the electric motor alone.⁴ To help you see your fuel efficiency in action, the system's output and regeneration status are clearly displayed in real-time on the MID.



CHARGE SCHEDULING

Charge scheduling gives you the option to charge during off-peak hours to help reduce electricity costs and support efficient grid usage in your community. Simply program your preferred charge start or departure time so Prime can be topped off and ready to roll when you are.



HV/EV AUTO DRIVE MODES

Prime also offers two other driving modes so that the driver stays in control: EV Auto Mode and HV Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to optimize your efficiency. HV Mode efficiently combines the gas engine and electrical power from the HV battery to drive Prime.



DRIVE WITH CONFIDENCE

STANDARD TOYOTA SAFETY SENSE™ (TSS-P).⁵

No matter what roads you travel, Toyota Safety Sense™ is always there to keep you as safe as possible. It's an advanced suite of innovative safety features that comes standard on the 2019 Prius Prime, and it is designed to help protect drivers, passengers, pedestrians, and people in other vehicles from harm.



DYNAMIC RADAR CRUISE CONTROL⁶

Using forward sensing radar technology, the system can automatically adjust vehicle speed to help maintain a preset following distance between you and the vehicle directly in front of you.



LANE DEPARTURE ALERT WITH STEERING ASSIST⁷

Alerts you if you start to drift out of your lane when visible lane markings are detected. The Steering Assist function may also provide small corrective steering inputs.



PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION⁸

Provides collision avoidance or collision mitigation support in speed ranges where frontal collisions are likely to occur. In certain conditions, the Pre-Collision System with Pedestrian Detection may also help to detect pedestrians and help prevent or mitigate a collision.



AUTOMATIC HIGH BEAMS⁹

Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beams can switch between high and low beams for you.

PRIUS PRIME SELECT FEATURES

PRIME



DRIVETRAIN

- 1.8 Litre, 4-Cylinder with 121 Net hp (90 kW), Hybrid Synergy Drive
- Variable Valve Timing with intelligence, Atkinson Cycle, Drive Mode Select – EV, ECO & Power Modes
- Electronically Controlled, Continuously Variable Transmission
- Sealed Nickel-Metal Hydride HV Battery
- Permanent Magnet AC Synchronous Electric Motor
- Power-Assisted, Ventilated Front Discs, Ventilated Rear Discs
- Combined City & Highway Rating (HV) 4.3 L/100 km 54.2 mpg¹⁰
- Combined City & Highway Rating (EV) 1.8 L/100 km/133.28 mpg^{e11}

ENTERTAINMENT & CONNECTIVITY

- 7" Touch Panel Display Audio with Navigation, 6-Speakers
- USB Input Port, Auxiliary Input Jack, Bluetooth® Hands-Free Phone Connectivity, Wireless Audio Streaming, Phone Book Access
- Integrated SiriusXM® Satellite Radio, Gracenote® Album Cover Art, SIRI Eyes Free®
- Steering Wheel Bluetooth® & Audio Controls
- Dual 4.2" Multi-Information Display with ECO Indicator
- Backup Camera
- Push Button Start, Smart Key System

INTERIOR

- Air Conditioning with Automatic Climate Control, Cabin Air Filter, Rear Seat Heater Ducts
- Front Bucket Seats with Fabric Seat Material
- Manual 6-Way Driver & 4-Way Front Passenger Seats with Recline, Fore/Aft Adjustments
- Driver Cushion Height Adjustments
- 60/40 Split Rear Bench Seat with Fold-Down Seat Back
- Power Door Locks with Key Lockout Protection, Power Windows with Driver Side Auto Up/Down
- UV Glass Protection
- Lightweight Cargo Area Tonneau Cover

EXTERIOR

- Driver Door Handle Touch Sensor Lock/Unlock
- Heated, Power Adjustable Colour-Keyed Mirrors & Door Handles
- Front & Rear Skid Plates, Unique Front & Rear Bumper, Front & Rear Splash Guards
- LED Daytime Running Lights (Low Beam), Quad LED Headlamps, LED Rear Tail Lamps
- 15" Aluminum Alloy Wheels & P195/65R15 All-Season Tires

SAFETY

- Toyota Safety Sense™ (TSS-P)
- Star Safety System™
- 8 Airbags
- Cruise Control
- Rear High-Mounted Stop Lamp with LED

PRIME UPGRADE



Adds to or replaces features offered on Prime

DRIVETRAIN

- Combined City & Highway Rating (HV) 4.3 L/100 km 54.2 mpg¹⁰
- Combined City & Highway Rating (EV) 1.8 L/100 km/133.26 mpg^{e11}

ENTERTAINMENT & CONNECTIVITY

- 11.6" HD Touch Panel Display Audio with Navigation, 6-Speakers
- Qi Wireless Charging with Charge Indicator Light

INTERIOR

- SofTex® Trimmed Seats
- Power 8-way Adjustable Driver Seat
- Illuminated Entry with Step Lamp

EXTERIOR

- Front Passenger Door & Rear Hatch Handle Touch Sensor Lock/Unlock
- Smart Key Linked Charging Lid with Cable Charging Lock
- 15" Aluminum Alloy Wheels & P195/65R15 All-Season Tires

OPTIONAL

TECHNOLOGY PACKAGE

- JBL® Audio, 10-Speakers
- Colour Head-Up Display
- Auto-Dimming Rear View Mirror with HomeLink®
- Blind Spot Monitor, Rear Cross-Traffic Alert
- Intelligent Clearance Sonar with intelligent Parking Assist
- Rain-Sensing Variable Intermittent Wipers
- Tonneau Cover
- LED Fog Lamps

ACCESSORIES

Toyota Genuine Accessories are custom designed and built to fit your specific Toyota vehicle and are backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit accessories.toyota.ca or your local Dealer.

- 15" Alloy Wheels
- Block Heater
- Body Side Mouldings
- Front Mud Guards
- Illuminated Door Sill Protectors
- Rear Bumper Appliqué
- Roof Rack
- Side Window Deflectors

Visit toyota.ca for full features and specifications.

EXTERIOR COLOURS

070 **BLIZZARD PEARL**

1F7 **CLASSIC SILVER METALLIC**

1G3 **MAGNETIC GREY METALLIC**

3T7 **HYPERSONIC RED**

4X1 **TITANIUM GLOW**

791 **BLUE MAGNETISM**

INTERIOR COLOURS

PRIUS PRIME

BLACK Fabric

PRIUS PRIME UPGRADE

BLACK SofTex®

MOONSTONE SofTex®

TECHNOLOGY PACKAGE

BLACK SofTex®

MOONSTONE SofTex®

Not all exterior and interior colour options are available for every model.

WARRANTY

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 COMPONENTS¹² 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.

DISCLAIMERS

(1) Based on Natural Resources Canada 2018 Fuel Consumption Guide published ratings for both plug-in hybrid electric vehicles and battery-electric vehicles. Estimated combined range rating when fully charged and with a full tank of gas. Actual results will vary based on driving habits and other factors. (2) Charge time is for standard 120V household outlet. Always plug-in in accordance with Owner's Manual. (3) Based on Natural Resources Canada 2018 Fuel Consumption Guide published ratings for plug-in hybrid vehicles. Charge time is for 240V outlet (charging station). Always plug-in in accordance with Owner's Manual. (4) EV Mode range at full highway speed is dependent upon many factors, including charging practice, driving style, speed, road/traffic conditions, outside temperature, air conditioning control levels, payload/cargo weight, proper tire pressure, vehicle maintenance and battery age. (5) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended. (6) Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions. (7) Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. (8) The TSS Pre-Collision System is designed to help avoid or reduce the impact speed and damage in certain frontal collisions only. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions. (9) Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off. (10) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (11) Fuel Consumption for Prius Prime & Prius Prime Upgrade are based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. L_e/100 km represents the electric equivalent of L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle. (12) Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Details on the above features can be found in the Owner's Manual or contact your local Toyota Dealer.

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

