

2012 Colours

Prius c



	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}

Prius



	070 Blizzard Pearl ^{E,F}
	1F7 Classic Silver Metallic ^{E,F}
	202 Black ^{E,F}
	3R3 Barcelona Red Metallic ^{A,B}
	781 Sea Glass Pearl ^{A,B}
	856 Nautical Blue Metallic ^{E,F}
	8V1 Winter Grey Metallic ^{E,F}

Prius v



	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}
	787 Clear Sky Metallic ^{E,F}
	8T5 Blue Ribbon Metallic ^{E,F}

Please see your Toyota Dealer for details.

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 v)
^F Dark Grey SofTex. (Prius, Prius v)

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



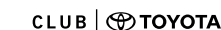
Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius c, Prius, Prius v, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. With Toyota Genuine Parts and factory-trained technicians, only your Toyota Dealer can deliver the quality service experience that you and your Toyota deserve.



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With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.

Committed to Canadians, today and tomorrow.



Being a leader in the automotive industry does not simply begin and end with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across Canada fund the Toyota Canada Foundation, a non-profit organization that works to make a difference for Canadians, through direct community involvement supporting the environment, education and safety.

Through initiatives as diverse as the Toyota Earth Day Scholarship Program, Scientists in School, the Traffic Injury Research Foundation, and even the Toyota Volunteer Training Days program with Special Olympics Canada, the Toyota Canada Foundation is committed to Canadian communities, today and tomorrow.

To learn more, visit us at toyota.ca.



¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

2012 Prius Family Features

INTERIOR	Prius c		Prius	Prius v
	Prius c	Technology	5-Door Liftback	Prius v
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*, 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	–	–	–	●
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	●	●	●	●
Dual Vanity Mirrors	●	●	●	–
Dual Illuminated Vanity Mirrors	–	–	–	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●	●	–	●
Touch Tracer Display	–	●	●	–
Carpeting, Carpet Floor Mats	●	●	●	●
Cargo Area Carpet, Tonneau Cover	–	–	●	●
Push Button Start	–	●	●	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●	●	●
Cruise Control	●	●	●	●
Digital Clock	●	●	●	●
Overhead Console Box	–	–	●	–
Centre Console w/Armrest	●	●	●	●
Rear Centre Console Box	●	●	–	–
Door Map Pockets, All-Season Floor Mats	●	●	●	●
Front Passenger Seat Back Pockets	●	●	–	–
Front Seat Back Pockets	–	–	●	●
Front & Rear Cupholders	●	●	●	●
Door Integrated Bottle Holders	–	–	–	●
Dual Compartment Glove Box	–	–	●	●
Cargo Net	–	–	●	●
Luggage Belt	–	–	–	●
Cargo Lamp, Map Lamps	–	–	●	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●	●	●
Keyless Entry	●	●	–	–
Illuminated Entry	●	●	●	●

EXTERIOR	Prius c		Prius	Prius v
	Prius c	Technology	5-Door Liftback	Prius v
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, 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	Prius c	Technology	Prius	Prius v
STAR SAFETY SYSTEM™ Star Safety System™ – includes Vehicle Stability Control (VSC)®, Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)® & Smart Stop Technology (SST)®	●	●	●	●
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 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

	Prius c		Prius	Prius v
	Prius c	Technology	5-Door Liftback	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*, 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	–	–	○	–
Integrated XM® Satellite Radio, 7" Display Audio System w/Navigation*, JBL® AM/FM CD/MP3/WMA Player, 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	–	–	○	–
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 v Luxury Package	–	–	–	○
Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation*, Integrated XM® Satellite Radio, Heated Front Seats, SofTex-Trimmed Seats, Integrated Garage Door Opener, Resin Panoramic Moonroof, Smart Key System (Front Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps				
Prius v Touring Package	–	–	–	○
Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Automatic Headlamp System				
Prius v Touring & Technology Package	–	–	–	○
Touring Package plus: 7" Display Audio System w/Navigation*, JBL® AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist				

2012 Prius Family Specifications

MECHANICAL	Prius c		Prius	Prius v
	Prius c	Technology	5-Door Liftback	Prius v
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)®	●	●	–	–
Net HP: 134 hp (100 kW)®	–	–	●	●
Electric Motor				
Permanent Magnet Synchronous Motor	●	●	●	●
HV Battery				
Sealed Nickel-Metal Hydride (Ni-MH)	●	●	●	●
Suspension				
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	●	●
Rear: Torsion Beam Type	●	●	●	●
Drivetrain				
Vehicle Stability Control (VSC)²	●	●	●	●
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)®	●	●	●	●
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, Compact Spare Tire	–	–	○	–
P205/60R16, All-Season Radials, Temporary Spare Tire	–	–	–	●
P215/50R17, All-Season Radials, Temporary Spare Tire	–	–	–	○

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.

2012 Prius Family Specifications

DIMENSIONS	mm (in.)	Prius c		Prius	Prius v	
		Prius c	Technology	5-Door Liftback	Prius v	
Length	3995 (157.3)	●	●	–	–	
	4480 (176.4)	–	–	●	–	
	4615 (181.6)	–	–	–	●	
Width	1695 (66.7)	●	●	–	–	
	1745 (68.7)	–	–	●	–	
	1775 (69.8)	–	–	–	●	
Height (Unloaded)	1445 (56.9)	●	●	–	–	
	1490 (58.7)	–	–	●	–	
	1575 (62.0)	–	–	–	●	
	2550 (100.4)	●	●	–	–	
Wheelbase	2700 (106.3)	–	–	●	–	
	2780 (109.4)	–	–	–	●	
	Front: 1480 (58.3)	●	●	–	–	
Track	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)	–	–	–	●	
Ground Clearance	Rear: 1402 (55.2)	–	–	–	●	
	140 (5.5)	●	●	●	–	
	145 (5.7)	–	–	–	●	

(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) These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

CURB WEIGHT	kg (lb.)	Prius c		Prius	Prius v
		Prius c	Technology	5-Door Liftback	Prius v
	1132 (2500)	●	●	–	–
	1380 (3042)	–	–	●	–
	1485 (3273)	–	–	–	●
CARGO CAPACITY	m ³ (cu.ft.)				
	0.48 (17.1) Behind Rear Seats	●	●	–	–
	1.12 (39.6) Behind Front Seats	–	–	●	–
	0.44 (15.7) Behind Rear Seats	–	–	●	–
	1.9 (67.3) Behind Front Seats	–	–	–	●
	0.97 (34.3) Behind Rear Seats	–	–	–	●
COEFFICIENT OF DRAG	cd				
	0.28	●	●	–	–
	0.25	–	–	●	–
	0.29	–	–	–	●
TURNING CIRCLE	m (ft.)				
	9.6 (31.4)	●	●	–	–
	10.4 (34.1)	–	–	●	–
	11.0 (36.1)	–	–	–	●
FUEL CAPACITY	litres (gal)				
	36 (7.9)	●	●	–	–
	45 (9.9)	–	–	●	●
FUEL CONSUMPTION RATING ²					
City/Highway/Combined	L/100 km mpg (imperial gallon)				
	3.5/4.0/3.7 81/71/76	●	●	–	–
	3.7/4.0/3.8 76/71/74	–	–	●	–
	4.3/4.8/4.6 66/59/61	–	–	–	●

● = Standard – = Not Available

(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.

(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.

(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) Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

Prius c

Block Heater

Cargo Net

Hood Deflector

Rear Bumper Protector

Prius

Block Heater

Cargo Liner

Hood Deflector

Rear Bumper Protector

Remote Engine Starter

Side Window Visors

TRD Oil Cap

TRD Oil Filter

Prius v

Block Heater

Hood Deflector

Remote Engine Starter

Learn More



Visit toyota.ca to discover even more about the Prius Family.

Watch videos, choose from a variety of accessories to personalize your vehicle, learn about promotions, pricing or to schedule a test drive.

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 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.