

Prius

Driven by innovation.



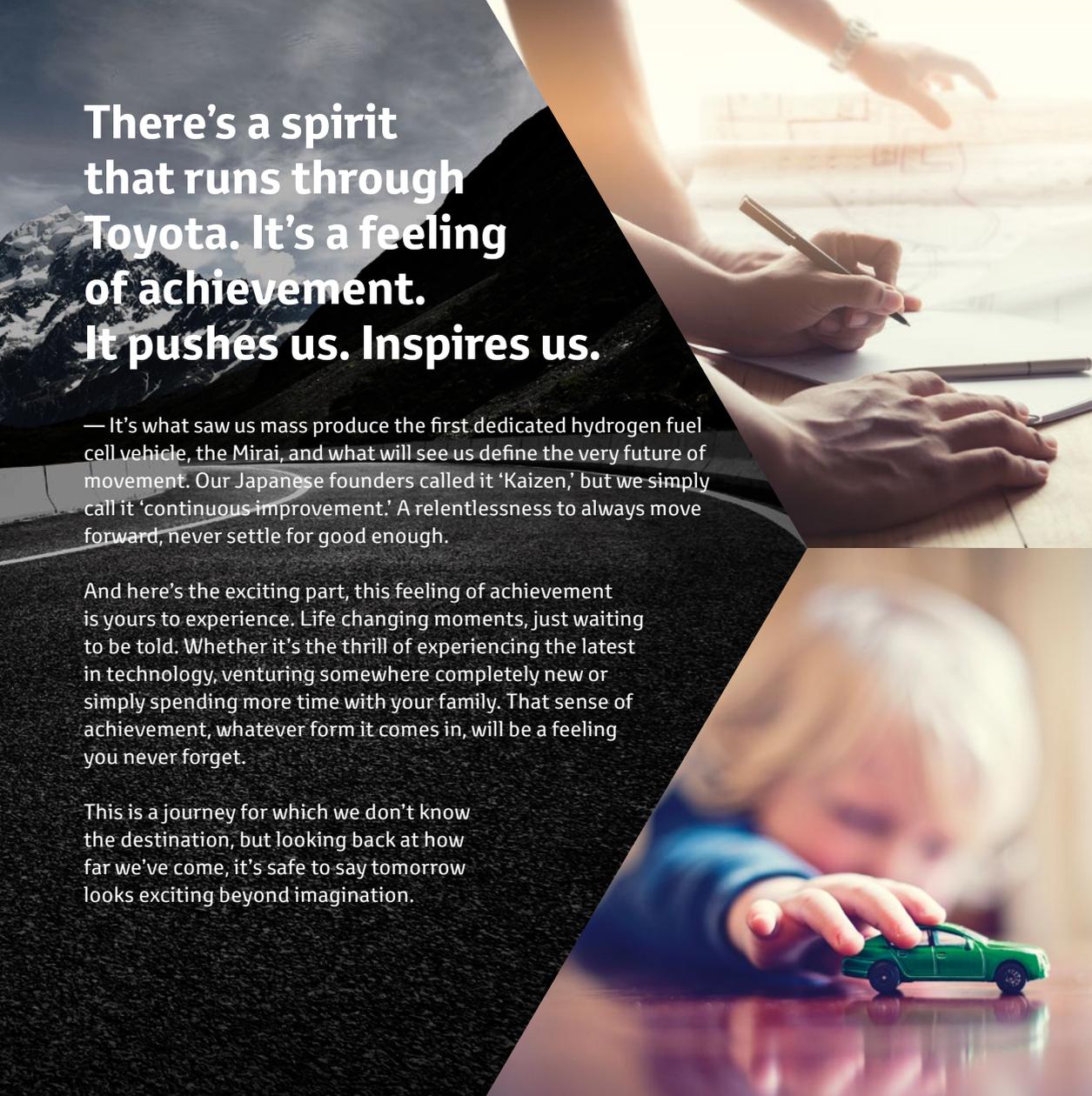
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TOYOTA



Oh what a feeling!



There's a spirit that runs through Toyota. It's a feeling of achievement. It pushes us. Inspires us.

— It's what saw us mass produce the first dedicated hydrogen fuel cell vehicle, the Mirai, and what will see us define the very future of movement. Our Japanese founders called it 'Kaizen,' but we simply call it 'continuous improvement.' A relentlessness to always move forward, never settle for good enough.

And here's the exciting part, this feeling of achievement is yours to experience. Life changing moments, just waiting to be told. Whether it's the thrill of experiencing the latest in technology, venturing somewhere completely new or simply spending more time with your family. That sense of achievement, whatever form it comes in, will be a feeling you never forget.

This is a journey for which we don't know the destination, but looking back at how far we've come, it's safe to say tomorrow looks exciting beyond imagination.



“

We are a group of passionate perfectionists who can't let well enough alone...

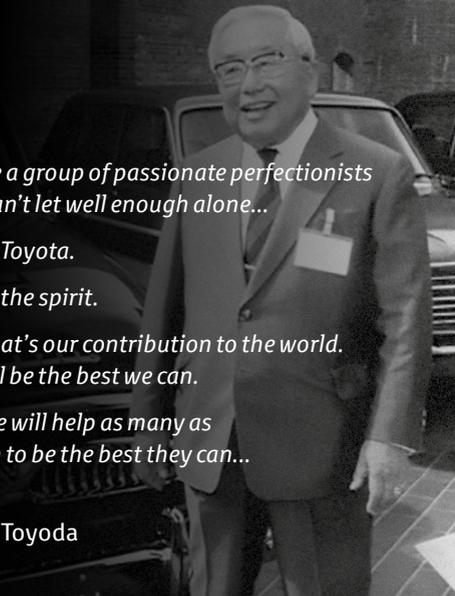
That's Toyota.

That's the spirit.

And that's our contribution to the world. We will be the best we can.

And we will help as many as we can to be the best they can...

— Eiji Toyoda



The future's taking shape.



i-Tech® model shown

Innovation comes in many forms, but never has it appeared as elegant and refined as Prius.

The unmistakable shape is a result of advanced wind tunnel testing, which has taken Prius into a bold new dimension. It's leading the way, being the first vehicle built on the Toyota New Global Architecture (TNGA) platform, which is a modular approach that underpins and unites the foundation of many Toyota models.

A more compact engine and a lower bonnet line combine to give Prius a highly distinctive silhouette. Clever placement of the fuel tank and batteries under the rear seat have created greater luggage space.

Advanced aerodynamics give Prius a world class co-efficient of drag (cD) of just 0.24, which means the airflow is smoother and less disturbed around the car, further helping to enhance fuel efficiency. The body is built from high tensile steel to reduce weight, enhance efficiency and deliver better driving.

Up front Bi-LED headlamps with auto-levelling and Daytime Running Lamps (DRLs) show the way ahead. At the rear, the uniquely shaped tail lamps further accentuate the distinct flowing lines of Prius. Unique 15" lightweight alloy wheels are fitted as standard rising to 17" lightweight alloy wheels in Prius i-Tech.®

They all add up to create the unmistakable look and unique style of Prius.



i-Tech® interior shown

Brilliant surroundings.

The interior of Prius has been designed by adhering to the themes of ingenious beauty and 'iconic human tech.' Clutter is eliminated and this, when combined with an intuitive layout, creates an advanced, spacious and welcoming environment.

The centre display wraps harmoniously around you and the instrument panel with its low set base flows elegantly into the door trims.

The instrument panel and door trim surfaces are finished to provide a smooth, warm feel while the space above is shaped for maximum headroom. The black-out finish on the centre and rear pillars creates a feeling of greater space, and the silver chrome ornamentation presents a luxurious finish.

The 3-spoke synthetic leather steering wheel also places many essential controls right at your fingertips.

The front seats are designed to reduce neck, shoulder and lower back fatigue with power adjustable lumbar support (driver's seat only). And the i-Tech® grade features a 2-step adjustable heating system for the colder days, with the seats also including leather accented trim plus the driver's seat is 8-way power adjustable.



Leather accented seats – i-Tech® model only



Spacious boot



Front door bottle holder



Centre console storage compartment



Rear seat beverage holder



Heated front seats – i-Tech® model only, image for illustrative purposes



3-spoke synthetic leather steering wheel



Smart start button – Image for illustration purposes only



HUD with All-Range Active Cruise Control¹

Intelligent driving.

The technology inside Prius has been developed to make driving easier, smoother and more intuitive. With smart entry and start system, you can unlock the driver's door and get going with the keys still in your pocket or bag.

On the road, technological advances such as the colour Head-Up Display (HUD) will keep you informed of essential driving data without your eyes ever having to leave the road. All-Range Active Cruise Control¹ senses the distance away and the speed of the vehicle ahead and then automatically controls your speed to maintain a sensible gap between you and them.

Together the centre meter and the Multi Information Display (MID) deliver information about speed, fuel efficiency, driving mode, trip details and climate control as well as audio settings and navigational directions.

Night or day, the auto-dimming rear view mirror automatically adjusts to the headlights of following traffic.

The 7" colour touchscreen display comes with satellite navigation² and powers 10 premium JBL³ speakers, which are placed for optimal sound.

In every Prius you'll also have AUX, USB⁴ and Bluetooth^{®5} capabilities. Then connect your smartphone with Toyota Link⁶ and find fuel and accommodation, plan trips, receive real time advice, easy-to-follow directions and the latest weather information. You can also place your compatible smartphone on the charging pad for wireless recharging.⁷

The advanced climate control system features a pollen eliminating filter and uses S-Flow Mode to focus the airflow towards the passengers, while the Eco-Score evaluates how environmentally friendly your climate control settings are, and displays this rating via the Multi Information Display (MID).



7" colour touchscreen display – i-Tech® model shown



Auto-dimming rear view mirror – OFF

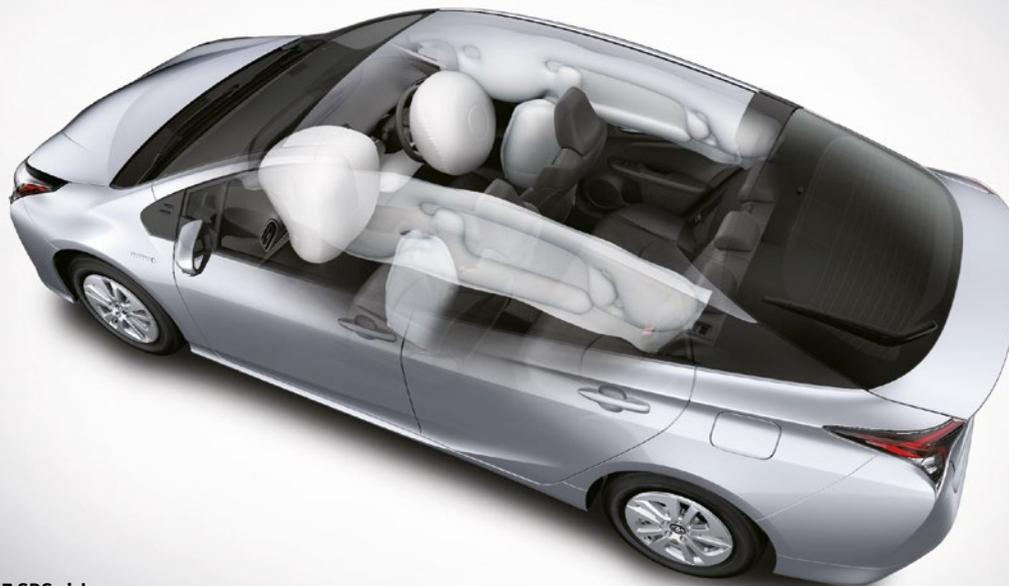


Auto-dimming rear view mirror – ON



Wireless phone charger⁷

Clever thinking, smarter safety.



7 SRS airbags
Images for illustration purposes only

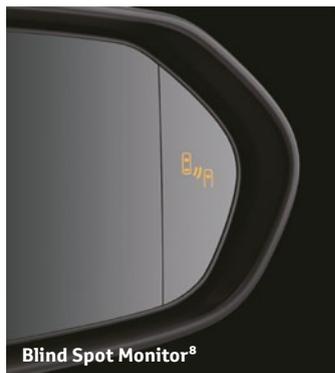
It's reassuring to know that when travelling in Prius, you're protected by some of the most advanced safety features and technology, including Toyota Safety Sense+ which comes standard on both grades.

Vehicle Stability Control (VSC) uses electronic sensors to help deal with potential oversteer and understeer while Electronic Brake-force Distribution (EBD) automatically increases the brake force to the wheels that need it most. In the event of emergency braking, Emergency Brake Signal (EBS) will automatically activate the hazard lamps to warn other drivers. Plus there's the security that comes from being surrounded by 7 SRS airbags.

The seatbelt warning makes the driver aware if any of the passengers have failed to buckle-up. The reversing camera⁸ provides a clear view of what's behind with moving guidelines on the display screen to help you into tight spaces.

In Prius i-Tech,[®] Rear Cross Traffic Alert⁸ (RCTA) helps when reversing out of a parking space by detecting vehicles approaching from either side and then providing a warning via the Blind Spot Monitor⁸ in the corresponding side mirror.

Together they ensure you can drive with confidence and feel safe every time you step inside your Prius.



Blind Spot Monitor⁸



Reversing camera⁸ and centre meter with twin display

Toyota Safety Sense

The road is an unpredictable place – you can never be certain of what dangers may lie ahead. Which is why we developed Toyota Safety Sense+ (TSS+),¹ a multi-feature active safety package to help keep you and your passengers out of harm's way.

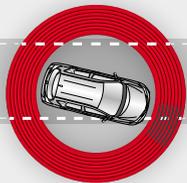
TSS+ incorporates Lane Departure Alert, Pre-Collision Safety system,

Automatic High Beam and Active Cruise Control.

With automated pre-collision warning and braking at its core, TSS+ uses intuitive technology to sense danger, providing greater reassurance to the driver and extra protection for passengers across a varying range of driving speeds and conditions.

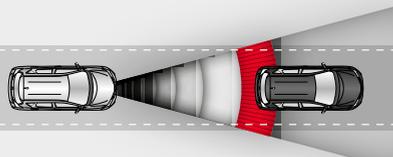


Lane Departure Alert¹



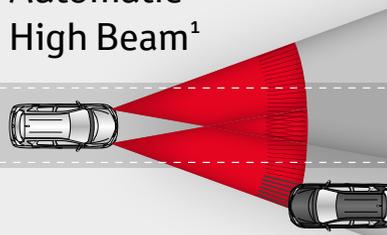
In the event that your car drifts from its lane, this presents a serious safety hazard. This is where Lane Departure Alert (LDA) helps. It provides a visible and audible alert should you inadvertently deviate from your lane, helping keep you, your passengers and other vehicles safe.

Pre-Collision Safety system¹



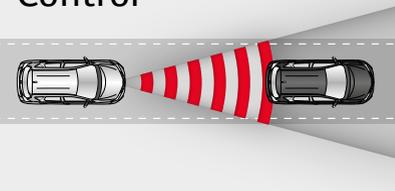
Pre-Collision Safety system (PCS) helps keep you safe, with Forward Collision Warning (FCW) using radar to identify any threat up ahead and issue an alert. During braking, Brake Assist (BA) applies additional force, and if necessary, Autonomous Emergency Braking (AEB) will activate to reduce speed and mitigate impact.

Automatic High Beam¹



Leaving your headlights on high beam can be a hazardous distraction to other drivers. By using a camera to sense either approaching headlights or the taillights ahead, Automatic High Beam (AHB) will switch between high and low beam as needed to help you maintain safe and considerate driving.

Active Cruise Control¹



Keeping a constant distance between vehicles helps make driving safer. By using a millimeter-wave radar to constantly monitor the gap, Active Cruise Control (ACC) will maintain a set space from the vehicle in front, automatically accelerating or slowing down to compensate for the vehicle in front varying its speed.

Efficiency, without compromise.

Built around the world's leading hybrid technology, Toyota's Hybrid Synergy Drive^{®9} (HSD) in Prius models maximises fuel efficiency without compromising performance.

The intelligent energy management system seamlessly synergises the car's petrol engine with its electric motor so each power unit either

supports the other or takes over completely, depending on the driving situation.

And because the battery is kept charged through normal driving and recaptures energy from braking and deceleration, it will always maintain plenty of power for the electric motor.



4 key benefits

Quietness.

The peaceful performance of the electric 'EV' mode, combined with the high-performance soundproofing, delivers a uniquely tranquil driving experience.

Emissions.

By ensuring high-level fuel efficiency, Hybrid Synergy Drive[®] helps minimise the output of CO₂ and other harmful emissions. All of Toyota's hybrid vehicles are designed to comply with relevant global exhaust emissions regulations.

Fuel economy.

The aerodynamic styling of Toyota's hybrid vehicles, and clever pairing of an electric motor and robust petrol engine, delivers significant fuel economy. Vehicles also provide ongoing feedback via the Multi Information Display (MID), so you can actively evaluate efficiency and change the way you drive.

Power.

The Hybrid Synergy Drive^{®9} means your vehicle can be powered by electricity, petrol, or a combination of both, to deliver powerful, smooth acceleration – and it's discreet and seamless.

How the hybrid system works.

Starting off

The electric motor is used primarily and power stored in the battery is used to turn the motor.

Full acceleration

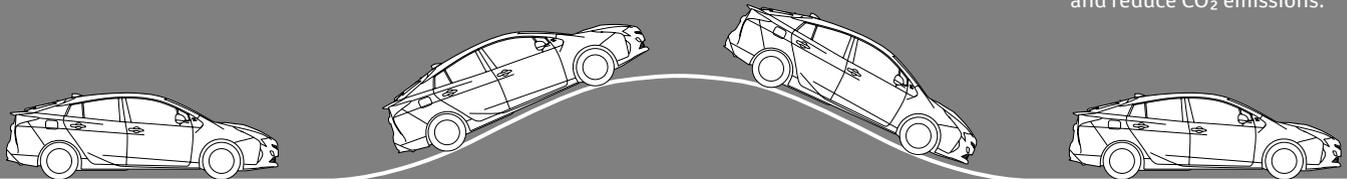
Power is provided by the petrol engine in addition to the electric motor. Output is maximised for acceleration.

Deceleration

The electric motor functions as a generator during deceleration and braking to recharge the battery.

At rest

Braking at a traffic light, the petrol engine is cut off and the car is brought to a stop. The system automatically avoids idling to conserve fuel and reduce CO₂ emissions.





HYBRID

SPW 092

i-Tech® model shown

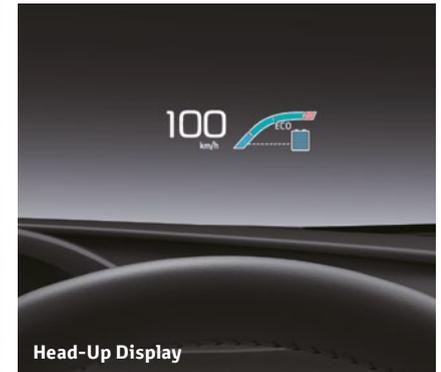
Prius



- 1.8L petrol engine with Hybrid Synergy Drive®
- 15" alloy wheels
- Daytime Running Lamps (DRLs)
- Privacy glass (rear side and rear glass)
- 3-spoke synthetic leather steering wheel
- Power adjustable driver's seat lumbar support

- Advanced climate control air conditioning
- Auto-dimming rear view mirror
- Smart entry and start system (driver's door only)
- Head-Up Display (HUD)
- 7" colour touchscreen display with satellite navigation,² digital radio¹⁰ and Toyota Link⁶

- JBL³ 10-speaker premium sound system
- Wireless phone charger⁷
- 7 SRS airbags
- Seatbelt warning
- Vehicle Stability Control (VSC)
- Toyota Safety Sense+



Prius i-Tech®



Blind Spot Monitor⁸



Smart entry

All the features of Prius, as well as:

- 17" alloy wheels
- Leather accented seats
- Heated front seats
- 8-way power adjustable driver's seat
- Smart entry (front passenger and boot)
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)



17" alloy wheels

Colour your Prius.

Both Prius and Prius i-Tech® are available in seven colours. So you can colour your Prius just the way you choose, and if Emotional Red¹¹ is your colour, it's applied using a new advanced paint technology resulting in a vibrant colour with a 3D appearance.



Glacier White 040



Crystal Pearl¹¹ 070



Silver Pearl¹¹ 1F7



Eclipse Black¹¹ 218



Emotional Red¹¹ 3T7



Graphite¹¹ 1G3



Lunar Blue¹¹ 8W7



i-Tech® interior shown

Assured comfort and understated elegance.

The Prius interior is purposely coordinated with fabrics and colours that provide an atmosphere of calm and accentuate the unique interior lines around you, rising to include tasteful leather accented seats in Prius i-Tech.®



Black fabric (FB20)
Prius model only



**Black leather accented
(LA20) i-Tech® model only**



Prius, customised to suit your style.

Personalise your new Prius to suit both your life and your style with Toyota Genuine Accessories. They are designed to enhance the protection of internal space and help preserve

your Prius. Have peace of mind knowing they are developed to meet strict quality and performance standards and are backed by our Toyota Warranty.^{1,2}

To find out more, go to toyota.com.au/prius



Slimline weathershields – i-Tech® model shown



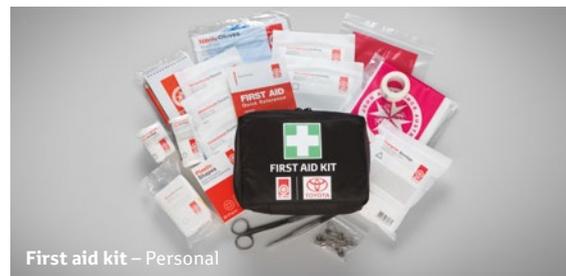
Door handle protection film – i-Tech® model shown



Carpet floor mats – i-Tech® model shown



Alloy wheel lock nuts



First aid kit – Personal



The Toyota Advantage.

Every Toyota gives you a lifetime of advantages. That's what makes it a Toyota. You'll enjoy legendary Toyota value from the moment you drive away, and you'll continue to appreciate the quality, safety and innovation that's engineered into each model, every day you drive.

Discover the full range of products and services and find your nearest Dealer at toyota.com.au

A smarter way to buy.

Toyota Access puts you in complete control when buying a new car.¹³ Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with ongoing flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/access

Capped price servicing.¹⁴

A new Toyota means you don't have to worry about unexpected service costs. Every Toyota comes with a low, capped price service cost for a set number of years/kilometres. Pay the same low capped price from one eligible logbook service to the next for up to three years or 60,000km, whichever occurs first (including Genuine parts, labour and fluids). For the full benefits consult a Toyota Dealer or visit toyota.com.au/advantage

We've got your back.

Every new Toyota is built to exceptional standards, backed by a three year/100,000km¹⁵ warranty, giving you the peace of mind to feel confident for years to come. In the unlikely event that you need them, every Toyota Service Centre is committed to providing any warranty repairs you may need. They have the technology, the tools, and the skilled personnel to keep your Toyota in excellent condition.

Your battery goes further.¹⁶

The Hybrid battery used by Toyota, requires no maintenance, charges automatically while you

drive and never needs to be plugged into a power supply. The battery is disposable, recyclable and your Toyota Dealership can arrange recycling at no extra cost.

Finance to get you going.

If you need a little help, Toyota Finance¹⁷ can offer you a wide range of vehicle financing. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.

Even more protection.

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first 3 years, Genuine Parts Promise and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.¹⁸ And our Toyota Insurance Factory Approved Extended Warranty Insurance provides protection that continues after your Toyota New Vehicle Warranty ends.

Extend your peace of mind.

Whether it's a flat tyre, lost keys or a flat battery, Toyota Extra Care Roadside Assist is never more than a phone call away. Available 24 hours a day, seven days a week, every day of the year, you'll have peace of mind, whatever your emergency.¹⁹

Disclaimers and Notice.

- 1 Lane Departure Alert (LDA), Automatic High Beam (AHB), Active Cruise Control, (ACC) and Pre- Collision Safety system (PCS) including Forward Collision Warning (FCW), Brake Assist (BA) and Autonomous Emergency Braking (AEB) are driver assist features only and not a substitute for safe driving practices. Driver remains responsible at all times for safe driving.
- 2 Current navigation mapping database encompasses major capital and primary national road networks and offers some coverage in regional areas.
- 3 JBL® is a registered trademark of Harman International Industries, Incorporated.
- 4 Not all devices will be compatible. Functionality varies depending on device.
- 5 The Bluetooth® word mark is owned by Bluetooth SIG, Inc. Not all devices will be compatible and functionality varies depending on the device.
- 6 Toyota Link is available on certain vehicle models and grades only. Toyota Link services rely on data from the driver's compatible mobile phone and information provided by third parties. Availability is dependent on a number of factors, including the availability of third party information, mobile service, sufficient mobile data allowance and GPS satellite signal reception. Mobile usage is at the user's cost. Toyota Australia reserves the right to add, remove or modify applications. Compatibility with smartphones will vary according to model and operating system. Further information (including smartphone compatibility) is provided at www.toyota.com.au/toyotalink
- 7 Only Qi-supported devices are compatible. Refer to your device manufacturer to determine your device's compatibility. Some devices may require the purchase of a Qi-supported accessory to enable wireless charging.
- 8 Blind Spot Monitor/reversing camera/Rear Cross Traffic Alert is a driver assist feature only and not a substitute for safe driving practices. Driver remains responsible at all times for safe driving.
- 9 Hybrid Synergy Drive® (HSD) system functionality may vary depending on driving conditions/style, vehicle conditions and use of options/accessories.
- 10 Digital radio station coverage dependent on vehicle location.
- 11 Paint featured is an optional extra at additional cost.
- 12 All Toyota Genuine Accessories purchased and fitted to a Toyota are warranted for the remainder of the New Vehicle Warranty or 12 months, whichever is greater. Toyota Genuine Accessories purchased from an authorised Toyota Dealer over the counter are warranted from the date of purchase for one year. The Toyota Genuine Accessories Warranty will not apply to the extent that any claim, damage or non-performance is caused by the fitment of any part or accessory that is not Toyota Genuine. Conditions apply. The Toyota Genuine Accessories Warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.
- 13 Terms and Conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 14 Maximum payable for standard scheduled logbook servicing (normal operating conditions) until first of three years or 60,000 km (whichever occurs first), up to the first six services. Excludes Government & Rental vehicles. Contact your Toyota Dealer or go to toyota.com.au/ advantage for other exclusions, eligibility and full details.
- 15 New Vehicle Warranty expires three years from date of first delivery or 100,000 km, whichever occurs first. Refer to the warranty conditions. The New Vehicle warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.
- 16 The HV (Hybrid) Battery Warranty expires 8 years from date of first delivery or 160,000kms whichever occurs first. This warranty is comprised of the 3 year Toyota New Vehicle Warranty and an additional 5 year Toyota Australia Hybrid (HV) battery warranty. Refer to warranty conditions. This warranty does not limit and may not necessarily exceed your rights under the Competition and Consumer Act 2010.
- 17 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 18 Terms and conditions apply. This advice is general in nature and does not take into account your objectives, financial situation or needs. Before making a decision to purchase any of the insurance products you should consider the appropriateness of the advice taking into account your own objectives, financial situation and needs and refer to the current PDS for the relevant product available from participating Dealers, via our website at toyotainsurance.com.au or by calling 137 200. Toyota Insurance purchased in a dealership or via the Toyota Insurance National Customer Solutions Centre is issued by Toyota Finance Australia Limited (TFAL) ABN 48 002 435 181, AFSL and Australian Credit Licence 392536. The insurer is Aioi Nissay Dowa Insurance Company Australia Pty Ltd ABN 11 132 524 282, AFSL 443540 (Adica). If Toyota Insurance is purchased online, the issuer and insurer is Adica. Our warranty insurance policies do not change or take away your rights under the Australian Consumer Law. Your right to claim under our warranty insurance policies for the benefits covered are in addition to other rights and remedies you have under the law in relation to your vehicle. However, you can choose to make a claim under any of our warranty insurance policies even if you have rights under the law.
- 19 Toyota Extra Care is administered by Toyota Finance, a division of Toyota Finance Australia Limited ABN 002 435 181, AFSL and Australia Credit Licence 392536.

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