

# Colours

## Prius c

Please see your Toyota Dealer for details.



040 Alpine White <sup>C,D</sup>	082 Moonglow <sup>C,D</sup>	1F7 Classic Silver Metallic <sup>C,D</sup>	1G3 Magnetic Grey Metallic <sup>C,D</sup>	209 Black Sand Pearl <sup>C,D</sup>	3P0 Absolutely Red <sup>C,D</sup>	4V7 Mandarin Orange <sup>C,D</sup>	774 Summer Rain Metallic <sup>C,D</sup>	8T7 Blue Streak Metallic <sup>C,D</sup>
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## Prius

## Prius Plug-in



040 Alpine White <sup>E,F</sup> (Prius Plug-in Only)	070 Blizzard Pearl <sup>E,F</sup>	1F7 Classic Silver Metallic <sup>E,F</sup>	202 Black <sup>E,F</sup> (Prius Only)	3R3 Barcelona Red Metallic <sup>A,B</sup> (Prius Only)	781 Sea Glass Pearl <sup>E,F</sup>	8S6 Nautical Blue Metallic <sup>E,F</sup> (Prius Only)	8V1 Winter Grey Metallic <sup>E,F</sup>	8W1 Clearwater Blue Metallic <sup>E,F</sup> (Prius Plug-in Only)
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## Prius v



040 Alpine White <sup>E</sup>	070 Blizzard Pearl <sup>F</sup>	1F7 Classic Silver Metallic <sup>E,F</sup>	1G3 Magnetic Grey Metallic <sup>E,F</sup>	202 Black <sup>E,F</sup>	3R3 Barcelona Red Metallic <sup>A,B</sup>	781 Sea Glass Pearl <sup>E,F</sup>	787 Clear Sky Metallic <sup>E,F</sup>	8T5 Blue Ribbon Metallic <sup>E,F</sup>
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### INTERIOR COLOUR OPTIONS

<sup>A</sup> Bisque Fabric. (Prius, Prius v)  
<sup>B</sup> Bisque SofTex. (Prius, Prius v)

<sup>C</sup> Black/Grey Fabric. (Prius c)  
<sup>D</sup> Black SofTex. (Prius c)

<sup>E</sup> Dark Grey Fabric. (Prius/Prius Plug-in, Prius v)  
<sup>F</sup> Dark Grey SofTex. (Prius/Prius Plug-in, Prius v)

## Prius Family Features

INTERIOR	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
AM/FM CD/MP3/WMA Player, 4-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> Capability	●	-	-	-
6.1" Display Audio System w/Navigation <sup>A</sup> , AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> Capability, XM <sup>®</sup> Satellite Radio	-	●	-	●
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth <sup>®3</sup> 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	-	-	-	●
Heated Front Seats	-	-	●	-
Rear Bench Seat w/Fold-Down Seat Back	●	-	-	-
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	●	●	●	●
Auto Dimming Rear View Mirror	-	-	-	●
Dual Vanity Mirrors	●	●	-	-
Dual Illuminated Vanity Mirrors	-	-	●	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●	●	●	●
Touch Tracer Display	-	●	●	-
Carpeting, Carpet Floor Mats, All-Season Floor Mats	●	●	●	●
Cargo Area Carpet, Tonneau Cover	-	●	●	●
Push Button Start	-	●	●	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	-	●	●	●
Front Passenger Door Handle Touch Lock/Unlock Sensor	-	-	-	●
Cruise Control	-	●	●	●
Digital Clock	●	●	●	●
Overhead Console Box	-	-	●	-
Centre Console w/Armrest	●	●	●	●
Rear Centre Console Box	-	●	-	-
Door Map Pockets, Front & Rear Cupholders	●	●	●	●
Front Passenger Seat Back Pocket	-	●	-	-
Front Seat Back Pockets, Dual Compartment Glove Box	-	-	-	●
Door Integrated Bottle Holders	-	-	-	●
Cargo Net, Cargo Lamp, Map Lamps	-	-	●	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●	●	●
Keyless Entry	●	●	●	●
Illuminated Entry	●	●	●	●

EXTERIOR	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
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 w/Full Wheel Covers, 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	●	●	●	●
Intermittent Wipers	●	-	-	-
Variable Intermittent Wipers	-	-	●	●
Intermittent Rear Window Wiper/Washer	-	●	●	●
Projector Style Halogen Headlamps	●	●	●	●
Light Emitting Diode (LED) Brakelamps	●	●	●	●

  

SAFETY	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
<b>STAR SAFETY SYSTEM™</b> – includes Vehicle Stability Control (VSC) <sup>®</sup> , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>®</sup> & Smart Stop Technology (SST) <sup>1</sup>	●	●	●	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) <sup>1</sup>	●	●	●	●
Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>	●	●	●	●
Front Seat Cushion Airbags (SRS) <sup>1</sup>	●	●	-	-
Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>	●	●	●	●
Driver's Knee Airbag (SRS) <sup>1</sup>	●	●	●	●
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	●	●	●	●

● = Standard - = Not Available

## Available Packages

	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
<b>Prius c Upgrade Package</b>	○	–	–	–
6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats. All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, Leather Covered Instrument Panel, Front Passenger Seatback Pocket				
<b>Prius c Premium Package</b>	–	○	–	–
P195/50R16 All-Season Radial Tires, 16" Aluminum Alloy Wheels, Fog Lamps, Heated Front Seats, SofTex®-Trimmed Seats, Power Moonroof w/Sunshade, Synthetic Leather-Wrapped Steering Wheel, [Delete Rear Assist Grips]				
<b>Prius Leather Package</b>	–	–	○	–
Heated Front Seats w/Seat-Mounted High & Low Temperature Setting, Leather Seat Surfaces				
<b>Prius Moonroof Upgrade Package</b>	–	–	○	–
6.1" Display Audio System w/Navigation <sup>4</sup> , XM® Satellite Radio, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels				
<b>Prius Technology Package</b>	–	–	○	–
7" Display Audio System w/Navigation <sup>4</sup> , JBL® AM/FM CD/MP3/WMA Player, XM® Satellite Radio, 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				
<b>Prius Touring Package</b>	–	–	○	–
6.1" Display Audio System w/Navigation <sup>4</sup> , XM® Satellite Radio, Integrated Garage Door Opener, 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)				
<b>Prius Plug-in Technology Package</b>	–	–	–	○
7" Display Audio System w/Navigation <sup>4</sup> , JBL® AM/FM CD/MP3/WMA Player, XM® Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, SofTex®-Trimmed Seats, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Fog Lamps				
<b>Prius v Luxury Package</b>	–	–	–	○
Synthetic Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation <sup>4</sup> , XM® Satellite Radio, Heated Front Seats, SofTex®-Trimmed Seats, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps				
<b>Prius v Touring Package</b>	–	–	–	○
Prius v Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Panoramic Resin Moonroof, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Automatic Headlamp System				
<b>Prius v Touring &amp; Technology Package</b>	–	–	–	○
Prius v Touring Package plus: 7" Display Audio System w/Navigation <sup>4</sup> , JBL® AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist				

## Prius Family Specifications

	Prius c	Prius	Prius Plug-in	Prius v
	Prius c	Technology	5-Door Liftback	
<b>MECHANICAL</b>				
<b>Engine</b>				
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	●	●	–	–
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	–	–	●	●
<b>Compression Ratio</b>				
13.4:1	●	●	–	–
13.0:1	–	–	●	●
<b>Hybrid System Net Power</b>				
Net HP: 99 hp (74 kW) <sup>a</sup>	●	●	–	–
Net HP: 134 hp (100 kW) <sup>b</sup>	–	–	●	●
<b>Electric Motor</b>				
Permanent Magnet Synchronous Motor	●	●	●	●
<b>HV Battery</b>				
Sealed Nickel-Metal Hydride (Ni-MH)	●	●	–	●
Lithium-ion	–	–	–	●
<b>Suspension</b>				
<b>Front:</b> Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	●	●
<b>Rear:</b> Torsion Beam Type	●	●	●	●
<b>Drivetrain</b>				
Vehicle Stability Control (VSC) <sup>5</sup>	●	●	●	●
Traction Control (TRAC)	●	●	●	●
Hill-start Assist Control (HAC)	●	●	–	●
<b>Transmission</b>				
Automatic, Continuously Variable Transmission (CVT)	●	●	●	●
<b>Brakes</b>				
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) <sup>6</sup>	●	●	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB-R)	●	●	●	●
<b>Steering</b>				
Electric Rack & Pinion w/Variable Power Assist	●	●	●	●
<b>Tires</b>				
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, Temporary Spare Tire	–	–	○	–
P205/60R16, All-Season Radials, Temporary Spare Tire	–	–	–	●
P215/50R17, All-Season Radials, Temporary Spare Tire	–	–	–	○

		Prius c	Prius	Prius Plug-in	Prius v
		Prius c	Technology	5-Door Liftback	
<b>DIMENSIONS</b>	<b>mm (in.)</b>				
<b>Length</b>	3995 (157.3)	●	●	–	–
	4480 (176.4)	–	–	●	●
	4615 (181.7)	–	–	–	●
<b>Width</b>	1695 (66.7)	●	●	–	–
	1745 (68.7)	–	–	●	●
	1775 (69.8)	–	–	–	●
<b>Height (Unloaded)</b>	1445 (56.9)	●	●	–	–
	1490 (58.7)	–	–	●	●
	1575 (62.0)	–	–	–	●
<b>Wheelbase</b>	2550 (100.4)	●	●	–	–
	2700 (106.3)	–	–	●	●
	2780 (109.4)	–	–	–	●
<b>Track</b>	<b>Front:</b> 1480 (58.3)	●	●	–	–
	<b>Rear:</b> 1475 (58.1)	●	●	–	–
	<b>Front:</b> 1525 (60.0)	–	–	●	●
	<b>Rear:</b> 1520 (59.8)	–	–	●	●
	<b>Front:</b> 1540 (60.6)	–	–	–	●
	<b>Rear:</b> 1545 (60.8)	–	–	–	●
<b>Seating Capacity</b>	5	●	●	●	●
<b>Headroom</b>	<b>Front:</b> 981 (38.6)	●	●	–	–
	<b>Rear:</b> 937 (37.0)	●	●	–	–
	<b>Front:</b> 980 (38.6)	–	–	●	●
	<b>Rear:</b> 955 (37.6)	–	–	●	●
	<b>Front:</b> 1006 (39.6)	–	–	–	●
	<b>Rear:</b> 981 (38.6)	–	–	–	●
<b>Legroom</b>	<b>Front:</b> 1060 (41.7)	●	●	–	–
	<b>Rear:</b> 888 (35.0)	●	●	–	–
	<b>Front:</b> 1080 (42.5)	–	–	●	●
	<b>Rear:</b> 914 (36.0)	–	–	●	●
	<b>Front:</b> 1049 (41.3)	–	–	–	●
	<b>Rear:</b> 911 (35.8)	–	–	–	●
<b>Shoulder Room</b>	<b>Front:</b> 1329 (52.3)	●	●	–	–
	<b>Rear:</b> 1314 (51.7)	●	●	–	–
	<b>Front:</b> 1394 (54.9)	–	–	●	●
	<b>Rear:</b> 1349 (53.1)	–	–	●	●
	<b>Front:</b> 1421 (55.9)	–	–	–	●
	<b>Rear:</b> 1402 (55.2)	–	–	–	●
<b>Ground Clearance</b>	140 (5.5)	●	●	●	●
	145 (5.7)	–	–	–	●

		Prius c	Prius	Prius Plug-in	Prius v
		Prius c	Technology	5-Door Liftback	
<b>CURB WEIGHT</b>	<b>kg (lb.)</b>				
	1132 (2500)	●	●	–	–
	1380 (3042)	–	–	●	–
	1435 (3165)	–	–	–	●
	1485 (3273)	–	–	–	●
<b>CARGO CAPACITY</b>	<b>m<sup>3</sup> (cu.ft.)</b>				
	0.48 (17.1) Behind Rear Seats	●	●	–	–
	0.61 (21.6) Behind Rear Seats	–	–	●	●
	1.9 (67.3) Behind Front Seats	–	–	–	●
	0.97 (34.3) Behind Rear Seats	–	–	–	●
<b>COEFFICIENT OF DRAG</b>	<b>cd</b>				
	0.28	●	●	–	–
	0.25	–	–	●	●
	0.29	–	–	–	●
<b>TURNING CIRCLE</b>	<b>m (ft.)</b>				
	9.6 (31.4)	●	●	–	–
	10.4 (34.1)	–	–	●	●
	11.0 (36.1)	–	–	–	●
<b>FUEL CAPACITY</b>	<b>litres (gal)</b>				
	36 (7.9)	●	●	–	–
	40 (8.8)	–	–	–	●
	45 (9.9)	–	–	●	●
<b>FUEL CONSUMPTION RATING (HV)<sup>2</sup></b>					
City/Highway/Combined	<b>L/100 km</b>	<b>mpg (imperial gallon)</b>			
	3.5/4.0/3.7	81/71/76	●	●	–
	3.7/4.0/3.8	76/71/74	–	–	●
	4.3/4.8/4.5	66/59/63	–	–	●
<b>FUEL CONSUMPTION RATING (EV)<sup>10</sup></b>					
City/Highway/Combined	<b>L*/100 km</b>	<b>mpg. (imperial gallon)</b>			
	2.0/1.9/2.0	139/149/144	–	–	●

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- All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer.
- Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors.
- Toyota tests certain Bluetooth® capable phones for compatibility with Toyota vehicles. 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 phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth technology are available with bilingual compatibility. Please see your Toyota Dealer for details.
- 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. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. 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.
- 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.
- 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.
- 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.
- The maximum output indicates engine plus HV battery output.
- Claims are with respect to comparisons against similarly equipped conventional gasoline powered and diesel vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.
- Fuel Consumption for Prius Plug-in is based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. L\*/100 km represents the electric equivalent L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle.