

05 // prius





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.

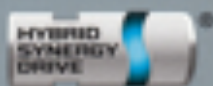
1. See Combinations section footnote 10 for more information on EPA-estimated combined mpg.

2. See Combinations section footnote 11 for more information on AT-PZEV rating.



↑ *Prius* shown in Seaside Pearl

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.



The power to move forward.



So advanced it makes the future seem obsolete.



↑ **PRIUS** interior features steering wheel-mounted controls and a multi-information screen

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 system¹ 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.

1. See Combinations section footnote 3 for more information on Toyota's DVD navigation system.

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

3. See Combinations 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 Combinations section footnote 6 for more information on Toyota's Brake Assist.

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



↑ Prius blows away the hybrid misconceptions with comfortable seating for five.



↑ Look, no hands! Prius' available cell phone screen with Bluetooth[®] technology for hands-free calling.

↓ Thanks to its numerous advanced safety features, Prius helps preserve more than just our resources.

But the forward thinking doesn't stop there. Prius also offers standard driver and front passenger dual-stage airbags¹ and available front seat-mounted side airbags and front and rear side curtain airbags.¹ Other advanced safety features include Traction Control (TRAC), an Anti-lock Brake System (ABS) with Brake Assist¹ and available Vehicle Stability Control (VSC).¹ Prius. Part gas. Part electric. Part time machine.





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Comes with everything but a catch.



↑ **PRIUS** shown in Tideland Pearl

Ⓟ 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, a 60/40 split fold-down rear bench seat, an easy-access rear liftback and Complimentary Roadside Assistance,¹ the mid-size Prius is proof you can indeed have it all. No strings — or cords — attached.

1. See Combinations section footnote 7 for more information.



↑ With Prius' 60/40 split fold-down rear bench seat and over 16 cu. ft. of luggage capacity, the future does indeed hold many things.



PRIUS



Standard 15-in. aluminum alloy wheel

FABRIC

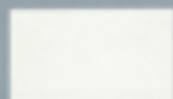
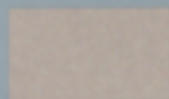
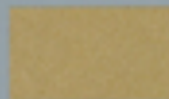
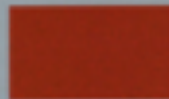
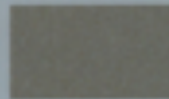


Fabric in Ivory



Fabric in Gray

COLOR

Super White with
Ivory/Brown or
Gray/Burgundy interiorMillennium Silver
Metallic with Gray/
Burgundy interiorDriftwood Pearl with
Ivory/Brown interiorSalsa Red Pearl with
Ivory/Brown interiorTideland Pearl with
Ivory/Brown interiorSeaside Pearl with
Ivory/Brown interiorBlack with Ivory/Brown
Gray/Burgundy interior

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 an 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.

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, custom 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.

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 seatback. Do not use forward-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 hold 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.

9. Packages cannot be combined.

10. 2005 EPA-estimated 50-city/52 highway/50 combined mpg. Actual mileage may vary.

11. 41-42 city-rated by the California Air Resources Board. Meets Tier 2-Bin 2 Federal emissions standard. For more information please visit www.arb.ca.gov.

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

13. Available for vehicles with factory remote keyless entry system.

14. Available for vehicles with factory security.

05 // 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 bench seat 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 [®] 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 ² with hands-free phone capability via Bluetooth [™] technology	P

Safety and Convenience

Driver and front passenger dual-stage airbags ³	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 ⁴	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 ⁵	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 ³	P
Engine immobilizer	S	Vehicle Stability Control (VSC) ⁶	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.

05 // packages⁷

	Package #1 (GY)	Package #2 (AG)	Package #3 (BI)	Package #4 (JM)	Package #5 (AO)	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 [®] universal transceiver		•			•	•
Smart Key System		•	•	•	•	•
High Intensity Discharge (HID) headlamps, integrated fog lamps and Vehicle Stability Control (VSC) ⁶				•		•
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 ² with hands-free phone capability via Bluetooth [™] technology						•

See numbered footnotes in the Combinations section for more information.



Hybrid Synergy Drive®

Mileage Estimates (mpg city/highway/combined)¹⁸

60/50/55

Gasoline Engine

Type	Aluminum double overhead cam (DOHC) 36-valve VVT-i 4-cylinder
Displacement	1.5 liters (1457 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 (AF-PZEV) ¹⁹

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) ²⁰
Power output	28 hp (21 kW)
Voltage	201.6V
Hybrid System Net Power	100 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 front/rear (in.)

Head room	39.1/37.1
Shoulder room	55.3/53.0
Hip room	52.6/51.6
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.)	35.1
Fuel tank (gal.)	11.9

Tires

Standard	P185/65R15
Spare	Temporary

ACCESSORIES

Add a personal touch to your Prius with Toyota options and accessories. Remember, Toyota vehicles are built with popular option combinations. Not all options are available separately, and some options and accessories may not be available in all regions of the country. So see your Toyota dealer, who can help you locate the Prius that's right for you.

- Rear bumper applique
- Wheel locks
- Auto-dimming electrochromic rearview mirror with HomeLink® universal transceiver
- Ashtray
- Carpeted floor mats
- Carpeted trunk mat
- First aid kit
- Cargo tote
- Cargo net
- Vehicle Intrusion Protection (VIP) RCS1200 security upgrade²¹
- All-weather mats
- Glass Breakage Sensor (GBS)²²
- 6-disc in-dash CD changer



MR2 SPYDER



CELICA



MATRIX



AVALON



CAMRY



CAMRY SOLARA



COROLLA



ECHO



PRIUS



LAND CRUISER



SEQUOIA



4RUNNER



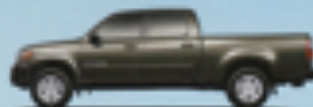
HIGHLANDER



RAV4



SIENNA



TUNDRA



TACOMA



Moving Forward is the Toyota way. Our eyes are always on the road ahead. Striving to find ways to be safe. Go farther on a tank of gas. To help the earth go further on its limited resources. Moving Forward is embedded in our DNA. It's shared by our dealers, and ultimately, inspired by our customers.

To find out more about Prius and the rest of our dependable lineup, visit www.toyota.com



Hybrid Synergy Drive[®] powering both the Prius and Highlander Hybrid[®] combines a clean-burning gas engine with an efficient electric motor to deliver excellent performance, fuel economy and low emissions. And you never need to plug it in. Hybrid Synergy Drive[®]—the power to move forward.

*Highlander Hybrid pre-production unit shown. Production vehicle may vary (coming 2005).

Some vehicles go 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 standard 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 1-800-331-4333.

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Little in U.S.A. (375M)

