



02 PRIUS

Prius shown in Blue Moon Pearl.

WHEN IT SEES RED, IT CHARGES.

You've heard people say their car was "smart-looking." And you've heard people say their car was "a smart purchase." But never that their car is "so smart it uses a gas engine and an electric motor to get 52 miles per gallon in the city and 45 on the highway."¹ Or that "It's so smart that its self-contained hybrid power system never has to be recharged by an outside source." And of course you never hear: "It's so smart it reduces noise and emissions to help preserve the environment." You don't hear most people talk about their cars that way. But then, most people don't drive a Prius.

¹See Specifications page for more information on mileage estimates.

STANDARD FEATURES

- Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights
- Liquid crystal multi-information display panel with energy monitoring, outside temperature and audio status modes
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with engine immobilizer
- Power windows with driver's window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Driver and front passenger air bag Supplemental Restraint System (SRS)*
- Rear-seat Child Restraint System (CRS) top tether anchors and ISO-FIX lower anchor points
- Internal trunk-release handle
- Remote trunk, hood and fuel-filler door releases
- Deluxe AM/FM ETR/Cassette with 4 speakers
- 12-volt auxiliary power outlet
- CFC-free 2-way flow automatic climate control with air filtration
- Center console with storage and dual front and rear cup holders
- Fabric-trimmed rear bench seat with separate headrests
- Fabric-trimmed 4-way adjustable front seats with adjustable headrests and seatback pockets
- Fabric-trimmed door panels with storage pockets
- Digital quartz clock
- Tilt steering wheel
- Dual sun visors with driver and passenger vanity mirrors
- P175/65R14 low rolling-resistance tires on 14" aluminum alloy wheels
- Color-keyed rear spoiler
- Aerodynamic multi-reflector halogen headlamps
- Color-keyed front and rear bumpers and door handles
- Dual color-keyed power remote outside mirrors
- Washer-linked variable intermittent windshield wipers
- Tinted thermal absorption glass with ceramic rear window sunshade
- Heavy-duty electric rear window defroster

AVAILABLE OPTIONS

- Cruise control
- Touch-screen DVD navigation system¹
- Driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)*
- Daytime Running Lights (DRL)

¹The Toyota touch-screen 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. See your navigation Owner's Manual and your Toyota dealer for further details.

*The Toyota driver, front passenger and front seat-mounted side-impact air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side-impact air bags are designed to inflate in severe side-impact collisions. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the air bag modules and do not lean against the door. Do not put objects in front of an air bag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

COLORS



Silver Strata Metallic with Gray Interior



Super White with Gray Interior



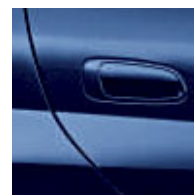
Aqua Ice Opalescent with Gray Interior



Electric Green Mica with Gray Interior



Blue Moon Pearl with Gray Interior



Brilliant Blue Pearl with Gray Interior

SPECIFICATIONS
Toyota Hybrid System (THS)
Mechanical/Performance

Gasoline engine	
Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.5 liters (1,497 cc)
Bore x stroke	75.0 mm x 84.7 mm
Compression ratio	13.0:1
Valvetrain	Double overhead cam (DOHC) 16-valve 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 system (TDI)
Horsepower	70 hp @ 4,500 rpm
Torque	82 lb.-ft. @ 4,200 rpm
Emissions rating	Super Ultra Low Emission Vehicle (SULEV) ³

Electric Motor/Generator/Power Storage

Motor type	Permanent magnet
Power output	33 kW/44 hp @ 1,040–5,600 rpm
Torque	350 N-m/258 lb.-ft. @ 0–400 rpm
Battery type	Sealed Nickel-Metal Hydride (Ni-MH) ⁴
Output	273.6 V (228 1.2-V cells)
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 (ft.)	31.5
Brakes	Power-assisted ventilated front disc/rear drum with standard Anti-lock Brake System (ABS) and regenerative braking

Exterior Dimensions (IN.)

Overall height	57.6
Overall width	66.7
Overall length	169.6
Wheelbase	100.4
Track (front/rear)	58.1/58.3
Coefficient of drag (Cd)	0.29
Ground clearance	4.9

Interior dimensions front/rear (IN.)

Head room	38.8/37.1
Shoulder room	52.8/52.2
Hip room	50.7/51.9
Leg room	41.2/35.4

Weights and Capacities

Curb weight (lbs.)	2,765
Seating capacity	5
Passenger volume (cu. ft.)	88.6
Cargo volume (cu. ft.)	11.8
Fuel tank (gal.)	11.9

Tires

Standard	P175/65R14 low rolling-resistance tires on aluminum alloy wheels
Spare	Temporary

Mileage Estimates (mpg city/highway/combined)⁵

52/45/48

³California Air Resources Board SULEV-certified for California and some Northeastern states. ULEV-certified for the rest of the country. For more information about the certification process and criteria, please see www.arb.ca.gov.

⁴Hybrid vehicle battery assembly has an expected life of 10 years.

⁵Preliminary mileage estimates determined by Toyota. Final EPA mileage estimates not available at time of printing. See your Toyota dealer for details.

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 printing, 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).

1-800-GO-TOYOTA
Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-GO-TOYOTA and tell us your story.
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