

2012

Prius Family



Prius v

Prius c



Prius



make things better.

Three words that influence everything we do at Toyota. They shape our commitment to safety and reliability, proven by the fact that 80% of Toyotas built in the past 20 years are still on the road today*.



FRONT COVER

Prius v with Touring Package shown in Clear Sky Metallic.
Prius c shown in Absolutely Red.
Prius with Touring Package shown in Classic Silver Metallic.

They are words that inspire innovation, with breakthrough technologies like our Hybrid Synergy Drive and the Star Safety System™. They shape our commitment to this country, from our Canadian manufacturing plants, to the programs we support in communities big and small. At Toyota, we all strive to make things better, in our products, our services and in the lives of our customers. It's how we approach everything we do, every day.

*Based on R. L. Polk Canada Inc. Canadian Vehicle In Operation data as of July 1, 2008, for model years 1989-2008. Actual longevity of any vehicle will vary based upon operating conditions.

Prius c



Prius



Prius v



Meet the Prius family: Prius, Prius v and Prius c. There's the original one, the bigger one and the smaller one. Now in its 3rd generation, the Prius paved the way for its siblings with over 1000 patents and 2.4 million sold worldwide. The restyled Prius sets the hybrid standard with innovative features and technology. If more room is what you need, Prius v has 50% more cargo space. You get the space of a small SUV and the fuel economy of a Prius. And the newest member of the family, the Prius c. In addition to its compact size and nimble handling, it has the highest rated fuel-efficiency in Canada for a vehicle without a plug. Fuel-efficiency never looked so good or was so much fun to drive. It's the perfect choice for city driving. No matter what you're looking for, there's a Prius size and price for you. That's how we make things better.

Prius c Technology with Premium Package shown in Absolutely Red.
Prius with Touring Package shown in Classic Silver Metallic.
Prius v with Touring Package shown in Blue Ribbon Metallic.

Prius c

Meet the all new 2012 Toyota Prius c, the smallest member of the Prius Family and the most affordable Prius ever. With a combined city/highway fuel consumption rating of 3.7 L/100 km², it is the highest rated fuel-efficient vehicle in Canada without a plug. Prius c’s spacious and versatile interior, premium list of standard features and clever city-friendly size make it the perfect fun to drive car through any urban landscape.



Prius c Technology shown in Classic Silver Metallic.

FUEL CONSUMPTION²
3.5 City/4.0 Highway L/100 km
1.5-litre, 4-cylinder with Hybrid Synergy Drive

The standard Multi-Information Display lets you interact with your Prius c to access a wide variety of data, such as driving range, fuel consumption, elapsed time and outside temperature. It can even evaluate your driving habits and show you exactly how you can save on fuel and improve your overall driving experience. Prius c also comes available with a host of impressive features typically found in higher priced vehicles, including a power moonroof, heated power mirrors, and heated front seats.



The available Display Audio System with Navigation⁴ is fully loaded with fantastic features and functionality, like a 6-inch touchscreen, Bluetooth^{®3} wireless music streaming, and a unique “text to voice” feature that converts text messages from your phone into voice messages through the speakers.

Prius c features a large rear hatch that opens up wide for easy access to its spacious 17 cu.ft. cargo area.



The seats are available in a supple SofTex material trim – it’s manufacturing process generates fewer CO₂ Emissions and Volatile Organic Compounds (VOCs) than conventional synthetic leather.



The available 60/40 split fold-down rear seats offer a wide variety of custom seating and cargo configurations.

Prius

Toyota’s iconic hybrid, the restyled 2012 Prius has shown that there can be consensus among many different types of drivers. Those who demand fuel efficiency, and those who need to get from point A to B quickly. 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.



Prius with Touring Package shown in Barcelona Red Metallic.

FUEL CONSUMPTION²
3.7 City/4.0 Highway L/100 km
1.8-litre, 4-cylinder with Hybrid Synergy Drive

The 2012 Prius is designed with cutting-edge technology to make your life that much easier. Take the guesswork out of venturing into the unknown with the available voice-activated touch-screen HDD navigation system⁴ which lets you map your whereabouts with the simple touch of a finger. For especially hot days, Prius can start cooling itself before you even get in, by simply using your key fob to activate the available remote A/C system. The interior can cool to your preset temperature level without even turning the engine on.



Getting comfortable in the spacious interior is easy, thanks to the available 8-way power adjustable driver’s seat with power lumbar support.

Touching the steering wheel-mounted controls will bring up the Touch Tracer Display, which lets you adjust cabin temperature settings, audio mode and volume.

The available Display Audio System with Navigation⁴ features a 6-inch touchscreen with Bluetooth^{®3} wireless music streaming, a unique “text to voice” feature and so much more.



When Prius is parked in direct sunlight, the available high-tech Solar Roof panels can power a fan that brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.



The available LED headlamps help reduce the electricity consumed by the headlamps approximately 20% to 30%, aiding the overall efficiency of Prius.

Prius v

The 2012 Prius v offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo area is not only 50% larger than Prius, but also loaded with versatile features nearly everywhere you look. And Prius v delivers the highest fuel efficiency of any sport or crossover utility vehicle with a combined city highway rating of 4.6 L/100 km². Considering all of the benefits that Prius v has in store, it looks like the future is shaping up nicely. More Prius, more possibilities.



The innovative Prius v with Touring Package shown in Clear Sky Metallic.

FUEL CONSUMPTION²
4.3 City/4.8 Highway L/100 km
1.8-litre, 4-cylinder with Hybrid Synergy Drive

Prius v is ready for anything. Its reclining rear seats and roomy leg and head room make those especially long trips that much more relaxing. In addition to its cavernous cargo area, Prius v also offers a wealth of smaller storage compartments, including a Glove Box, Upper Glove Box, Centre Console with sideways opening, Frontal Tray, sliding Cupholder and Storage Space behind the rear seats.

Pop open the rear hatch and you'll unveil a full 0.97m³ (34.3 cu.ft.) of cargo space.



Prius v is brimming with available features that help you do everything from selecting a song from your MP3 player, using the voice activated Display Audio System, to parallel parking with just a simple touch of a button.



The rear seats offer a remarkable array of custom seating and cargo configurations. For instance, the rear seats not only slide forward and backward, but also recline, or fold forward for longer loads.



The available resin panoramic view moonroof with power shades, offers an entirely new window to the world above.

The World's Most Proven Hybrids

Over 40 years of research and development are built into every Toyota hybrid. While most manufacturers are just introducing their first hybrids, Toyota hybrids have had over 10 years of real world experience. And with over 3 million hybrid vehicles sold worldwide, Toyota hybrids are not only the world's best selling hybrids, they are the most proven available today. So, it's no wonder why Canadians put their trust in Toyota's Hybrid Synergy Drive – Cleaner. Efficient. Powerful.* Proven.



Cleaner. Efficient. Powerful.*

Hybrid Synergy Drive combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional vehicles⁹ and offer economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel economy.

TOYOTA HYBRID FACTS

- Toyota offers Canada's most affordable and extensive lineup of hybrids, from the subcompact and fun-to-drive Prius c to the popular Camry Hybrid sedan to the 7-seater Highlander Hybrid SUV.
- Are among the most fuel-efficient vehicles² in Canada. Prius c is Canada's most fuel-efficient vehicle² without a plug. Prius has won multiple awards for fuel efficiency since its introduction over 10 years ago.
- Canadian fleets have been driving Toyota hybrids for over a decade logging millions of kilometres, with some vehicles over 500,000 km.
- Backed by the most experienced hybrid-trained Dealer network in Canada and an 8 year/160,000 km hybrid warranty on hybrid related components.**

To learn more about Toyota's lineup of hybrid vehicles, please visit toyota.ca.

STARTING From initial "light" or "moderate" acceleration to low speeds, Prius is powered solely by a high-torque electric motor.^A



NORMAL RUNNING In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed.



DECELERATION/BRAKING When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery.



FULL ACCELERATION Under full throttle acceleration, both the gasoline engine and the electric motor are committed to providing power to the wheels.



STOPPING When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.^B



ELECTRIC MOTOR The compact, lightweight electric motor is powerful and capable of propelling Prius without help from the gasoline engine.



GENERATOR The electric motor can also act as a generator by recapturing kinetic energy to help charge the hybrid battery.



GASOLINE ENGINE The gasoline engine employs the Atkinson Cycle which optimizes the durations of the engines four strokes to maximize fuel efficiency.

^AGasoline engine utilized for acceleration on cold starts and full acceleration.
^BThe preceding are based on a "likely scenario" for driving conditions.



FEEDBACK TO THE DRIVER A set of digital readouts located on the ECO driver monitor provides constant feedback to the driver. You can instantaneously monitor your fuel consumption or use the Hybrid System indicator to help optimize your fuel efficiency.



DIFFERENT MODES FOR DIFFERENT TYPES OF DRIVING. ECO mode helps reduce fuel consumption. EV mode runs solely on battery power for up to 1.6 kms under certain conditions. And Power mode increases gas pedal response for enhanced acceleration. (Power mode not available on Prius c)

*Claims are with respect to comparisons against similarly equipped conventional powered and diesel vehicles and are based on North American sales data, Federal Tier 2 engine emission standards, and 2012 Fuel Consumption Guide.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

Safety

Toyota’s commitment to continuous improvement is especially evident in the many safety technologies integrated into Prius vehicles. You can breathe easy knowing that Prius c, Prius and Prius v come equipped with a host of safety features designed to help you avoid accidents in the first place and to protect you in the event of a collision.



DYNAMIC RADAR CRUISE CONTROL/ PRE-COLLISION SYSTEM (PCS)

Prius and Prius v are available with Dynamic Radar Cruise Control, which senses the vehicle ahead and automatically adjusts your vehicle speed to allow for a safe and comfortable distance between vehicles. The available Pre-Collision System is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help reduce collision damage.



[1] CRUMPLE ZONES

Front and rear energy-absorbing crumple zones and a collapsible steering column are designed to help dissipate impact forces in a collision and help protect occupants.

[2] AIRBAGS¹

Prius vehicles come equipped with standard dual stage driver and front passenger airbags, front seat-mounted side airbags, a driver knee airbag, and front & rear head/side curtain airbags. The Prius c also includes front seat cushion airbags.

[3] VEHICLE PROXIMITY NOTIFICATION SYSTEM

When travelling below 20 km/h and running solely on electric power, the Vehicle Proximity Notification System emits a series of tones to help alert pedestrians of the vehicle’s presence.

[4] LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) are included on all outboard second-row seats.

[5] DIRECT TIRE PRESSURE MONITOR SYSTEM

The tire pressure monitor system evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

STAR SAFETY SYSTEM™

2012 Prius vehicles come standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place. The Star Safety System™ includes Vehicle Stability Control (VSC),⁵ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA),⁶ and Smart Stop Technology (SST).⁷

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁵

TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by “pulsing” brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST

Detects sudden or “panic” braking and adds the full pressure needed to help prevent a collision.⁶

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁷

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit toyota.ca for more details.

2012 Colours

Prius c



040	Alpine White ^{C,D}
082	Moonglow ^{C,D}
1F7	Classic Silver Metallic ^{C,D}
1G3	Magnetic Grey Metallic ^{C,D}
209	Black Sand Pearl ^{C,D}
3P0	Absolutely Red ^{C,D}
4V7	Mandarin Orange ^{C,D}
774	Summer Rain Metallic ^{C,D}
8T7	Blue Streak Metallic ^{C,D}

Prius



070	Blizzard Pearl ^{E,F}
1F7	Classic Silver Metallic ^{E,F}
202	Black ^{E,F}
3R3	Barcelona Red Metallic ^{A,B}
781	Sea Glass Pearl ^{A,B}
8S6	Nautical Blue Metallic ^{E,F}
8V1	Winter Grey Metallic ^{E,F}

Prius v



040	Alpine White ^E
070	Blizzard Pearl ^F
1F7	Classic Silver Metallic ^{E,F}
1G3	Magnetic Grey Metallic ^{E,F}
202	Black ^{E,F}
3R3	Barcelona Red Metallic ^{A,B}
787	Clear Sky Metallic ^{E,F}
8T5	Blue Ribbon Metallic ^{E,F}

Please see your Toyota Dealer for details.

Interior colour options

^A Bisque Fabric. (Prius, Prius v)
^B Bisque SofTex. (Prius, Prius v)

^C Black/Grey Fabric. (Prius c)
^D Black SofTex. (Prius c)

^E Dark Grey Fabric. (Prius, Prius v)
^F Dark Grey SofTex. (Prius, Prius v)

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



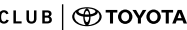
Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius c, Prius, Prius v, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. With Toyota Genuine Parts and factory-trained technicians, only your Toyota Dealer can deliver the quality service experience that you and your Toyota deserve.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.

¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Committed to Canadians, today and tomorrow.



Being a leader in the automotive industry does not simply begin and end with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across Canada fund the Toyota Canada Foundation, a non-profit organization that works to make a difference for Canadians, through direct community involvement supporting the environment, education and safety.

Through initiatives as diverse as the Toyota Earth Day Scholarship Program, Scientists in School, the Traffic Injury Research Foundation, and even the Toyota Volunteer Training Days program with Special Olympics Canada, the Toyota Canada Foundation is committed to Canadian communities, today and tomorrow.

To learn more, visit us at toyota.ca.



2012 Prius Family Features

	Prius c		Prius	Prius v
INTERIOR	Prius c	Technology	5-Door Liftback	Prius v
AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth®3 Capability	●	–	–	–
6.1" Display Audio System w/Navigation*, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth®3 Capability, Integrated XM® Satellite Radio	–	●	–	–
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth®3 Capability	–	–	●	●
Backup Camera	–	–	●	●
Air Conditioning w/Automatic Climate Controls	●	●	●	●
Cabin Air Filter, Rear Seat Heater Ducts	●	●	●	●
Front Bucket Seats	●	●	●	●
Fabric Seat Material	●	●	●	●
Driver & Front Passenger Seat w/Recline, Fore/Aft Adjustments	●	●	●	●
Driver Seat Cushion Height Adjustments	●	●	●	●
Driver Seat Power Lumbar Support	–	–	–	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●	–
60/40 Split Rear Bench Seat w/Slide, Recline Fold-Down Seat Back & Centre Armrest	–	–	–	●
All-Position Vertically Adjustable Headrests	●	●	●	●
Power Door Locks	●	●	●	●
Power Windows w/Driver Side Auto Up/Down	●	●	–	–
Power Windows w/Auto Up/Down	–	–	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●	●	●
Multi-Information Display w/ECO Drive Monitor	●	●	●	●
Dual Vanity Mirrors	●	●	●	–
Dual Illuminated Vanity Mirrors	–	–	–	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●	●	–	●
Touch Tracer Display	–	●	●	–
Carpeting, Carpet Floor Mats	●	●	●	●
Cargo Area Carpet, Tonneau Cover	–	–	●	●
Push Button Start	–	●	●	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●	●	●
Cruise Control	●	●	●	●
Digital Clock	●	●	●	●
Overhead Console Box	–	–	●	–
Centre Console w/Armrest	●	●	●	●
Rear Centre Console Box	●	●	–	–
Door Map Pockets, All-Season Floor Mats	●	●	●	●
Front Passenger Seat Back Pockets	●	●	–	–
Front Seat Back Pockets	–	–	●	●
Front & Rear Cupholders	●	●	●	●
Door Integrated Bottle Holders	–	–	–	●
Dual Compartment Glove Box	–	–	●	●
Cargo Net	–	–	●	●
Luggage Belt	–	–	–	●
Cargo Lamp, Map Lamps	–	–	●	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●	●	●
Keyless Entry	●	●	–	–
Illuminated Entry	●	●	●	●

	Prius c		Prius	Prius v
EXTERIOR	Prius c	Technology	5-Door Liftback	Prius v
15" Steel Wheels w/Full Wheel Covers	●	–	–	–
15" Aluminum Alloy Wheels, Wheel Locks	–	●	–	–
15" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks	–	–	●	–
16" Aluminum Alloy Wheels, Wheel Locks	–	–	–	●
Front & Rear Splash Guards	–	–	–	●
Rear Bumper Protector	–	–	–	●
Rear Spoiler	●	●	–	●
Chrome Grille	–	–	–	●
Electric Rear Window Defroster w/Timer	●	●	●	●
High Solar Energy Absorption Window Glass	●	●	●	●
Power Adjustable Heated Mirrors	●	●	●	●
Colour-Keyed Door Handles & Mirrors	●	●	●	●
Hybrid Blue Accented Emblems	●	●	●	●
Variable Intermittent Wipers	●	●	●	●
Intermittent Rear Window Wiper/Washer	●	●	●	●
Projector Style Halogen Headlamps	●	●	●	●
Light Emitting Diode (LED) Brakelamps	●	●	●	●

SAFETY				
STAR SAFETY SYSTEM™ Star Safety System™ – includes Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ & Smart Stop Technology (SST) ⁷	●	●	●	●
Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●	●	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●	●	●
Front Seat Cushion Airbags (SRS) ¹	●	●	–	–
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●	●	●
Driver Knee Airbag (SRS) ¹	●	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●	●	●
Front Seatbelt Anchor Height Adjusters	–	–	●	●
Driver & Front Passenger Active Headrests	–	–	●	–
Driver & Front Passenger Whiplash-Injury-Lessening (WIL) Seats	●	●	–	●
Anchor Points for Child Restraint Seats	●	●	●	●
Child Protector Rear Door Locks	●	●	●	●
Engine Immobilizer	●	●	●	●
Remote Fuel Lid Release	●	●	●	●
Low Fuel, "Key Remind" Warning Indicators	●	●	●	●
Driver & Passenger Seatbelt Warning Indicator	●	●	●	●
Direct Tire Pressure Monitoring System	●	●	●	●
Vehicle Proximity Notification System	●	●	●	●

Available Packages

	Prius c		Prius	Prius v
	Prius c	Technology	5-Door Liftback	Prius v
Prius c Premium Package	–	○	–	–
P195/50R16 All-Season Radial Tires, 16" Aluminum Alloy Wheels, Fog Lamps, Heated Front Seats, SofTex-Trimmed Seats, Power Moonroof w/Sunshade, Leather Instrument Panel, (Delete Rear Assist Grips)				
Prius Leather Package	–	–	○	–
Heated Front Seats w/Seat-Mounted High & Low Temperature Setting, Leather Seat Surfaces				
Prius Moonroof Upgrade Package	–	–	○	–
6.1" Display Audio System w/Navigation*, Integrated XM® Satellite Radio, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels				
Prius Technology Package	–	–	○	–
Integrated XM® Satellite Radio, 7" Display Audio System w/Navigation*, JBL® AM/FM CD/MP3/WMA Player, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, SofTex-Trimmed Seats, Synthetic Leather-Wrapped Steering Wheel, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels, Rear Bumper Protector				
Prius Touring Package	–	–	○	–
P215/45R17 All-Season Radial Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto Levelling Headlamp System, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor)				
Prius v Luxury Package	–	–	–	○
Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation*, Integrated XM® Satellite Radio, Heated Front Seats, SofTex-Trimmed Seats, Integrated Garage Door Opener, Resin Panoramic Moonroof, Smart Key System (Front Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps				
Prius v Touring Package	–	–	–	○
Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Automatic Headlamp System				
Prius v Touring & Technology Package	–	–	–	○
Touring Package plus: 7" Display Audio System w/Navigation*, JBL® AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist				

2012 Prius Family Specifications

	Prius c		Prius	Prius v
MECHANICAL	Prius c	Technology	5-Door Liftback	Prius v
Engine				
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	●	●	–	–
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection	–	–	●	●
Compression Ratio				
13.4:1	●	●	–	–
13.0:1	–	–	●	●
Hybrid System Net Power				
Net HP: 99 hp (74 kW) ⁸	●	●	–	–
Net HP: 134 hp (100 kW) ⁸	–	–	●	●
Electric Motor				
Permanent Magnet Synchronous Motor	●	●	●	●
HV Battery				
Sealed Nickel-Metal Hydride (Ni-MH)	●	●	●	●
Suspension				
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●	●	●
Rear: Torsion Beam Type	●	●	●	●
Drivetrain				
Vehicle Stability Control (VSC) ⁵	●	●	●	●
Traction Control (TRAC)	●	●	●	●
Hill-start Assist Control (HAC)	●	●	–	●
Transmission				
Automatic, Continuously Variable Transmission (CVT)	●	●	●	●
Brakes				
Power-Assisted, Ventilated Front Discs, Rear Drums	●	●	–	–
Power-Assisted, Ventilated Front Discs, Solid Rear Discs	–	–	●	●
Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶	●	●	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB-R)	●	●	●	●
Steering				
Electric Rack & Pinion w/Variable Power Assist	●	●	●	●
Tires				
P175/65R15, All-Season Radials, Temporary Spare Tire	●	●	–	–
P195/50R16, All-Season Radials, Temporary Spare Tire	–	○	–	–
P195/65R15, All-Season Radials, Temporary Spare Tire	–	–	●	–
P215/45R17, All-Season Radials, Compact Spare Tire	–	–	○	–
P205/60R16, All-Season Radials, Temporary Spare Tire	–	–	–	●
P215/50R17, All-Season Radials, Temporary Spare Tire	–	–	–	○

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

2012 Prius Family Specifications

DIMENSIONS	mm [in.]	Prius c		Prius	Prius v
		Prius c	Technology	5-Door Liftback	Prius v
Length	3995 [157.3]	●	●	–	–
	4480 [176.4]	–	–	●	–
	4615 [181.6]	–	–	–	●
Width	1695 [66.7]	●	●	–	–
	1745 [68.7]	–	–	●	–
	1775 [69.8]	–	–	–	●
Height (Unloaded)	1445 [56.9]	●	●	–	–
	1490 [58.7]	–	–	●	–
	1575 [62.0]	–	–	–	●
Wheelbase	2550 [100.4]	●	●	–	–
	2700 [106.3]	–	–	●	–
	2780 [109.4]	–	–	–	●
Track	Front: 1480 [58.3]	●	●	–	–
	Rear: 1475 [58.1]	●	●	–	–
	Front: 1525 [60.0]	–	–	●	–
	Rear: 1520 [59.8]	–	–	●	–
	Front: 1540 [60.6]	–	–	–	●
	Rear: 1545 [60.8]	–	–	–	●
		●	●	●	●
Seating Capacity	5	●	●	●	●
Headroom	Front: 981 [38.6]	●	●	–	–
	Rear: 937 [37.0]	●	●	–	–
	Front: 980 [38.6]	–	–	●	–
	Rear: 955 [37.6]	–	–	●	–
	Front: 1006 [39.6]	–	–	–	●
	Rear: 981 [38.6]	–	–	–	●
		●	●	–	–
Legroom	Front: 1060 [41.7]	●	●	–	–
	Rear: 888 [35.0]	●	●	–	–
	Front: 1080 [42.5]	–	–	●	–
	Rear: 914 [36.0]	–	–	●	–
	Front: 1049 [41.3]	–	–	–	●
	Rear: 911 [35.8]	–	–	–	●
		●	●	–	–
Shoulder Room	Front: 1329 [52.3]	●	●	–	–
	Rear: 1314 [51.7]	●	●	–	–
	Front: 1394 [54.9]	–	–	●	–
	Rear: 1349 [53.1]	–	–	●	–
	Front: 1421 [55.9]	–	–	–	●
Ground Clearance	Rear: 1402 [55.2]	–	–	–	●
	140 [5.5]	●	●	●	–
	145 [5.7]	–	–	–	●

[1] All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS) which, depending on the model, may include driver and front passenger airbags, a driver's knee airbag, front seat-mounted side airbags or side curtain airbags. For important safety information about the Supplemental Restraint System in a vehicle, please see the Owner's Manual or contact your local Toyota Dealer.

[2] These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

			Prius c		Prius	Prius v
CURB WEIGHT	kg (lb.)		Prius c	Technology	5-Door Liftback	Prius v
	1132 [2500]		●	●	—	—
	1380 [3042]		—	—	●	—
	1485 [3273]		—	—	—	●
CARGO CAPACITY	m³ (cu.ft.)					
	0.48 [17.1]	Behind Rear Seats	●	●	—	—
	1.12 [39.6]	Behind Front Seats	—	—	●	—
	0.44 [15.7]	Behind Rear Seats	—	—	●	—
	1.9 [67.3]	Behind Front Seats	—	—	—	●
	0.97 [34.3]	Behind Rear Seats	—	—	—	●
COEFFICIENT OF DRAG	cd					
	0.28		●	●	—	—
	0.25		—	—	●	—
	0.29		—	—	—	●
TURNING CIRCLE	m (ft.)					
	9.6 [31.4]		●	●	—	—
	10.4 [34.1]		—	—	●	—
	11.0 [36.1]		—	—	—	●
FUEL CAPACITY	litres (gal)					
	36 [7.9]		●	●	—	—
	45 [9.9]		—	—	●	●
FUEL CONSUMPTION RATING²						
City/Highway/Combined	L/100 km	mpg (imperial gallon)				
	3.5/4.0/3.7	81/71/76	●	●	—	—
	3.7/4.0/3.8	76/71/74	—	—	●	—
	4.3/4.8/4.6	66/59/61	—	—	—	●
● = Standard — = Not Available						

[3] Toyota tests certain phones for compatibility with Bluetooth technology. Some vehicles equipped with Bluetooth technology are available with bilingual capability. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the service coverage available in your area. Please see your Toyota Dealer for details.

[4] The Toyota 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 on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available in every city. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your Navigation system Owner's Manual and your Toyota Dealer for further details.

[5] 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.

[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] 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.

[8] The maximum output indicates engine plus HV battery output.

[9] Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota’s Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit **customizeyourtoyota.ca**, your local Dealer or **toyota.ca**.

Prius c

- Block Heater
- Cargo Net
- Hood Deflector
- Rear Bumper Protector

Prius

- Block Heater
- Cargo Liner
- Hood Deflector
- Rear Bumper Protector
- Remote Engine Starter
- Side Window Visors
- TRD Oil Cap
- TRD Oil Filter

Prius v

- Block Heater
- Hood Deflector
- Remote Engine Starter

Learn More



Visit **toyota.ca** to discover even more about the Prius Family. Watch videos, choose from a variety of accessories to personalize your vehicle, learn about promotions, pricing or to schedule a test drive.

New vehicle warranty summary

NO DEDUCTIBLES – NO TRANSFER FEES

COMPREHENSIVE COVERAGE – 3 YEARS OR 60,000 KM This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS – 5 YEARS OR 100,000 KM This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS – 8 YEARS OR 130,000 KM This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION – 5 YEARS UNLIMITED DISTANCE Any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

HYBRID-RELATED COMPONENTS – 8 YEARS OR 160,000 KM** This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

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Yaris Hatchback



Camry



Camry Hybrid



Highlander Hybrid



4Runner



Yaris



Venza



Prius c



RAV4



Sequoia



Corolla



Avalon



Prius



Highlander



Tacoma



Matrix



Sienna



Prius v



FJ Cruiser



Tundra



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