



Prius shown in Seaside Pearl



Prius' Hybrid Synergy Drive® system.



Prius shown in Tideland Pearl



The power to move forward.

05 MODEL GRADE

Stop and smell the optimism. The road ahead looks clear with the 2005 Toyota Prius with Hybrid Synergy Drive.® What's Hybrid Synergy Drive, you ask? It's simply the genius that combines an efficient gas engine with an emissions-free electric motor to produce an ideal combination of fuel efficiency, environmental sensitivity and performance. Need proof? Prius has a combined city/highway mpg rating estimate of 55.¹ As for emissions, the mid-size hybrid is designed to exceed the standards for a Super Ultra Low Emission Vehicle (SULEV) and achieve an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) rating.² All this with the performance of a conventional vehicle. And did we mention you never have to plug it in? The hybrid features an ingenious regenerative braking system that converts otherwise wasted kinetic energy into electricity, automatically recharging Prius' battery. Pretty amazing, isn't it? But it really shouldn't be a surprise since Toyota is a leader in hybrid technology with over 100,000 hybrids sold in America. In fact, you'll soon see Hybrid Synergy Drive® available in other Toyotas including the Highlander Hybrid. Which means even greener forests, cleaner air and less dependence on fossil fuels on the horizon. Hybrid Synergy Drive. The power to move forward.

1. 2005 EPA-estimated 60 city/51 highway/55 combined mpg. Actual mileage may vary.

2. AT-PZEV-rated by the California Air Resources Board. Meets Tier 2-Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov.



Prius interior features steering wheel-mounted controls and a multi-information screen



Power on/off button.



Multi-information display with hands-free phone screen with Bluetooth™ technology/air conditioning/maintenance screen.

05 INTERIOR

So advanced it makes the future seem obsolete. Prius is so far ahead of its time you can practically see tomorrow in its rearview mirror. After all, with cutting-edge features like Push Button Start, steering wheel-mounted controls and a multi-information screen displaying the Hybrid Synergy Drive® system in action, it's obvious that Prius is miles beyond the future. The gas/electric hybrid is also equipped with by-wire electronically controlled throttle and shifting. Commonly used in jet airplanes, these technologies replace traditional mechanical connections with electronic impulses to improve performance. Add an available Smart Key System, which enables you to unlock the doors and start Prius without using a key, and an available voice-activated DVD navigation system² with Bluetooth™ technology for hands-free cell phone use, and you've got a vehicle that would make a science-fiction writer shake his head in amazement. But the forward thinking doesn't stop there. Prius also offers standard driver and front passenger dual-stage airbags³ and available front seat-mounted side airbags and front and rear side curtain airbags.³ Other advanced safety features include Traction Control (TRAC), an Anti-lock Brake System (ABS) with Brake Assist⁴ and available Vehicle Stability Control (VSC).⁵ Prius. Part gas. Part electric. Part time machine.

1. See Features section footnote 4 for more information on Toyota's Bluetooth™
 2. See Features section footnote 3 for more information on Toyota's DVD navigation system.
 3. See Features section footnote 5 for more information on Toyota's driver, front passenger, front seat-mounted side airbags and side curtain airbags Supplemental Restraint Systems (SRS).

4. See Features section footnote 6 for more information on Toyota's Brake Assist.
 5. See Features section footnote 8 for more information on Toyota's Vehicle Stability Control (VSC).



Prius interior shown in Gray/Burgundy with available Package #6



Driver and front passenger dual-stage airbags¹ and available front seat-mounted side and front and rear side curtain airbags.¹

60/40 split fold-down rear seats.

Rear cargo storage compartment.

05 CARGO

Comes with everything but a catch. OK, by now you're saying to yourself, "Cutting-edge technology, super low emissions, exceptional fuel economy... but what do I have to sacrifice? Space? Practicality?" Try nothing. With seating for five, 60/40 split fold-down rear seats, an easy-access rear liftback and Complimentary Roadside Assistance,² the mid-size Prius is proof you can indeed have it all. No strings — or cords — attached.

1. See Features section footnote 5 for more information on Toyota's driver, front passenger, front seat-mounted side airbags and side curtain airbags Supplemental Restraint Systems (SRS).
 2. See your Toyota dealer for more details.

MODEL GRADE FEATURES
Exterior

15-in. aluminum alloy wheels with P185/65R15 tires	S	Electronic rear hatch locking system	S
Dual heated color-keyed power outside mirrors	S	High Solar Energy-Absorbing (HSEA) glass	S
Aerodynamic multi-reflector halogen headlamps	S	Rear spoiler	S
Washer-linked variable intermittent windshield wipers	S	Intermittent rear window wiper	S
Color-keyed front and rear bumpers and door handles	S	Integrated fog lamps	P
Heavy-duty rear window defogger with timer	S	High Intensity Discharge (HID) headlamps with auto-leveling	P

Interior

Push Button Start	S	Overhead console with maplights	S
Liquid crystal multi-information display panel with energy monitoring, fuel consumption, climate control, outside temperature and audio status modes	S	Fabric-trimmed door panels with storage pockets and bottle holders in front doors	S
Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights	S	Fabric 4-way adjustable front seats with adjustable headrests and seatback pockets	S
Cruise control	S	Fabric 60/40 split fold-down rear seats with fold-down center armrest and adjustable headrests in all seating positions	S
Remote keyless entry system with 2-stage unlocking, panic function and remote illuminated entry	S	Defroster-linked CFC-free automatic climate control with electric inverter compressor air conditioning, humidity sensor and air filtration	S
Smart Key System	P	Dual-compartment glove box	S
Electronic shift lever	S	Digital quartz clock	S
AM/FM CD with six speakers	S	Two 12V auxiliary power outlets	S
Cargo area side-panel and under-floor storage	S	Dual illuminated visor and vanity mirrors	S
Tilt steering wheel with audio, climate control and navigation function controls ¹	S	Retractable passenger assist grips at all doors	S
Power windows with driver-side auto up/down and retained-power features	S	Front and rear dome lights	S
Power automatic door locks with anti-lockout feature	S	Auto-dimming electrochromic rearview mirror with HomeLink ^{®2} universal transceiver	P
Center console armrest with storage compartment, drawer, and dual front and rear cup holders	S	JBL 3-in-1 AM/FM Cassette/6-disc in-dash CD changer with nine speakers in seven locations and FM diversity reception	P
Remote hood and fuel-filler door releases	S	Voice-activated DVD navigation system ³ with hands-free phone capability via Bluetooth ^{™4} technology	P

Safety and Convenience

Driver and front passenger dual-stage airbags ⁵	S	3-point front outboard seatbelts with adjustable shoulder anchors and driver-side Emergency Locking Retractor (ELR), front passenger Automatic/Emergency Locking Retractor (ALR/ELR)	S
Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist ⁶	S	3-point rear seatbelts with Automatic/Emergency Locking Retractors (ALR/ELR) for all passengers	S
Traction Control (TRAC)	S	Outboard front seatbelt pretensioners with force limiters	S
Child-protector rear door locks	S	Driver and front passenger seatbelt warning sensor	S
3-year Complimentary Roadside Assistance ⁷	S	Hood hold-down hooks	S
Front and rear crumple zones and side-impact door beams	S	Driver and front passenger seat-mounted side and front and rear side curtain airbags ⁵	P
Engine immobilizer	S	Vehicle Stability Control (VSC) ⁸	P
Center high-mount stop lamp (CHMSL)	S	Anti-theft system	P
Temporary spare tire	S		
Rear-seat Child Restraint System (CRS) lower anchors and top tether brackets (LATCH)	S		

S = Standard **P** = Available only as part of a package.

1. Controls included based on vehicle equipment.

2. HomeLink[®] is a registered trademark of Johnson Controls, Inc.

3. The Toyota DVD 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 upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographical updates available at an additional cost. See your *Navigation System Owner's Manual* and your Toyota dealer for further details.

4. Bluetooth[™] is a registered trademark of Bluetooth SIG, Inc.

5. The Toyota driver, front passenger, front seat-mounted side airbags and side curtain airbags are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceed the design threshold level. The side airbags and side curtain airbags are designed to inflate in certain types of

severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the airbag modules and do not lean against the door. Do not put objects in front of an airbag or around the seat-back. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying SRS airbag may cause serious injury or death. Please see your *Owner's Manual* for further instructions.

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. See your Toyota dealer for more details.

8. Toyota 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. Please see your *Owner's Manual* for further details.

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Owner's Warranty Information* booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Owner's Warranty Information* booklet for details.

Accessories: For accessories purchased at the time of the new vehicle purchase, the Toyota

Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty. For accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details. For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Owner's Warranty Information* booklet or see your Toyota dealer.

Hybrid customers are covered by roadside assistance and road hazard insurance for 36 months/36,000 miles from the vehicle's in-service date. Examples of this service include flat tire, vehicle lockout and jumpstart. See your Toyota dealer for details.

SPECIFICATIONS
Hybrid Synergy Drive®

Mileage Estimates (mpg city/highway/combined)¹	60/51/55
Gasoline Engine	
Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.5 liters (1497 cc)
Bore x stroke	75.0 mm x 84.7 mm
Compression ratio	13.0:1
Valvetrain	4-valve per cylinder with Variable Valve Timing with intelligence (VVT-i)
Induction system	Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Power output	76 hp @ 5000 rpm (57 kW @ 5000 rpm)
Torque	82 lb.-ft. @ 4200 rpm (111 N•m @ 4200 rpm)
Emission ratings	Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ²
Electric Motor	
Motor type	Permanent magnet AC synchronous motor
Power output	67 hp @ 1200–1540 rpm (50 kW @ 1200–1540 rpm)
Torque	295 lb.-ft. @ 0–1200 rpm (400 N•m @ 0–1200 rpm)
Voltage	500V maximum
Traction Battery	
Type	Sealed Nickel-Metal Hydride (Ni-MH) ³
Power output	28 hp (21 kW)
Voltage	201.6V
Hybrid System Net Power	110 hp (82 kW)

Mechanical/Performance

Transmission	Electronically controlled continuously variable transmission (ECVT)
Suspension	
Front	Independent MacPherson strut with stabilizer bar
Rear	Torsion beam with stabilizer bar
Steering	Rack-and-pinion with electric power-assist
Turning circle diameter, curb to curb (ft.)	34.1
Brakes	Power-assisted ventilated front disc/rear drum with Anti-lock Brake System (ABS) and integrated regenerative braking

Exterior Dimensions (in.)

Overall height/width/length	58.1/67.9/175.0
Wheelbase	106.3
Track (front/rear)	59.3/58.3
Coefficient of drag (Cd)	0.26
Ground clearance	4.9

Interior Dimensions (in.)

Head room	39.1/37.1
Shoulder room	55.3/53.0
Hip room	51.0/51.6
Leg room	41.9/38.6

Weights and Capacities

Curb weight (lb.)	2890
Seating capacity	5
Passenger volume (cu. ft.)	96.2
Luggage capacity (cu. ft.)	16.1
Fuel tank (gal.)	11.9

Tires

Standard	P185/65R15
Spare	Temporary

1. 2005 EPA-estimated 60 city/51 highway/55 combined mpg. Actual mileage may vary.
 2. AT-PZEV-rated by the California Air Resources Board. Meets Tier 2-Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov.

3. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing.

TOYOTA FINANCIAL SERVICES*

Now that you're thinking about a Toyota, you may also want to consider leasing or financing the purchase of your new vehicle through your participating dealer and Toyota Financial Services (TFS). TFS offers a variety of high-quality finance and lease products to complement your lifestyle. At TFS we realize that purchasing or leasing a vehicle is a major commitment and we have developed some of the finest customer-focused finance and insurance solutions to help protect your interests over time. And in most cases, you may include

your cost for these products in your finance or lease contract. Few companies can match the expertise, customer care and total value of TFS. Ask your Toyota dealer or go to www.toyotafinancial.com for details.

*Toyota Financial Services is a service mark of Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc. Products are available to qualified customers through your participating Toyota dealer and Toyota Financial Services.

COMBINATIONS

Prius

FABRIC

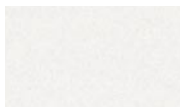

Prius MSRP Starting At:¹
 \$20,875

Standard 15-in. aluminum alloy wheels

Fabric in Ivory

Fabric in Gray

1. 2005 Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$540 for Cars and \$565 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, FL, GA, NC and SC is \$35 higher for Trucks, Sienna and SUVs, and \$50 higher for all other Toyota vehicles. The Delivery, Processing and Handling Fee in AR, LA, MS, OK and TX is \$35 higher for all Toyota vehicles. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice.

COLORS

Super White with Ivory/Brown or Gray/Burgundy interior

Millennium Silver Metallic with Gray/Burgundy interior

Driftwood Pearl with Ivory/Brown interior

Salsa Red Pearl with Ivory/Brown interior

Tideland Pearl with Ivory/Brown interior

Seaside Pearl with Ivory/Brown interior

Black with Ivory/Brown or Gray/Burgundy interior
AVAILABLE PACKAGES

 Packages²

	Package #1 (GY)	Package #2 (AG)	Package #3 (BI)	Package #4 (AM)	Package #5 (AI)	Package #6 (BC)
Driver and front passenger seat-mounted side and front and rear side curtain airbags ³	•		•	•	•	•
Anti-theft system and auto-dimming electrochromic rearview mirror with HomeLink ^{®4} universal transceiver		•			•	•
Smart Key System		•	•	•	•	•
High Intensity Discharge (HID) headlamps, integrated fog lamps and Vehicle Stability Control (VSC) ⁵				•		•
JBL 3-in-1 AM/FM Cassette/6-disc in-dash CD changer with nine speakers in seven locations and FM diversity reception					•	•
Voice-activated DVD navigation system ⁶ with hands-free phone capability via Bluetooth ^{™7} technology						•

2. Packages cannot be combined.

3. See Features section footnote 5 for more information on Toyota's driver, front passenger, front seat-mounted side airbags and side curtain airbags Supplemental Restraint Systems (SRS).

4. HomeLink[®] is a registered trademark of Johnson Controls, Inc.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

5. See Features section footnote 8 for more information on Toyota's Vehicle Stability Control (VSC).

6. See Features section footnote 3 for more information on Toyota's DVD navigation system.

7. See Features section footnote 4 for more information on Toyota's Bluetooth[™]

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331.

1-800-60-TOYOTA
toyota.com
 ©2004 Toyota Motor Sales, U.S.A., Inc.
 KZ5-088



A



C

As shown on 2003 model.



B



D



E

05 ACCESSORIES

A License Plate Frames

Accessorize your vehicle with the highest quality license frame on the market. These frames are designed to complement the current Genuine Toyota Emblem packages. Available in 24kt gold, chrome, and black pearl finishes.

B Auto-Dimming Mirror

Improve your driving safety with an Auto-dimming Mirror. Its built-in sensors detect headlight glare and automatically dim the mirror to reduce eyestrain. The digital compass provides directional information at your fingertips.

C Front-End Mask

Custom-tailored for your Prius, this Front-End Mask adds a sporty look while helping to protect your vehicle.

D Cargo Tote

This handy cargo tote helps keep your trunk organized! It's adjustable and easy to use.

E Vehicle Intrusion Protection

This advanced, multi-featured security system protects against theft. Your insurance deductible may be reimbursed if your vehicle is stolen.

Specific terms and conditions apply. Please consult VIP Consumer Limited Warranty Card or call TMS Commercial Insurance at 888-238-8125.



F



G



H



I



J



K

05 ACCESSORIES

F Cargo Net

Don't you hate it when your stuff rolls around while you're driving? The Cargo Net is your answer — it's easy to install and even easier to use.

G Carpet Floor Mats

Color-coordinated floor mats protect your original carpeting while adding some flair with an embroidered Prius logo. The non-skid backing and positive retention clip help prevent them from sliding.

H First Aid Kit

This handy first aid kit puts supplies where they are needed, when they are needed. The kit contains sterile medical dressings, anti-bacterial ointment and an assortment of other supplies.

I Carpet Cargo Mat

Let's face it. Spills happen. Help protect both your cargo and trunk with these custom mats. Non-skid backing helps keep them in place.

J Wheel Locks

Wheels can make the vehicle. Keep your wheels where you need them — on your car.

K 6-Disc In-Dash CD Changer

The kids want you to turn up the radio — well now you can with an audio upgrade! Upgrade your vehicle's current audio system with a Genuine Toyota 6-Disc In-Dash CD Changer.

Accessories not shown:

- Ashtray
- Rear Bumper Protector
- Glass Breakage Sensor (GBS)

See your dealer for complete warranty details. Toyota reserves the right to make modifications to actual products.