

Prius 2013



Cutting-edge. User-friendly. Undeniably eco-sensitive. The 2013 Prius is all of these things. In its third generation, Toyota's iconic hybrid has elegantly demonstrated that there can be harmony between man, nature and machine. Prius has also shown that there can be consensus among many different types of drivers. Those who demand fuel efficiency, and those who like to take the fast lane. Those intrigued by highly advanced technology, and those who insist on proven reliability. Those interested in reducing their carbon footprint, and those who are hesitant to sacrifice practicality in order to do it. With all that Prius has to offer, it may well be the one form of transportation that we can all agree upon. **2013 Toyota Prius.**

The popularity of Prius is undeniable. In fact, Toyota has sold over one million of them since Prius was introduced in the U.S. over 12 years ago.¹ That's more than any other hybrid model on the road.

1. Based on manufacturer's sales estimates July 2000-July 2012.



Prius Four shown in Blizzard Pearl with available Deluxe Solar Roof Package!

1. See footnote 2 in Disclosures section.

SOLAR ROOF¹

An available high-tech Solar Roof is embedded with solar panels that can power a fan to ventilate the interior when Prius is parked in direct sunlight. This feature can bring the cabin's temperature close to that of the air outside.



REMOTE A/C SYSTEM²

Prius can cool the cabin before you get in. Within 30 yards of the vehicle, use your remote key fob to activate the available Remote A/C System. Powered solely by the hybrid battery, the system can achieve a preset temperature before you turn the engine on.



1. See footnote 2 in Disclosures section. 2. See footnote 3 in Disclosures section.

The light at the end of the wind tunnel.

The iconic silhouette of Prius represents more than simply a sleek profile. We invested countless hours in aerodynamic testing to achieve a slick 0.25 drag coefficient. Of course, this wind-slipping shape helps Prius deliver an EPA-estimated 50 combined mpg rating,¹ but perhaps even more remarkable is how the streamlined shape still allows for a roomy and comfortable interior. And really, it's only right that relaxation should follow all that hard work.



1

CENTRAL APEX

One reason Prius feels so spacious is its roofline. Looking at the roofline in profile, you'll notice there's a peak in the center. That peak is called a central apex, and it's strategically placed to optimize head room.

2

AERO CORNERS

The front and rear bumpers are designed to help lower the wind resistance of Prius. Less wind resistance equals more fuel efficiency. The result: Prius has an EPA-estimated 50 combined mpg rating.¹

3

LED DAYTIME RUNNING LIGHTS

LED (light-emitting diode) Daytime Running Lights (DRL) located below the headlights help make the car highly visible to other vehicles. Plus, the LED design offers reduced power consumption.

Prius Four shown in Sea Glass Pearl with available Deluxe Solar Roof Package.²

1. 2012 EPA-estimated mileage. Actual mileage will vary. 2. See footnote 2 in Disclosures section.



Prius Four interior shown in Bisque SofTex® trim with available Deluxe Solar Roof Package!

1. See footnote 2 in Disclosures section.

Forward-looking features. Literally.

Over the years, Prius has become synonymous with innovative technology. And among its forward-looking technologies is an available Head-Up Display (HUD). HUD projects onto the windshield data such as vehicle speed, Hybrid System Indicator and navigation information. This way, you can stay informed while keeping your eyes safely ahead. What could be more straightforward?

Multi-Information Display

As the name would suggest, the Multi-Information Display in Prius provides the driver with valuable info on a variety of vehicle functions and systems, including fuel consumption history, average fuel economy, distance to empty, average speed, trip distance, energy monitor, Hybrid System Indicator and ECO Savings Record.

Display Audio With Navigation¹ and Entune^{®2}

This available system includes a 6.1-in. touch-screen with integrated backup camera³ display, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Radio⁴ with 90-day complimentary trial, HD Radio^{™5} with iTunes[®] Tagging⁶ auxiliary audio jack, USB port⁷ with iPod^{®8} connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth^{®9} wireless technology.

Entune[®]

Entune[®] is Toyota's new available feature that connects you to your Prius like never before. Entune[®] includes Bing,[™] iHeartRadio, MovieTickets.com, OpenTable,[®] Pandora,[®] and real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune[®] services is complimentary for three years. See toyota.com/entune for details.

EV¹⁰/ECO/POWER Modes

Prius has different modes for different types of driving. ECO Mode helps maximize fuel economy. EV Mode drives solely on battery power for up to one-half mile under certain conditions. And POWER Mode increases throttle response for additional get-up-and-go.

Touch Tracer Display

Touching the steering wheel-mounted controls will bring up the Touch Tracer Display. This feature lets you adjust cabin temperature, audio mode and volume, and it puts trip data at your fingertips. And the best part is you can do it all without taking your eyes far from the road.



1. See footnote 4 in Disclosures section. 2. See footnote 5 in Disclosures section. 3. See footnote 24 in Disclosures section. 4. See footnote 25 in Disclosures section. 5. See footnote 26 in Disclosures section. 6. See footnote 27 in Disclosures section. 7. See footnote 21 in Disclosures section. 8. See footnote 22 in Disclosures section. 9. See footnote 23 in Disclosures section. 10. See footnote 16 in Disclosures section.

Driving change without changing driving.

If you are under the impression that driving a hybrid vehicle is somehow less gratifying than driving a traditional vehicle, think again. Hybrid Synergy Drive® seamlessly integrates an electric motor and a gasoline engine to offer not only high mileage and low emissions, but also a smooth and remarkably quiet driving experience. In short, it has advanced the art of moving forward.

Digital Data

Prius provides ample information to help drivers get the most out of the car's remarkable efficiency. The Hybrid System Indicator shows you how efficiently you are driving. You can also continually monitor your fuel consumption with multiple displays that include an instantaneous readout of your mpg. Plus, an ECO Savings Record allows drivers to measure their savings against a customizable preset comparison vehicle. The preset data includes fuel cost per gallon and a miles-per-gallon average.



One big misconception about Prius is that its drivers have to sacrifice performance for efficiency and eco-sensitivity. In fact, Prius goes from 0-60 mph in just 9.8 seconds!

1. Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt.



1 **STARTING**

Prius is designed to favor electricity over fuel whenever possible. For example, from initial acceleration to low speeds, Prius is powered solely by the high-torque electric motor.



2 **NORMAL RUNNING**

When accelerating lightly, Prius uses its electric motor along with the gasoline engine to achieve greater fuel efficiency.



3 **FULL ACCELERATION**

During full acceleration, the gasoline engine is used while the battery supplies increased drive power to the electric motor.



4 **DECELERATION/BRAKING**

When slowing, the gasoline engine shuts off and the electric motor converts momentum into electricity, storing it in the hybrid battery.

5 **STOPPING**

When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce smog-forming emissions.



ELECTRIC MOTOR Prius is a full series-parallel hybrid that uses a separate electric motor and generator.



GENERATOR Unlike a mild hybrid, Prius can generate electricity even when the electric motor is helping propel the vehicle. The generator can even power Prius if necessary.



GASOLINE ENGINE The series-parallel Hybrid Synergy Drive® helps the gasoline engine deliver both power and fuel efficiency.



Prius Five shown in Classic Silver Metallic with available Advanced Technology Package.

The preceding is based on a likely scenario for optimal driving conditions.

Room to breathe.

While Prius is famous for helping to keep the environment cleaner, its spacious interior offers fresh surroundings as well. Its newly redesigned interior features available SofTex®-trimmed material with high-end stitching, and a center armrest with two cup holders. And the 60/40 split fold-down rear seats help you accommodate a variety of passenger and payload combinations.

Bluetooth®⁰¹ Connectivity

Standard Bluetooth® wireless technology lets you take or place calls hands-free with your mobile phone, as well as stream music through the vehicle's audio system from your Bluetooth®-compatible music device.

JBL® GreenEdge™ Audio System

Complete with built-in amplifier and eight speakers, the available JBL® GreenEdge™ system combines new eco-sensitive technologies to create a superb audio experience. With increased performance, reduced power consumption and a lower system weight — not to mention reduced packaging requirements — the GreenEdge™ system is a substantial upgrade over conventional audio systems.

USB Port²

Plug in your compatible iPod®⁰³ or MP3 player and play your favorite music through the audio system of Prius. The USB port also allows you to charge your electronic devices when you're on the go.

Cargo Capability⁴

Prius has a versatile cargo area that makes this hybrid as capable of carrying your gear as it is of transporting friends and family. Road trips, grocery runs or the daily commute — Prius can handle them all.



1. See footnote 23 in Disclosures section. 2. See footnote 21 in Disclosures section.
3. See footnote 22 in Disclosures section. 4. Cargo and load capacity limited by weight and distribution.



The seats in Prius are available with supple SofTex® material. SofTex® weighs about half as much as genuine leather, and its manufacturing process generates approximately 99% fewer Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.



8-WAY POWER-ADJUSTABLE DRIVER'S SEAT

Getting comfortable is easy, thanks to the available 8-way power-adjustable driver's seat with power lumbar support that lets you find your ideal position.



Prius Four interior shown in Dark Gray SofTex® trim with available Deluxe Solar Roof Package!

1. See footnote 2 in Disclosures section.

DYNAMIC RADAR CRUISE CONTROL (DRCC)¹

Available Dynamic Radar Cruise Control (DRCC) automatically adjusts vehicle speed to allow for a preset following distance between your Prius and the vehicle traveling directly in front of you. Additionally, the available Pre-Collision System (PCS)² employs the vehicle's radar system to determine if a frontal collision is imminent. If so, the system automatically applies the brakes and retracts the front seatbelts to help prepare for such a scenario.



Prius Five shown in Nautical Blue Metallic with available Advanced Technology Package.

1. See footnote 7 in Disclosures section. 2. See footnote 8 in Disclosures section.

360 degrees of separation.

It's like the automotive equivalent of personal space. Among the many innovations offered by Prius, you'll find technologies to monitor the vehicle's surroundings and help keep you safe. Available features include a Pre-Collision System (PCS),¹ engineered to alert you to potential hazards in front of you; a backup camera,² to help address those behind; and Lane Keep Assist (LKA),³ to help you avoid problems on either side. Call it all-around peace of mind.

Lane Keep Assist (LKA)

Available LKA can help keep Prius in its own lane if the lane lines are clearly visible. If an inadvertent lane departure is detected, the system issues an audible tone and warning screen. And when Dynamic Radar Cruise Control (DRCC)⁴ is engaged, LKA can also help to keep Prius centered in its lane on an ongoing basis by providing a corrective steering force when necessary.

Vehicle Proximity Notification System (VPNS)

When Prius is traveling below 15 mph and running solely on electric power, it emits a series of tones to help alert pedestrians of the vehicle's presence. So that the tones won't be lost against an urban backdrop, they are high- and low-pitched, rising and falling with changes in vehicle speed.

Backup Camera

When you're backing up, the available backup camera displays the area behind the vehicle that's visible to the camera on the touch-screen of the navigation system or on the audio system's display.



Smart Key System⁵

With the Smart Key in your pocket or purse, the doors of Prius unlock when you touch the driver's door handle, and the engine starts with the push of a button.



1. See footnote 8 in Disclosures section. 2. See footnote 24 in Disclosures section. 3. See footnote 9 in Disclosures section. 4. See footnote 7 in Disclosures section. 5. See footnote 28 in Disclosures section.



safetyconnect®

Via Toyota's 24/7 call center, available Safety Connect®¹ offers subscribers helpful features such as Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Safety Connect® also offers the reliability of embedded cellular and GPS technology.

Engineered for the future. Yours.

The 2012 Prius was named a 2012 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS)⁶. To earn this coveted designation, a vehicle must have "good" ratings in all four Institute tests: high-speed front and side crash tests at low speeds, a rollover test, plus evaluations of seat/head restraints for protection against neck injuries in rear impacts.

The 2013 Prius comes standard with the Star Safety System,[™] a suite of advanced safety features designed to help keep you out of harm's way. On Prius, the system includes Enhanced Vehicle Stability Control (VSC)², Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)³ and Smart Stop Technology (SST)⁴.

Smart Stop Technology (SST)

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, SST is designed to help the driver bring the vehicle to a stop.

Enhanced Vehicle Stability Control (VSC)

To help compensate for a loss of traction while cornering and help prevent sideways slipping, Enhanced VSC adjusts engine power, braking and steering torque-assist control to help the vehicle follow the direction in which it is being steered.

Anti-Lock Brake System (ABS)

ABS helps to prevent brakes from locking up by pulsing brake pressure to each wheel to help you stay in control in emergency braking situations.

Active Front Headrests⁵

In certain lower-speed, rear-end collisions, sensors in the lumbar region of the front seats trigger the movement of the headrests to help position them to the back of the occupants' heads.

Pet Travel Safety

Toyota offers a wide range of available pet accessories designed to help you transport your furry companions in comfort and security. Ask your Toyota dealer for details.

1. See footnote 6 in Disclosures section. 2. See footnote 29 in Disclosures section. 3. See footnote 30 in Disclosures section. 4. See footnote 31 in Disclosures section. 5. See footnote 33 in Disclosures section. 6. Insurance Institute for Highway Safety rating for 2012 Prius, vehicle class Small Cars. For more details on 2012 Top Safety Pick Awards, see www.iihs.org

DRIVER AND FRONT PASSENGER AIRBAGS¹

In a frontal collision, the standard dual stage front airbag system senses impact severity and adjusts airbag deployment force accordingly.

FRONT SEAT-MOUNTED SIDE AIRBAGS¹

Side collisions are one of the most dangerous types, after frontal collisions. That's why Prius helps protect front passengers with front seat-mounted side airbags that deploy instantly.

SIDE CURTAIN AIRBAGS¹

Side curtain airbags are designed to help reduce the impact to the head and neck during certain types of side-impact collisions. Toyota was one of the first automakers in the world to use this remarkable technology.

DRIVER KNEE AIRBAG¹

This airbag does more than its name suggests. In the event of a frontal collision, it can also help reduce the force on the chest and abdomen.



Photo not intended to replicate actual inflated airbags.

1. See footnote 32 in Disclosures section.

Combinations

INTERIOR COLOR CHOICES

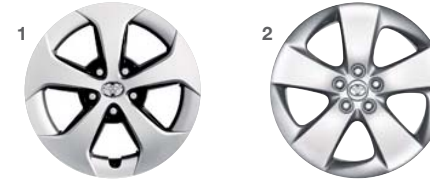
FABRIC
TWO AND THREE



SOFTEX®
FOUR AND FIVE



WHEELS



1 Prius Two, Three and Four 15-in. 5-spoke alloy wheel with full wheel cover
2 Prius Five 17-in. 5-spoke alloy wheel

EXTERIOR/INTERIOR COLOR COMBINATIONS



BLACK



NAUTICAL BLUE METALLIC



WINTER GRAY METALLIC



BARCELONA RED METALLIC



SEA GLASS PEARL



BLIZZARD PEARL (extra-cost color)



CLASSIC SILVER METALLIC

DARK GRAY

MISTY GRAY

BISQUE

DARK GRAY

MISTY GRAY

DARK GRAY

BISQUE

PACKAGES¹

		TWO	THREE	FOUR	FIVE
Solar Roof Package	Power tilt/slide moonroof with Solar Powered Ventilation System ² and Remote Air Conditioning System ³ with sliding sunshade	–	P	–	–
Deluxe Solar Roof Package	Power tilt/slide moonroof with Solar Powered Ventilation System ² and Remote Air Conditioning System ³ with sliding sunshade, Head-Up Display (HUD), Premium HDD Navigation ⁴ with Entune ^{®5} and JBL [®] and Safety Connect [®]	–	–	P	–
Advanced Technology Package	Dynamic Radar Cruise Control (DRCC) ⁷ , Pre-Collision System (PCS) ⁸ , Lane Keep Assist (LKA) ⁹ , Head-Up Display (HUD), Premium HDD Navigation ⁴ with Entune ^{®5} and JBL [®] and Safety Connect ^{®6}	–	–	–	P

See numbered footnotes in Disclosures section.

ACCESSORIES

Add a personal touch to your Prius with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

Alloy wheel locks	Prius PLUS Appearance Package
All-weather floor mats ¹⁰	Prius PLUS: 17-in. split 5-spoke forged wheels ¹³
Ashtray cup	Prius PLUS: ground effects kit
Carpet cargo mat ¹¹	Prius PLUS: lowering springs ¹⁴
Cargo net — envelope ¹¹	Prius PLUS Performance installation kit
Cargo organizer	Prius PLUS Performance Package
Cargo tote ¹¹	Prius PLUS: rear sway bar kit
Cargo tray ¹¹	Prius PLUS: rear sway bar kit
Carpet floor mats ¹⁰	Rear bumper appliqué
Door edge guards	Remote Engine Starter ¹⁵
Emergency assistance kit	VIP RS3200 PLUS ¹⁵
First aid kit	
Hybrid Synergy Drive [®] window graphic	
Illuminated doorills	
Lower door moldings	
Paint protection film ¹²	



Lower door moldings



Door edge guards



All-weather floor mats¹⁰

MECHANICAL AND PERFORMANCE	PRIUS
Hybrid system net power	134 hp (100 kW)
ENGINE	
Type	1.8-Liter Aluminum 4-Cylinder DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ¹⁶ /ECO/POWER Modes; 98 hp @ 5200 rpm (73 kW @ 5200 rpm), 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Compression ratio	13.0:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Emission rating	Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ¹⁷
ELECTRIC MOTOR	
Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60 kW)
Torque	153 lb.-ft. (207 N•m)
Voltage	650V maximum
TRACTION BATTERY	
Type	Sealed Nickel-Metal Hydride (Ni-MH) ¹⁸
Power output	36 hp (27 kW)
Voltage	201.6V
TRANSMISSION	
Electronically controlled Continuously Variable Transmission (ECVT)	Standard
DRIVETRAIN	
Front-Wheel Drive	Standard
SUSPENSION	
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension	Standard

MECHANICAL AND PERFORMANCE	PRIUS
STEERING	
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard
Turning circle diameter, curb to curb (ft.)	34.2 (15-in. wheel); 36.0 (17-in. wheel)
BRAKES	
Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™	Standard
EXTERIOR DIMENSIONS (in.)	
Overall height/width/length	58.7/68.7/176.4
Wheelbase	106.3
Track (front/rear)	60.0/59.8 (15-in. wheel); 59.6/59.4 (17-in. wheel)
Ground clearance	5.3
Coefficient of drag (Cd)	0.25
INTERIOR DIMENSIONS (front/rear) (in.)	
Head room	38.6/37.6
Shoulder room	54.9/53.1
Hip room	52.7/51.2
Leg room	42.5/36.0
WEIGHTS AND CAPACITIES	
Curb weight (lb.)	3042
EPA passenger volume (cu. ft.)	93.7
Cargo volume ¹¹ (cu. ft.)	21.6
Fuel tank (gal.)	11.9
Seating capacity	5
TIRES	
All-season steel-belted radial	Standard
Spare — Temporary	Standard
MILEAGE ESTIMATES (mpg city/highway/combined)¹⁹	
	51/48/50

See numbered footnotes in Disclosures section.

Features²⁰

EXTERIOR	TWO	THREE	FOUR	FIVE		TWO	THREE	FOUR	FIVE
Projector-beam halogen headlights with auto-off feature	S	S	-	-	17-in. 5-spoke alloy wheels with P215/45R17 tires	-	-	-	S
Projector-beam halogen headlights with auto on/off feature	-	-	S	-	Washer-linked variable intermittent windshield wipers	S	S	S	S
LED headlights with auto level control, auto on/off feature and headlight cleaners	-	-	-	S	Intermittent rear window wiper	S	S	S	S
LED Daytime Running Lights (DRL) with on/off feature	S	S	S	S	UV reduction glass windshield	S	S	S	S
Integrated fog lights	-	-	-	S	Rear spoiler with LED center high-mount stop light	S	S	S	S
LED tail and stop lights	S	S	S	S	Power tilt/slide moonroof with Solar Powered Ventilation System ² and				
Hybrid Synergy Drive [®] blue accent badges	S	S	S	S	Remote Air Conditioning System ³ with sliding sunshade	-	P	P	-
Color-keyed heated power outside mirrors with folding feature	S	S	S	S	Roof-mounted antenna	S	S	S	S
15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires	S	S	S	-	In-glass AM/FM antenna	S	S	S	S
INTERIOR									
Automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls	S	S	S	S	Front door storage pockets with sculpted bottle holders	S	S	S	S
Display Audio — includes 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB port ²¹ with iPod ^{®22} connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access and music streaming via Bluetooth ^{®23} wireless technology	S	-	-	-	Rear fold-down center armrest with two cup holders	S	S	S	S
Display Audio with Navigation ⁴ and Entune ^{®55} — includes 6.1-in. touch-screen with integrated backup camera ²⁴ display, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Radio ²⁵ with 90-day complimentary trial, HD Radio ^{TM26} with iTunes [®] Tagging ²⁷ auxiliary audio jack, USB port ²¹ with iPod ^{®22} connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth ^{®23} wireless technology	-	S	-	-	60/40 split fold-down rear seats with adjustable headrests	S	S	S	S
Entune ^{®55} — includes Bing TM , iHeartRadio, MovieTickets.com, OpenTable [®] and Pandora [®] ; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune ^{®55} services is complimentary for three years. See toyota.com/entune for details.	-	S	S	S	Fold-forward rear outboard headrests	S	S	S	S
Display Audio with Navigation ⁴ , Entune ^{®55} and JBL [®] — includes 6.1-in. touch-screen with integrated backup camera ²⁴ display, AM/FM CD player with MP3/WMA playback capability, eight JBL [®] GreenEdge TM speakers with amplifier, SiriusXM Radio ²⁵ with 90-day complimentary trial, HD Radio ^{TM26} with iTunes [®] Tagging ²⁷ auxiliary audio jack, USB port ²¹ with iPod ^{®22} connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth ^{®23} wireless technology	-	-	S	S	Cruise control	S	S	S	S
Premium HDD Navigation ⁴ with Entune ^{®55} and JBL [®] — includes 7-in. high-resolution touch-screen with split-screen capability and integrated backup camera ²⁴ display, AM/FM CD player with MP3/WMA playback capability, eight JBL [®] GreenEdge TM speakers with amplifier, SiriusXM Radio ²⁵ with 90-day complimentary trial, HD Radio ^{TM26} with iTunes [®] Tagging ²⁷ auxiliary audio jack, USB port ²¹ with iPod ^{®22} connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth ^{®23} wireless technology	-	-	P	P	Dynamic Radar Cruise Control (DRCC) ⁷	-	-	-	P
Entune ^{®55} — includes Bing TM , iHeartRadio, MovieTickets.com, OpenTable [®] and Pandora [®] ; XM Data Services including NavTraffic ^{TM25} , NavWeather TM , Fuel, and Sports & Stocks. Access to Entune ^{®55} services is complimentary for three years. See toyota.com/entune for details.	-	-	P	P	Tilt/telescopic steering wheel with audio, climate, Multi-Information Display and Bluetooth ^{®23} hands-free phone controls	S	-	-	-
Multi-Information Display with fuel consumption history, average fuel economy, distance to empty, average speed, trip distance, energy monitor, Hybrid System Indicator and ECO Savings Record	S	S	S	S	Tilt/telescopic steering wheel with audio, climate, Multi-Information Display, Bluetooth ^{®23} hands-free phone and voice-command controls	-	S	-	-
Touch Tracer Display	S	S	S	S	SofTex [®] -trimmed tilt/telescopic steering wheel with audio, climate, Multi-Information Display, Bluetooth ^{®23} hands-free phone and voice-command controls	-	-	S	S
Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S	S	-	-	SofTex [®] -trimmed tilt/telescopic steering wheel with audio, climate, Multi-Information Display, Bluetooth ^{®23} hands-free phone, voice-command, Dynamic Radar Cruise Control (DRCC) ⁷ and Lane Keep Assist (LKA) ⁹ controls	-	-	-	P
SofTex [®] -trimmed heated front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	-	-	S	S	Electronic shift lever with Hybrid Synergy Drive [®] blue accent	S	S	S	S
					Digital instrumentation with speedometer, fuel gauge, odometer, instant fuel economy, shift-position indicator and EV ¹⁶ /ECO/POWER Mode indicators	S	S	S	S
					Remote keyless entry system with lock, two-stage unlock and panic functions	S	S	S	S
					Smart Key System ²⁸ on driver's door with Push Button Start and remote illuminated entry	S	-	-	-
					Smart Key System ²⁸ on three doors with Push Button Start and remote illuminated entry	-	S	S	S
					Power windows with auto up/down, jam protection in all positions and retained-power features	S	S	S	S
					Rear window defogger with timer	S	S	S	S
					Power door locks with shift-linked automatic locking feature with anti-lockout feature	S	S	S	S
					Auto-dimming rearview mirror	-	-	S	S
					Overhead console with maplights and shift illumination	S	S	S	S
					Center console with armrest, storage compartment, two front cup holders, wire-management feature and 12V auxiliary power outlet	S	S	S	S
					Passenger-side dual glove compartment	S	S	S	S
					Cargo area under-floor storage and side-panel storage	S	S	S	S
					Cargo area tonneau cover with clasp for under-floor stowage	S	S	S	S
					Two front 12V auxiliary power outlets	S	S	S	S
					Dual sun visors with illuminated vanity mirrors	S	S	S	S
					Remote hood and fuel-filler releases	S	S	S	S
					Rear dome light and cargo area light	S	S	S	S
					Retractable assist grips at all doors	S	S	S	S

See numbered footnotes in Disclosures section.

Features (continued)

SAFETY AND CONVENIENCE

	TWO	THREE	FOUR	FIVE
STAR SAFETY SYSTEM ™ Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) ²⁹ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ³⁰ and Smart Stop Technology (SST) ³¹	S	S	S	S
Driver and front passenger Advanced Airbag System ³²	S	S	S	S
Driver and front passenger seat-mounted side airbags, driver knee airbag, and front and rear side curtain airbags ³²	S	S	S	S
Driver and front passenger active headrests ³³	S	S	S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger seatbelts	S	S	S	S
Adjustable front seatbelt shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters	S	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	S	S
Child-protector rear door locks	S	S	S	S

	TWO	THREE	FOUR	FIVE
Energy-absorbing collapsible steering column	S	S	S	S
Side-impact door beams	S	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	S
Tire Pressure Monitor System (TPMS) ³⁴	S	S	S	S
Vehicle Proximity Notification System (VPNS)	S	S	S	S
Safety Connect ^{®6} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. Complimentary one-year trial subscription.	-	-	P	P
Pre-Collision System (PCS) ⁸	-	-	-	P
Lane Keep Assist (LKA) ⁹	-	-	-	P
Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator	-	-	P	P
Hill Start Assist Control (HAC) ³⁵	S	S	S	S
Engine immobilizer ³⁶	S	S	S	S

S = Standard -- = Not Available P = Feature is available as part of an option package.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa[®]

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa[®] adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

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 *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, 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 *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota 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 Genuine Toyota 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 *Warranty and Maintenance Guide* or see your Toyota dealer.

DISCLOSURES

1. Packages cannot be combined. **2.** The Solar Powered Ventilation System uses an electric fan to draw outside air into, through, and out of the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature to near the outside ambient temperature to help make the cabin more comfortable when reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner. **3.** Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load and/or if the battery charge is low. See your *Owner's Manual* for further information. **4.** Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your *Navigation System Owner's Manual* or contact XM for details. **5.** Always drive safely, obey traffic laws and focus on the road while driving. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies. For enrollment, cost and more details, see toyota.com/entune. **6.** Available on select Toyota models. Contact with the Safety Connect® response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Safety Connect®-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected. **7.** Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important instructions and cautions. **8.** The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors such as speed, driver input and road conditions. See your *Owner's Manual* for further information. **9.** Lane Keep Assist is designed to read the lane markers of certain roads and apply slight torque to the steering wheel to help keep the car in the center of the lane. If the vehicle approaches the outer limits of its lane, the Lane Departure Warning feature sounds a warning tone and applies slight torque to the steering wheel to notify the driver that corrective action may be required. These features are not a collision-avoidance system and are not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your *Owner's Manual* for further information. **10.** This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. **11.** Cargo and load capacity limited by weight and distribution. **12.** The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. If the film is installed by anyone else, the Toyota "Parts Only" warranty—12 months—will be applicable instead. Please see dealer for details. **13.** 17 in. performance tires are often expected to experience greater tire wear than conventional tires. Tire life may be substantially less than 24,000 miles depending upon tires used and driving conditions. **14.** Springs are available only for Prius Plus Performance Package. **15.** Available for vehicles with factory security. **16.** CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. **17.** 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 **18.** Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. **19.** 2013 EPA-estimated mileage. Actual mileage will vary. **20.** Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. **21.** May not be compatible with all mobile phones, MP3/WMA players and like models. **22.** iPod® is a registered trademark of Apple Inc. All rights reserved. **23.** The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. **24.** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **25.** XM services require a subscription after trial period, and are sold separately or as a package. **Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. **26.** HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. **27.** iTunes® Tagging is a registered trademark of Apple Inc. All rights reserved. **28.** The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **29.** 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. **30.** 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. **31.** 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. Please see your *Owner's Manual* for further details. **32.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. **33.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **34.** The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. **35.** Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **36.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org

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.

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. Prototypes shown. Actual production vehicles may vary.