

Safety

Toyota is as concerned with your well-being as it is with the planet's. That's why the 2011 Prius features a network of safety features to help protect occupants from almost any angle. Prius comes available with Dynamic Radar Cruise Control, which senses vehicle's ahead and automatically adjusts your speed to allow for a safe and comfortable distance between vehicles. And in the event of an unavoidable frontal collision, the available Pre-Collision System automatically applies the brakes and retracts the front seatbelts to help reduce collision damage.



Prius shown in Barcelona Red Metallic.

STAR SAFETY SYSTEM™

2011 Prius comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place. The Star Safety System™ includes Vehicle Stability Control (VSC),⁷ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA),⁸ and Smart Stop Technology (SST).⁹

Toyota is the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new 2011 vehicle. Visit toyota.ca for more details.

- VSC** VEHICLE STABILITY CONTROL⁷
- TRAC** TRACTION CONTROL
- ABS** ANTI-LOCK BRAKE SYSTEM
- EBD** ELECTRONIC BRAKE-FORCE DISTRIBUTION
- BA** BRAKE ASSIST⁸
- SST** SMART STOP TECHNOLOGY⁹

Toyota Quality

Quality is built right into the production process from the selection of raw materials, right down to the vehicle's final inspection. And it is the responsibility of everyone to ensure the highest quality possible on each and every vehicle. It's through Toyota's philosophy of 'Kaizen' that we are always looking for ways to continually improve. That's how we make things better.

THE TOYOTA PRODUCTION PROCESS is one that is constantly evolving. With our "Just-In-Time" practice, the goal is to make certain that during the manufacturing process, only what is needed gets produced. The result is twofold: because there's no excess supply, any issues are exposed and promptly resolved to ensure that everything off of the Toyota assembly line is of exceptional quality.



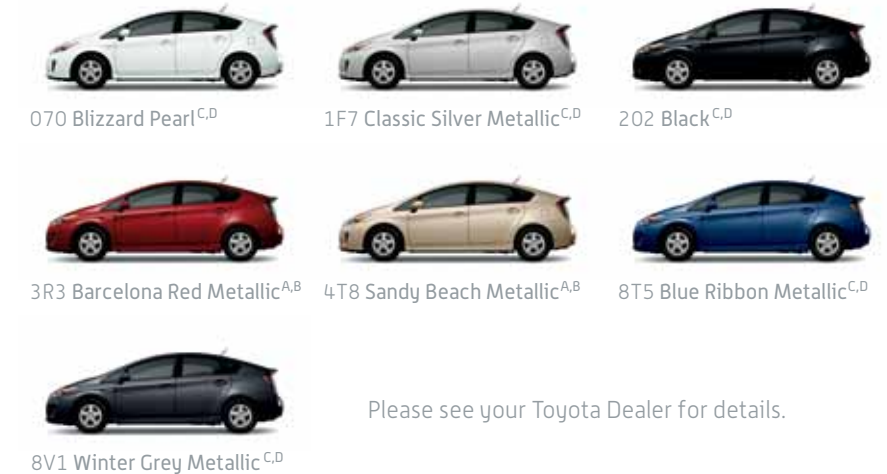
THE HUMAN TOUCH. As impressive as the machinery is, the achievement of perfect fit and finish is also the result of continuous human touch for every step of the way.

TOYOTA CANADA COLD RESEARCH CENTRE. Located in Timmins, Ontario, our teams test Toyota vehicles in actual Canadian winter conditions at our cold weather testing track to ensure that they remain dependable throughout the long winter months.



For more information visit toyota.ca

2011 Colours



Please see your Toyota Dealer for details.

Interior colour options

- ^A Bisque Fabric.
- ^B Bisque Leather.
- ^C Dark Grey Fabric.
- ^D Dark Grey Leather.

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.

2011 Prius Features

INTERIOR	5-Door Liftback
AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, XM® Satellite Ready Antenna w/Prewire	●
Roof-Mounted Antenna	●
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	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back & Centre Armrest	●
Rear Seat Foldable Headrests	●
All-Position Vertically Adjustable Headrests	●
Power Door Locks w/Anti-Lockout Feature	●
Power Windows w/Auto Up/Down	●
Outside Temperature Gauge, Dual Trip Odometer	●
Eco Drive Monitor w/Multi-Information Display	●
Dual Illuminated Vanity Mirrors	●
4-Spoke, Tilt & Telescopic Steering Wheel	●
Touch Tracer Steering Wheel Controls	●
Carpeting, Carpet Floor Mats	●
Cargo Area Carpet	●
Push Button Start	●
Cruise Control	●
Digital Clock	●
Front & Rear Cup Holders	●
Overhead Console Box	●
Centre Console Box w/Armrest	●
Centre Console Lower Storage Bin	●
Door Map Pockets	●
Dual Compartment Glove Box	●
Cargo Area Side Storage Compartments	●
Under Cargo Area Storage Compartments	●
Cargo Net	●
Tonneau Cover	●
Glove Box Lamp	●
Map Lamps	●
Cargo Lamp	●
Retained Accessory Power	●
Accessory Power Outlet (12v)	●
Illuminated Entry	●

● = Standard ○ = Optional

SAFETY	5-Door Liftback
STAR SAFETY SYSTEM™ Star Safety System™ – includes Vehicle Stability Control (VSC) ⁷ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁸ & Smart Stop Technology (SST) ⁹	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●
Front Passenger Occupancy Classification Indicator	●
Front Seat-Mounted Side Airbags (SRS) ²	●
Front & Rear Head/Side Curtain Airbags (SRS) ³	●
Driver Knee Airbag (SRS) ⁴	●
Front Seatbelt Pre-Tensioners & Force Limiters	●
All-Position 3-Point Lap & Shoulder Belts	●
Front Seatbelt Anchor Height Adjusters	●
Active Front Headrests w/Whiplash Protection	●
Anchor Points for Child Restraint Seats	●
LED Brake Lamps	●
Engine Immobilizer	●
Remote Fuel Lid Release	●
Low Fuel, "Headlamp On" Warning Indicator	●
Driver & Passenger Seatbelt Warning Indicator	●
Direct Tire Pressure Monitoring System	●

EXTERIOR	5-Door Liftback
15" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks	●
Side Window Defoggers	●
Electric Rear Window Defroster w/Timer	●
UV Reduction Glass	●
High Solar Energy Absorption Window Glass	●
Power Adjustable Heated Mirrors	●
Coloured Door Handles & Mirrors	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	●
Hybrid Blue Accented Emblems	●
Variable Intermittent Wipers	●
Intermittent Rear Window Wiper/Washer	●
Projector Style Halogen Headlamps w/Automatic Headlamp System	●

PACKAGES	5-Door Liftback
Leather Package: Leather Seat Surfaces, Heated Front Seats w/Seat-Mounted High/Low Temperature Setting	○
Premium Package: JBL® Audio, In-Dash 6-Disc CD Autochanger, 8-Speakers, Bluetooth® ³ Capability, Integrated XM® Satellite Radio, Integrated Garage Door Opener, Auto-Dimming Rear View Mirror w/Integrated Backup Camera, Driver & Front Passenger Footwell Lamps, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor)	○
Premium Package w/Solar Panel: Premium Package plus: Power Moonroof w/Solar Panels, Remote Air Conditioning, Front Illuminated Door Sill Trim	○
Technology Package: Premium Package w/Solar Panel plus: Voice-activated DVD Based Navigation System, ⁶ Backup Camera in Navigation System, ⁶ In-Dash 4-Disc CD Autochanger, Pre-Collision System, Driver Seat Lumbar Support, Leather Seat Surfaces, Heated Front Seats w/Console-Mounted Variable Temperature Setting, Water Repellent Front Door Glass, Dynamic Radar Cruise Control, Intelligent Parking Assist, Leather-Wrapped Steering Wheel, Auto-Dimming Rear View Mirror, Rear Bumper Protector (Delete 6-Disc Changer, Integrated Backup Camera in Rear View Mirror)	○
Touring Package: Premium Package plus: 17" Aluminum Alloy Wheels, P215/45R17 All-Season Radial Tires, Fog Lamps, LED Headlamps, Headlamp Washers, Auto Levelling Headlamp System, Rear Bumper Protector, Front Illuminated Door Sill Trim	○

2011 Prius Specifications

MECHANICAL	5-Door Liftback
Engine 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	●
Compression Ratio 13.0:1	●
Hybrid System Net Power Net HP: 134 hp (100 kW) ⁵	●
Electric Motor Permanent Magnetic Synchronous Motor	●
HV Battery Sealed Nickel-Metal Hydride (Ni-MH)	●
Suspension Front: Independent MacPherson Gas Struts w/Stabilizer Bar Rear: Torsion Beam Type w/Stabilizer Bar	●
Drivetrain Front-Wheel Drive, Traction Control (TRAC) Vehicle Stability Control (VSC) ⁷	●
Transmission Automatic, Continuously Variable Transmission (CVT)	●
Brakes Power-Assisted, Ventilated Front Discs, Solid Rear Discs, Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD) & Brake Assist (BA) ⁸ Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB2)	●
Steering Electric Rack & Pinion w/Variable Power Assist	●
Tires P195/65R15, All-Season Radials, Compact Spare Tire P215/45R17, All-Season Radials, Compact 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.

DIMENSIONS	mm (in.)	5-Door Liftback
Length	4460 [175.6]	●
Width	1745 [68.7]	●
Height (Unloaded)	1480 [58.3]	●
Wheelbase	2700 [106.3]	●
Track	Front: 1525 [60.0] Rear: 1520 [59.8]	●
Seating Capacity	5	●
Headroom	Front: 980 [38.6] Rear: 955 [37.6]	●
Legroom	Front: 1080 [42.5] Rear: 914 [36.0]	●
Shoulder Room	Front: 1394 [54.9] Rear: 1349 [53.1]	●
Ground Clearance	140 [5.5]	●

[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*.

[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 DVD based 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.

CURB WEIGHT	kg (lb.)	5-Door Liftback	
	1380 [3042]	●	
CARGO CAPACITY	m ³ (cu.ft.)		
	0.445 [15.7]	●	
COEFFICIENT OF DRAG	cd		
	0.25	●	
TURNING CIRCLE	m (ft.)		
	10.4 [34.1]	●	
FUEL CAPACITY	litres (gal)		
	45 [9.9]	●	
FUEL CONSUMPTION RATING ²	L/100 km	mpg (imperial gallon)	
City/Highway/Combined	3.7/4.0/3.8	76/71/74	●

[5] The maximum output indicates engine plus HV battery output.

[6] Fuel-efficiency claim determined using approved Transport Canada Test Methods. Actual results may vary.

[7] 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.

[8] Brake Assist (BA) is designed to help the driver take full advantage of the benefits of Anti-Lock Brake System (ABS). It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

[9] Smart Stop Technology (SST) 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.