

2010 Prius Introduction

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Orange County (CA) Prius Club Meeting
February 7, 2009





Agenda

- Introduction
- Bob Carter “Reveal” video
- 2010 Highlights
- Prius Connection Detroit video
- Q&A

Performance

	2009	2010
Engine	1.5L, 4 cyl, VVT-i	1.8L, 4 cyl, VVT-i
Net HP	110 (76 HP ICE, 28 HP battery)	134 (98 HP ICE, 36 HP battery)
Torque lb-ft ICE / MG	82 / 295	105 / 153
Combined MPG	46	50
0 to 60 mph	~10 sec.	9.8 sec.
Friction brakes	Front discs / rear drums	4 wheel discs
# of Airbags	6	7
MG Voltage	500	650
Available Tire Sizes	185/65R15, 195/55R16	195/65R15, 215/45R17

Physical Dimensions (inches)

	2009	2010
Height/Width/Length	58.7/67.9/175.0	58.7/68.7/175.6
Wheelbase	106.3	106.3
Track (front/rear)	59.3/58.3	?
Coeff. Of Drag (Cd)	0.26	0.25
Ground Clearance	5.6	5.5
Head room	39.1/37.3	?
Shoulder room	55.0/52.9	?
Hip room	51.0/51.6	?
Leg room	41.9/38.6	?

New Features

- ECO, Power, EV modes
- Driver's seat vertical adjustment
- Tilt/telescopic steering wheel
- Active front headrests
- New center console, shift lever location
- Auto up/down on all windows
- Instrument panel has integrated info display, Touch Tracer
- Rear seat cupholders now in center back





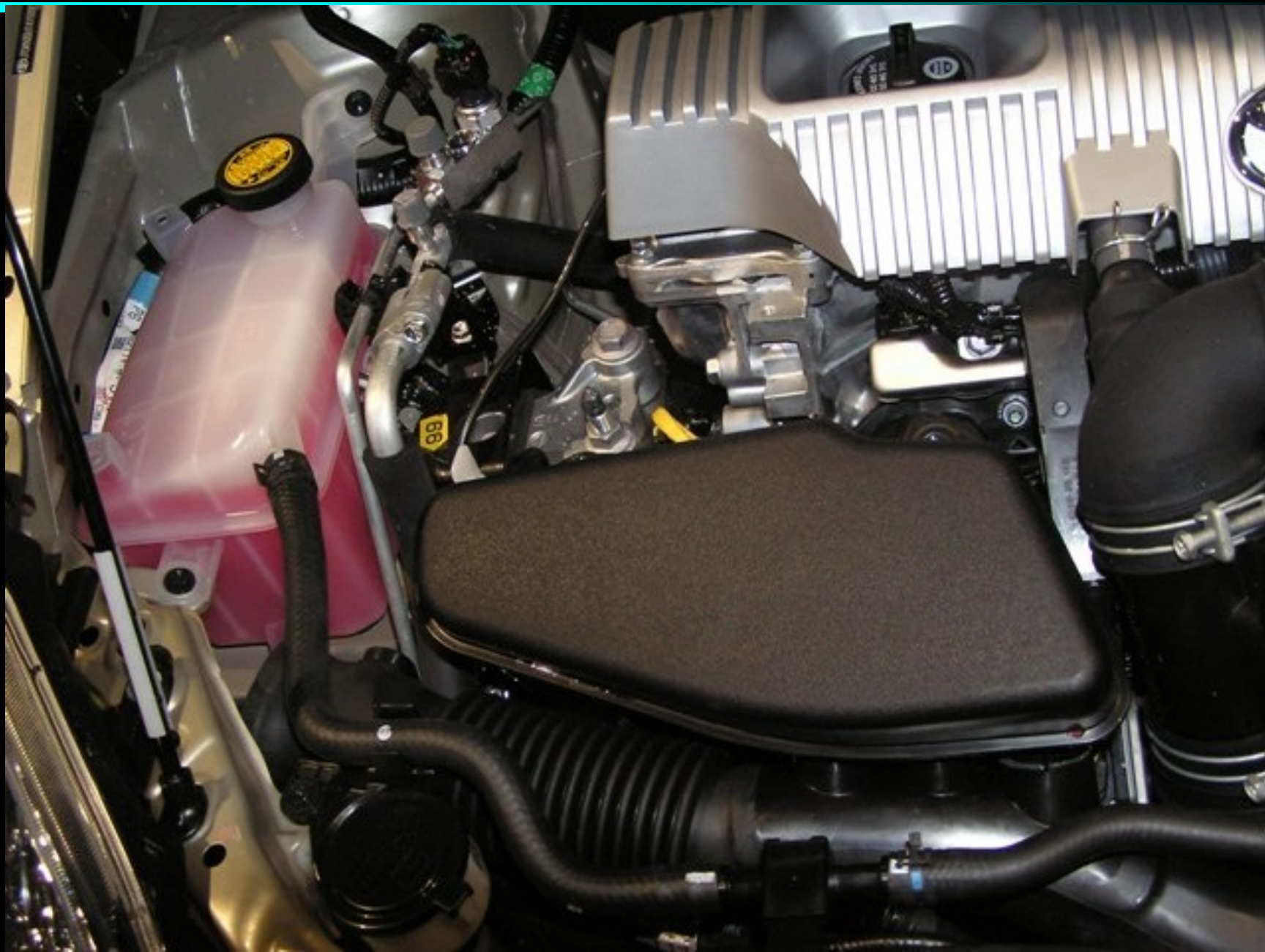




New Drivetrain Features

- Smaller inverter/converter
- Engine coolant overflow container near RH fender
- Main relay/fuse box still has dedicated positive jumpstart terminal
- Electric coolant pump, no drive belts
- Cooled EGR system
- Fuel tank bladder eliminated; believe electric pump used to control HC emissions
- Coolant heat recovery system eliminated; replaced by exhaust heat recirculation system
- Oil filter now cartridge type
- 0W-20, 5W-20 oil viscosity prescribed
- Traction battery physical size reduced; increased power rating

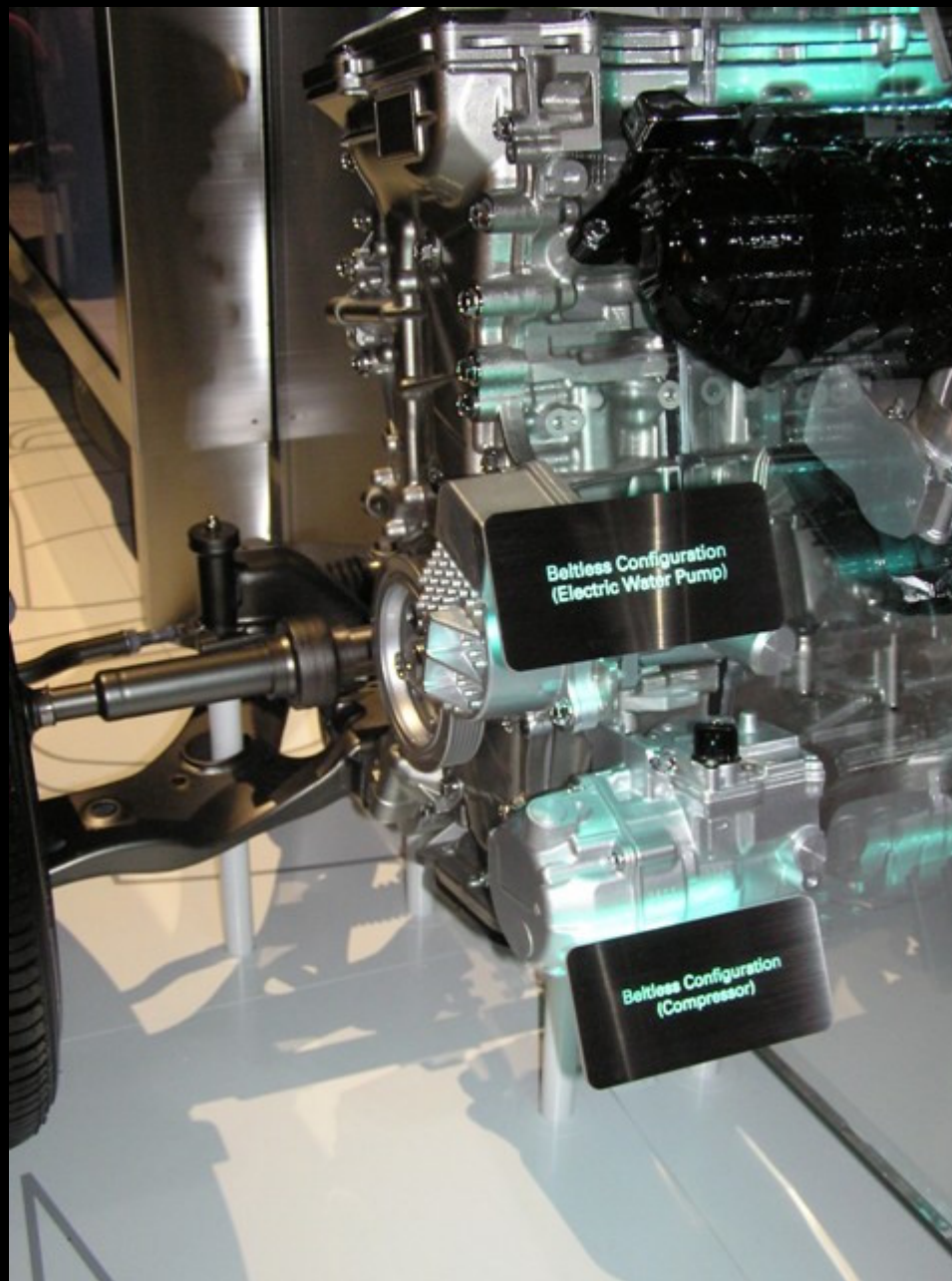


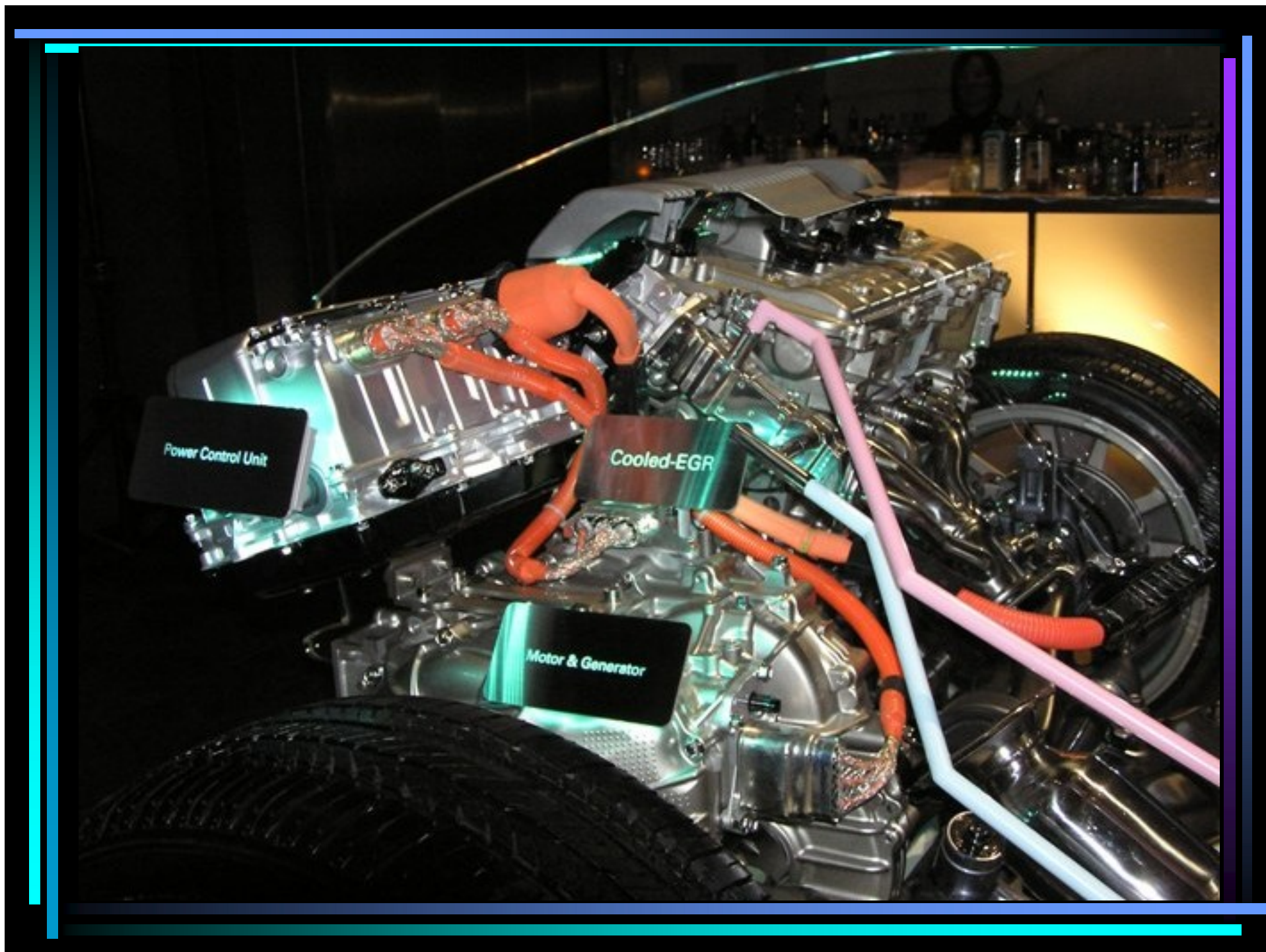


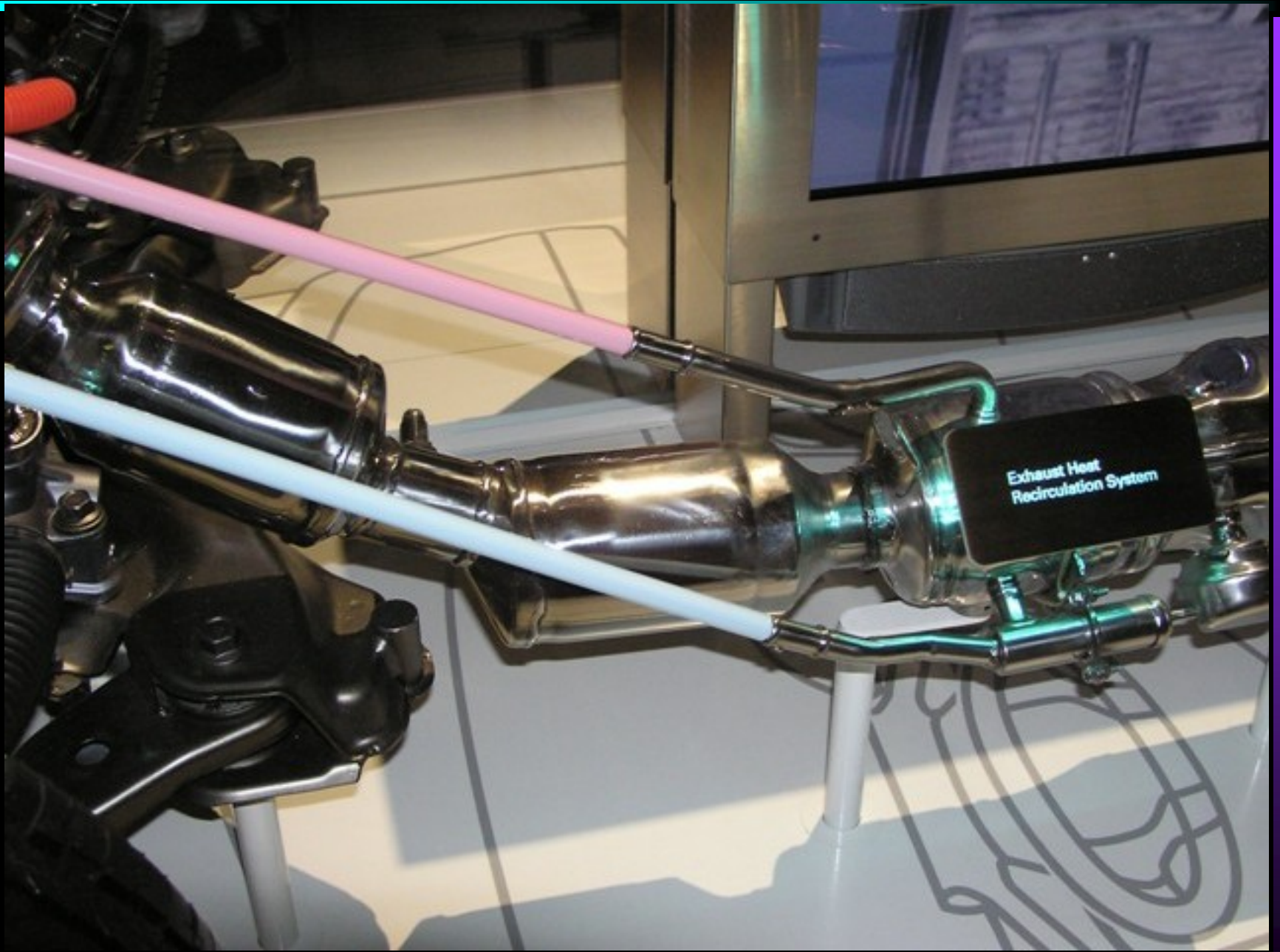






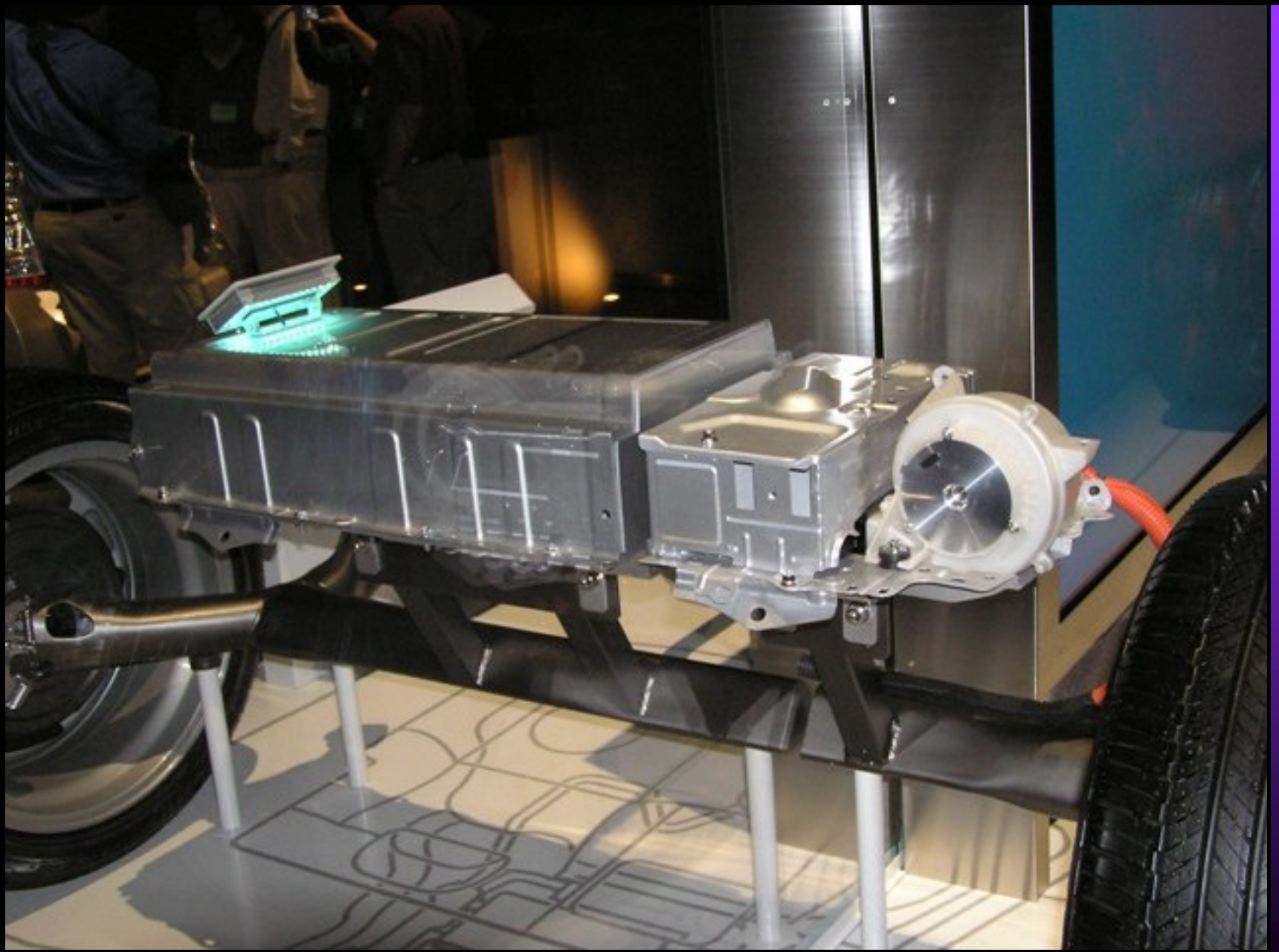










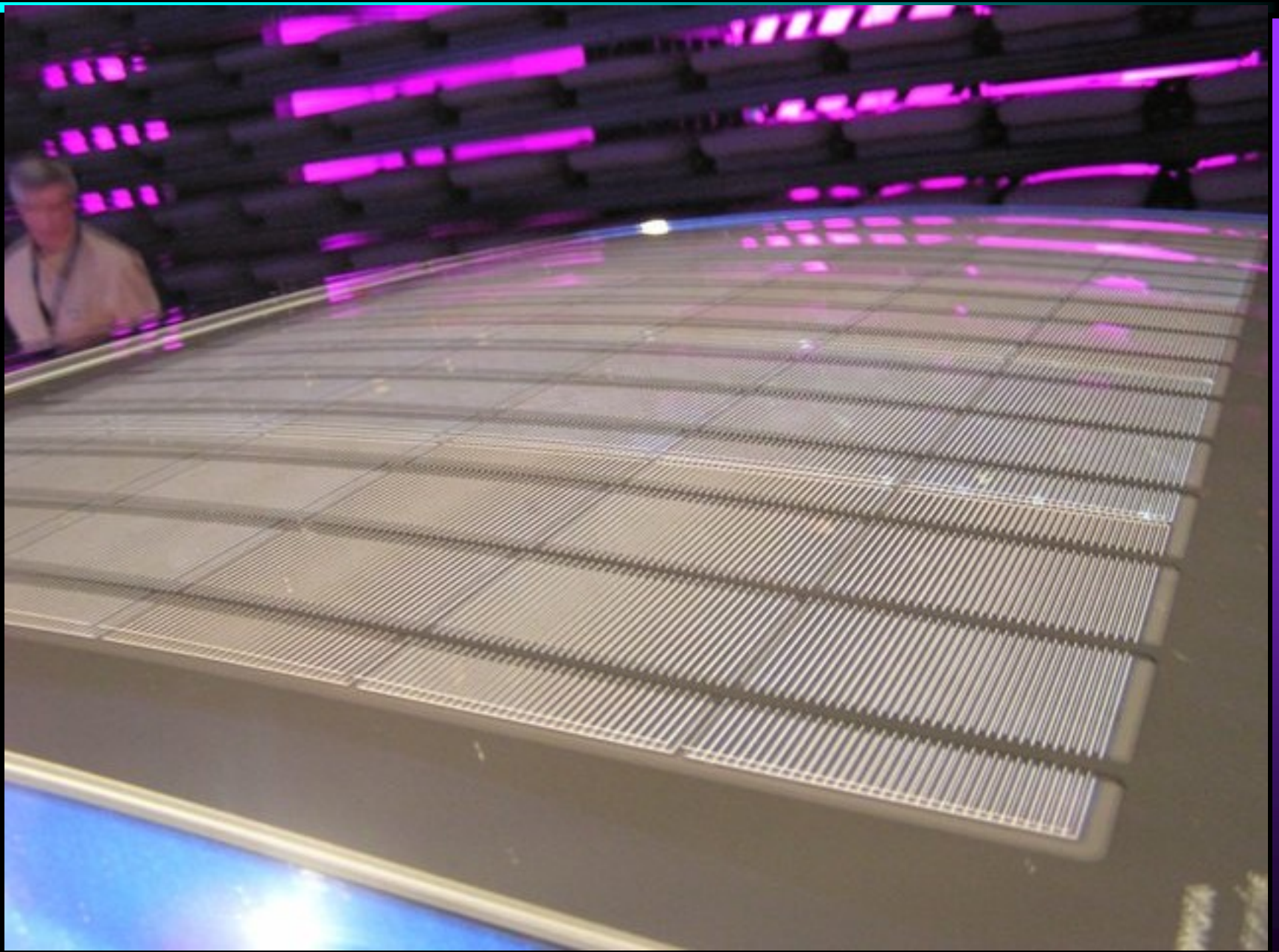




Options

- Solar moonroof for cabin ventilation, remote-on/off AC
- LED headlamps
- Dynamic Radar Cruise Control, Pre-Collision System
- Lane Keep Assist
- JBL 8 speaker stereo, XM radio
- Bluetooth music streaming
- Nav/rear camera bundle
- Smart: 1 door vs. 2 doors/hatch
- Heated front seats







Feature Descriptions

Electric Vehicle Mode

By pressing the EV mode button under certain conditions, you are able to drive solely on battery power for up to one-half mile in almost complete silence.

Eco Mode and Power Mode

By pressing the Eco mode button, the sensitivity of the gas pedal is reduced to maximize fuel economy. By pressing the Power mode button, the sensitivity of the gas pedal is increased for a more responsive driving experience (for needs such as passing and going uphill).

Touch Tracer

The Touch Tracer system allows the driver to keep their eyes at road level. The six buttons on the steering wheel are touch-sensitive and when thumbs are placed over the buttons, digital duplicates appear on the screen indicating the specific button being touched, eliminating the need to look down at the steering wheel.

Multi-Information Display

The Multi-Information Display shows information about the vehicle such as: real-time fuel economy, electric motor and gasoline engine power use, battery charge level and more. The driver controls the screen selection through the steering wheel-mounted controls.

Tilt/Slide Moonroof: Solar Ventilation System and Remote Air Condition System

When the car is parked in direct sunlight on hot days, the electricity generated by the available solar roof panels is automatically used to power a ventilation fan, cooling the cabin close to the outside air temperature.

Dynamic Radar Cruise Control

By pressing the available Cruise Control button, the radar system senses the vehicle ahead and automatically adjusts the speed to allow for a comfortable distance between your vehicle and the vehicle traveling directly in front of you.

Pre-Collision System

The available Pre-Collision System (PCS) utilizes the vehicle's radar to recognize if a collision is unavoidable and automatically applies the brakes and retracts the seatbelts to help lessen the severity of the impact.

Lane Keep Assist

The available Lane Keep Assist feature helps keep the vehicle in the lane. If an inadvertent lane departure is detected, the system provides a beeping sound and flashing light warning and applies a brief corrective steering force to help re-center the vehicle in the lane.

Intelligent Parking Assist

The available Intelligent Parking Assist feature helps the driver park the vehicle. When the Parking Assist button is pressed, an image of the parking spot appears on the screen and a box indicates the final position of the vehicle. Once the driver OKs the position, the car steers itself, only requiring soft braking by the driver to stop the vehicle in the parking spot.

* The 2010 Prius includes many added features and technology improvements. While pricing is not yet available, we estimate the difference between the Silver and Platinum Packages to be roughly \$10,000-\$12,000.

PRIUS PRIORITY COLOR OPTIONS

	INTERIOR			EXTERIOR				
Silver Package	Dark Grey Fabric	Blizzard Pearl	Classic Silver Metallic	Black	Barcelona Red Metallic	Blue Ribbon Metallic	Winter Grey Metallic	Sandy Beach Metallic
	Bisque Fabric							
	Misty Grey Fabric							



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