



04 PRIUS

Prius shown in Millennium Silver Metallic with available Package #9

LOW EMISSIONS. HIGH HOPES.

Start experiencing the next generation 2004 Toyota Prius with Hybrid Synergy Drive.®

A solution with no cords attached. You could call it low emission wizardry, but it's really a new gas/electric hybrid powerplant that makes Prius more fuel-efficient and powerful. Not to mention, more planet-sensitive than ever before. What's the catch, you ask? There isn't one. With Prius, you can now make a difference without making a sacrifice. Prius has the best fuel-efficiency rating of any mid-size car, with an unheard-of combined city/highway mpg estimate of 55.¹ As for performance, Prius is now even more powerful, with increased horsepower and torque. All this, and you never have to plug it in for re-charging. We're not exaggerating when we say Prius will help clean our skies. It's 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 Acronyms aside, this means that Prius has the best emissions rating of any gasoline-fueled car. Then there's Prius' sleek aerodynamic profile which not only cheats the wind, but also gives the 4-door liftback its futuristic appearance and contributes to Prius' superb fuel economy. Unleash the power to move forward. The 2004 Prius.

¹2004 EPA-estimated 60 city/51 highway/55 combined mpg. Actual mileage may vary.

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

MODEL GRADE FEATURES

EXTERIOR

| | | | |
|---|---|---|---|
| 15" 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 | P |
| 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 | Fabric 4-way adjustable front seats with adjustable headrests and seatback pockets | S |
| Liquid crystal multi-information display panel with energy monitoring, fuel consumption, climate control, outside temperature and audio status modes | S | Fabric 60/40 split fold-down rear seats with fold-down center armrest and adjustable headrests in all seating positions | S |
| Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights | S | Defroster-linked CFC-free automatic climate control with electric inverter compressor air conditioning, humidity sensor and air filtration | S |
| Cruise control | S | Dual compartment glove box | S |
| Remote keyless entry system with 2-stage unlocking, panic function and remote illuminated entry | S | Digital quartz clock | S |
| Electronic shift lever | S | Two 12V auxiliary power outlets | S |
| Deluxe AM/FM CD with six speakers | S | Dual illuminated visor and vanity mirrors | S |
| Cargo area side panel and under-floor storage | S | Retractable passenger assist grips at all doors | S |
| Tilt steering wheel with audio, climate control and navigation function controls ⁹ | S | Front and rear dome lights | S |
| Power windows with driver-side auto-up/down and retained-power features | S | Smart Entry & Start system | P |
| Power automatic door locks with anti-lockout feature | S | Auto-dimming electrochromic rearview mirror with HomeLink® ¹⁰ universal transceiver | P |
| Center console armrest with storage compartment, drawer, and dual front and rear cup holders | S | JBL Premium 3-in-1 AM/FM Cassette/6-disc in-dash CD changer, 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 |
| Overhead console with maplights | S | | |
| Fabric-trimmed door panels with storage pockets and bottle holders in front doors | S | | |

S = Standard

P = Available only as part of a package.

AVAILABLE PACKAGES¹¹

| | Package #1 (RW) | Package #2 (GY) | Package #3 (AF) | Package #4 (AG) | Package #5 (AI) | Package #6 (BI) | Package #7 (AM) | Package #8 (BG) | Package #9 (BC) |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Intermittent rear window wiper | • | | • | • | • | • | • | • | • |
| Driver and front passenger seat-mounted side and front and rear side curtain airbags ⁵ | | • | • | | • | • | • | | • |
| Anti-theft system and auto-dimming electrochromic rearview mirror with HomeLink® ¹⁰ universal transceiver | | | | • | • | | • | • | • |
| Smart Entry & Start system | | | | • | | • | • | • | • |
| High Intensity Discharge (HID) headlamps, integrated fog lamps and Vehicle Stability Control (VSC) ⁸ | | | | | | | • | | • |
| JBL Premium 3-in-1 AM/FM Cassette/6-disc in-dash CD changer, nine speakers in seven locations and FM diversity reception | | | | | • | | | • | • |
| Voice-activated DVD navigation system ³ with hands-free phone capability via Bluetooth™ ⁴ technology | | | | | | | | • | • |

³The Toyota voice-activated 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.

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

⁵The 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 exceeds the design threshold level.

The side airbags and side curtain airbags are designed to inflate in 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.

⁶See your Toyota dealer for more details on roadside assistance and basic maintenance.

⁸Toyota 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.

⁹Controls included based on vehicle equipment.

¹⁰HomeLink® is a registered trademark of Johnson Controls, Inc.

¹¹Packages cannot be combined.

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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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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



Standard 15"
aluminum
alloy wheels

SPECIFICATIONS

Toyota Hybrid System (THS)

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 (1,497 cc)

Bore x stroke

75.0 mm x 84.7 mm

Compression ratio

13.0:1

Valvetrain

4-valve/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 @ 5,000 rpm (57 kW @ 5,000 rpm)

Torque

82 lb.-ft. @ 4,200 rpm (111 N-m @ 4,200 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 @ 1,200–1,540 rpm (50 kW @ 1,200–1,540 rpm)

Torque

295 lb.-ft. @ 0–1,200 rpm (400 N-m @ 0–1,200 rpm)

Voltage

500V maximum

Traction Battery

Type

Sealed Nickel-Metal Hydride (Ni-MH)¹²

Power output

28 hp (21 kW)

Voltage

201.6V

Hybrid System Net Power¹³

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 (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 front/rear (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 (lbs.)

2,890

Seating capacity

5

Passenger volume (cu. ft.)

96.2

Luggage capacity (cu. ft.)

16.1

Fuel tank (gal.)

11.9

Tires

Standard

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

Spare

Temporary

¹2004 EPA-estimated 60 city/51 highway/55 combined mpg. Actual mileage may vary.

²PZEV-rated by the California Air Resources Board. Meets Tier 2-Bin

³Federal emissions standard. For more information please visit www.arb.ca.gov.

¹²Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing

¹³Net power is defined as engine power output plus battery power output.

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).