

Prius C 2012



Meet the 2012 Toyota Prius c, the smallest member of the Prius Family and the most affordable Prius ever. Its compact size makes it remarkably city friendly. Plus, its EPA-estimated 53 mpg rating¹ in the city is the highest of any hybrid vehicle without a plug.² With features like the available Entune™³ multimedia system, Prius c connects you to your world and helps you take on the game of life. So let's play. **2012 Toyota Prius c. Moving Forward.**

Prius c is all about helping you have fun while you navigate through life. Its smart size is perfect for prowling the urban landscape.



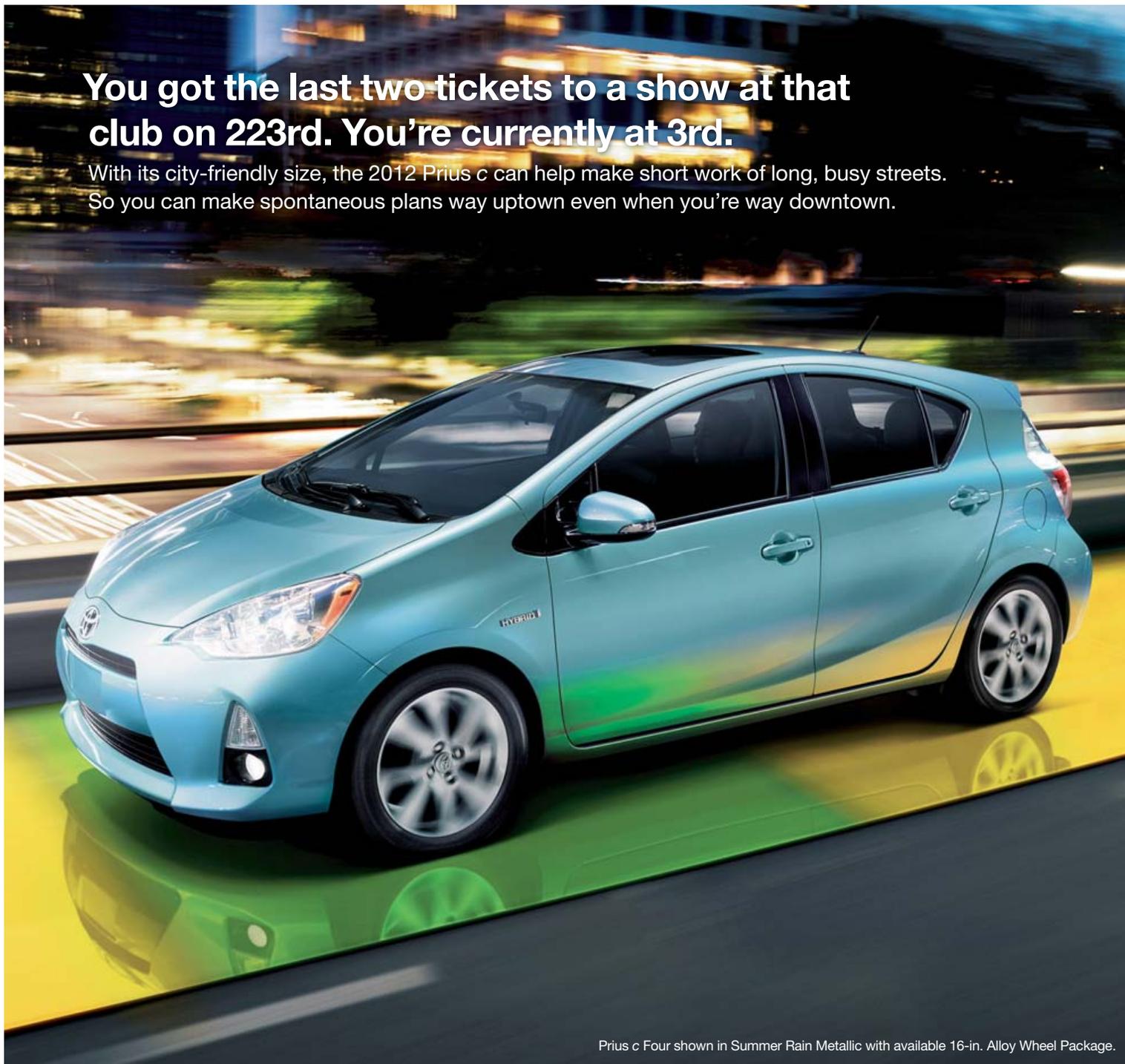
1. See footnote 23 in Disclaimers section. 2. See footnote 28 in Disclaimers section. 3. See footnote 6 in Disclaimers section.



Prius c Four shown in Habanero with available 16-in. Alloy Wheel Package.

You got the last two tickets to a show at that club on 223rd. You're currently at 3rd.

With its city-friendly size, the 2012 Prius c can help make short work of long, busy streets. So you can make spontaneous plans way uptown even when you're way downtown.



Projector-beam halogen headlamps emit a brighter and cleaner light than traditional headlamps, with a beam that's more precisely focused too.



Roll in style with these sweet available 16-in. alloy wheels. Their eye-catching finish and chiseled 8-spoke design add a definite upscale look. Prius c also offers available 15-in. alloy wheels as another stylish option.

Prius c Four shown in Summer Rain Metallic with available 16-in. Alloy Wheel Package.

Your friends want dim sum up in Chinatown and tiramisu down in Little Italy.

No worries. Prius c offers an available navigation system¹ that features our advanced Entune™² multimedia system. Entune™ offers a variety of data services and useful apps such as Bing™ point of interest search, which can help you find just about anything, including restaurants in the area. Or, if they insist, in two areas.

Display Audio With Navigation and Entune™

This available system includes a 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio³ capability (includes three-month trial subscription to XM Select Package), HD Radio™⁴ with iTunes® Tagging⁵ auxiliary audio jack, USB⁶ port with iPod⁷ connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth®⁸ wireless technology.

Entune™

The available Entune™ multimedia system is a collection of popular mobile apps and data services integrated with select Toyota vehicles. Entune™ includes three years of complimentary access to apps and services delivered via most smartphones and some feature phones. (After three years, access charges will apply; excluding Pandora®) Once the phone is connected to the vehicle using Bluetooth® wireless technology or a USB cable, the features of Entune™ are operated using the vehicle's controls. The data services of Entune™ include fuel prices, sports scores, stocks, traffic and weather. Apps available summer 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable®. See toyota.com/entune for availability of apps and services.



The standard audio system on Prius c delivers sweet sound at a sweet price. For starters, it's equipped with four speakers or available with six. And with a USB port, auxiliary audio jack and Bluetooth® wireless technology, the system provides you with hands-free phone capability, phone book access and music streaming.

1. See footnote 5 in Disclaimers section. 2. See footnote 6 in Disclaimers section. 3. See footnote 7 in Disclaimers section. 4. See footnote 8 in Disclaimers section. 5. See footnote 9 in Disclaimers section. 6. See footnote 2 in Disclaimers section. 7. See footnote 3 in Disclaimers section. 8. See footnote 4 in Disclaimers section.



TOUCH TRACER DISPLAY
This available feature places a duplicate image of the steering wheel-mounted controls on the Multi-Information Display. A quick glance at the display allows the driver to confirm which button will be pressed without having to look down at the steering wheel.



GET CONNECTED
With Prius c, you'll never find yourself without the right soundtrack for the drive. Equipped with both a USB port and an auxiliary audio jack, Prius c can handle almost any digital music device you can dish out.



Prius c Four interior shown in Light Blue Gray SofTex trim.



Prius c Four interior shown in Light Blue Gray SofTex trim.

The only thing tougher than pulling those skinny jeans on is pulling the keys out of your pocket.

Relax. Prius c offers the convenient Smart Key System.¹ This available feature allows you to open the car doors and even start the vehicle without having to extract your keys. So you can work that look and still work your car.



SMART KEY SYSTEM WITH PUSH BUTTON START

When the available Smart Key fob is within 2.3 ft. of Prius c, both the vehicle's front doors and its liftgate can be unlocked without a key. And the engine starts with the push of a button.



SOFTEX

Available SofTex seat material weighs approximately half as much as genuine leather, and its manufacturing process generates about 99% fewer Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.



¹. See footnote 11 in Disclaimers section.

The neighbor asked you to help bring “Tulip” home from the shelter. Tulip’s a bullmastiff.

Good thing Prius c has available 60/40 split fold-down rear seats and 17.1 cu. ft. of cargo area,¹ so Tulip can plant himself in back with complete comfort. Though it’s a compact car, you’ll be impressed by how our engineers were able to offer so much practicality and so many creature comforts within Prius c. So don’t be surprised if Tulip makes himself at home — long before he actually gets home.



5-DOOR FLEXIBILITY

Whether you’re transporting a group of your friends or man’s best friend, you and your passengers will appreciate how easy it is to get into and out of Prius c. In addition to four doors that open wide, a large rear liftgate provides unencumbered access to the rear cargo area.



60/40 SPLIT FOLD-DOWN REAR SEATS

You could say that Prius c is loaded with capability. The available 60/40 split fold-down rear seats are engineered to offer a wide variety of custom seating and cargo configurations.



1. Cargo and load capacity limited by weight and distribution.



Prius c Four interior shown in Light Blue Gray SofTex trim.

And speaking of the rear seats — or more accurately, the space beneath them — that is where we've located the sealed Nickel-Metal Hydride (Ni-MH) battery. This design not only saves space, but also helps improve overall vehicle handling.



AVAILABLE MOONROOF

If you're a person who appreciates fresh air, then the eco-sensitive Prius c offers a win-win scenario with its available moonroof. Simply push a button, and you'll soon be breathing in that same fresh air you're helping to preserve.

AVAILABLE HEATED FRONT SEATS AND HEATED POWER MIRRORS

Prius c Four offers features typically found in higher-priced vehicles. Available SofTex-trimmed heated front seats give Prius c an added touch of luxury, while the convenience of available heated power mirrors helps you stay aware of your surroundings.

You read gas pumps are germmy things to touch. Help avoid them with a 53 city mpg rating.¹

You read right. Fortunately, you'll have plenty of time to pick up some hand sanitizer before your next visit to the gas station. Receiving an EPA-estimated 53 mpg rating¹ in the city, Prius c can not only help limit your contact with gas pump microbes, but also help limit your exposure to high fuel prices. And that could result in some healthy savings every month.

Super Ultra Low Emission Vehicle²

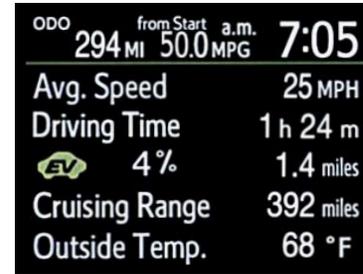
Prius c is rated as a Super Ultra Low Emission Vehicle (SULEV). SULEV is a designation that indicates this hybrid vehicle produces fewer smog-forming emissions than does an average gasoline-powered vehicle.

Fuel Economy Information

Offering an instantaneous readout of your current and average mpg, the handy Multi-Information Display allows you to continually monitor the fuel mileage of your Prius c.

Multi-Information Display

This color screen displays a wide variety of data to help inform the driver, such as cruising range, fuel economy, EV Driving Ratio, trip timer and outside temperature.



DRIVE INFORMATION

The drive information screen provides helpful trip information, such as average speed, driving time, EV Driving Ratio and distance, cruising range and outside temperature



ENERGY MONITOR

The energy monitor screen indicates the operation of the engine and hybrid system in real time. Hybrid Synergy Drive[®] employs the most efficient source of power when possible.



ECO SAVINGS

ECO Savings allows drivers to measure their savings against a customizable comparison vehicle. The customizable data includes fuel cost per gallon and a miles-per-gallon average.

1. See footnote 23 in disclaimers section. 2. Meets Tier-2/Bin-3 Federal emissions standard.



EV/ECO MODES

Prius c offers different modes for different types of driving. EV mode runs solely on battery power. ECO mode helps maximize fuel economy.

HYBRID SYNERGY DRIVE®

For more than a decade, Toyota has been a world leader in the development of advanced, eco-sensitive technology with our Hybrid Synergy Drive®. Hybrid Synergy Drive® combines a gasoline engine, two electric motor/generators, an Electronically controlled Continuously Variable Transmission (ECVT), and a high-voltage battery pack that powers the larger of the two motor/generators when it's driving the wheels. Depending on the situation, Hybrid Synergy Drive® can operate in electric-only, gas-only or combined electric/gas mode. With each generation, this tried-and-tested system continues to get more efficient, more reliable and more popular.



Prius c Four shown in Absolutely Red with available 16-in. 8-spoke alloy wheels.



REFINED AERODYNAMICS

To help improve the performance of Prius c, we positioned vortex generators at key points on the body. These projections help dictate airflow behavior around the vehicle, improving straight-line control and overall efficiency.



REAR SPOILER

The rear spoiler not only helps improve airflow dynamics at the back of the vehicle, it also gives the streamlined profile of Prius c an extra touch of sportiness.

1. See footnote 10 in Disclaimers section.

You've got a car full of friends. You've also got a road full of crazy drivers.

Your friends picked the right person to drive. Prius c comes standard with the Star Safety System,TM a suite of six active safety features designed to help you stay out of harm's way. This advanced system includes Vehicle Stability Control (VSC),¹ Traction Control (TRAC),¹ Electronic Brake-force Distribution (EBD), Anti-lock Brake System (ABS), Brake Assist (BA)² and Smart Stop Technology (SST).³



Vehicle Stability Control (VSC)

To help compensate for a loss of traction while cornering and help prevent sideways slipping, VSC adjusts engine power, braking and steering torque-assist control to help the vehicle follow the direction in which it is being steered.

Traction Control (TRAC)

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

Anti-Lock Brake System (ABS)

ABS helps prevent brakes from locking up by pulsing brake pressure to each wheel to help you stay in control in emergency braking situations.

Electronic Brake-Force Distribution (EBD)

To help keep the rear wheels from locking up during sudden braking situations, EBD redistributes brake force.

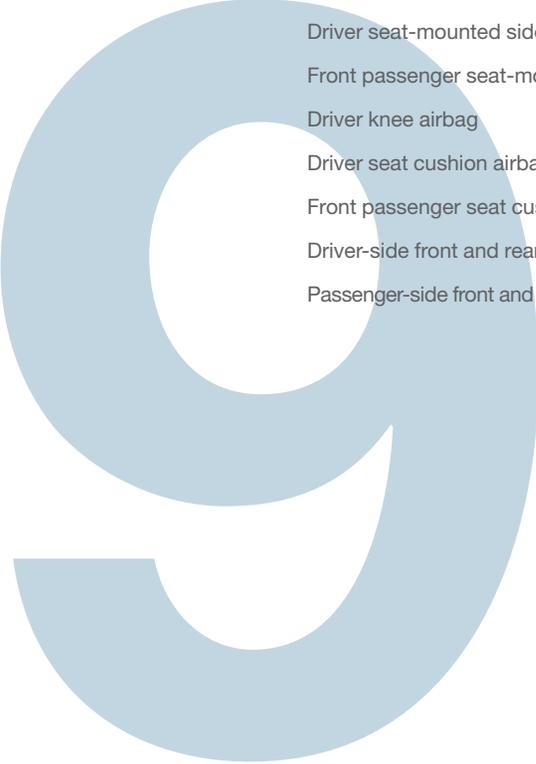
Brake Assist (BA)

During emergency stops, BA is designed to detect sudden or "panic" braking, then add the brake pressure needed to help prevent a collision.

Smart Stop Technology (SST)

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, SST is designed to help the driver bring the vehicle to a complete stop.

NINE AIRBAGS⁴

- 
- Driver Advanced Airbag System
 - Front passenger Advanced Airbag System
 - Driver seat-mounted side airbag
 - Front passenger seat-mounted side airbag
 - Driver knee airbag
 - Driver seat cushion airbag
 - Front passenger seat cushion airbag
 - Driver-side front and rear side curtain airbag
 - Passenger-side front and rear side curtain airbag

CRUMPLE ZONES

An important element of occupant protection, crumple zones are structurally engineered to absorb and dissipate energy during a collision by a process known as controlled deformation.

ADVANCED AIRBAG SYSTEM¹

Prius c comes standard with a front Advanced Airbag System that provides dual stage functionality. In a collision, the system senses impact severity and adjusts airbag deployment accordingly.

DRIVER AND FRONT PASSENGER ADVANCED WIL² SEATS

Whiplash-Injury-Lessening (WIL) seatback frames are engineered to yield in a controlled fashion, reducing the motion differential between the occupant's head and torso, and helping minimize injury.

3-POINT SEATBELTS

Prius c provides 3-point seatbelts in all seating positions, while the front seats are also equipped with pretensioners and 2-step force limiters.

LATCH

LATCH (Lower Anchors and Tethers for CHildren) helps protect the smaller members of your family. LATCH includes lower anchors on outboard rear seats and tether anchors on all rear seats.

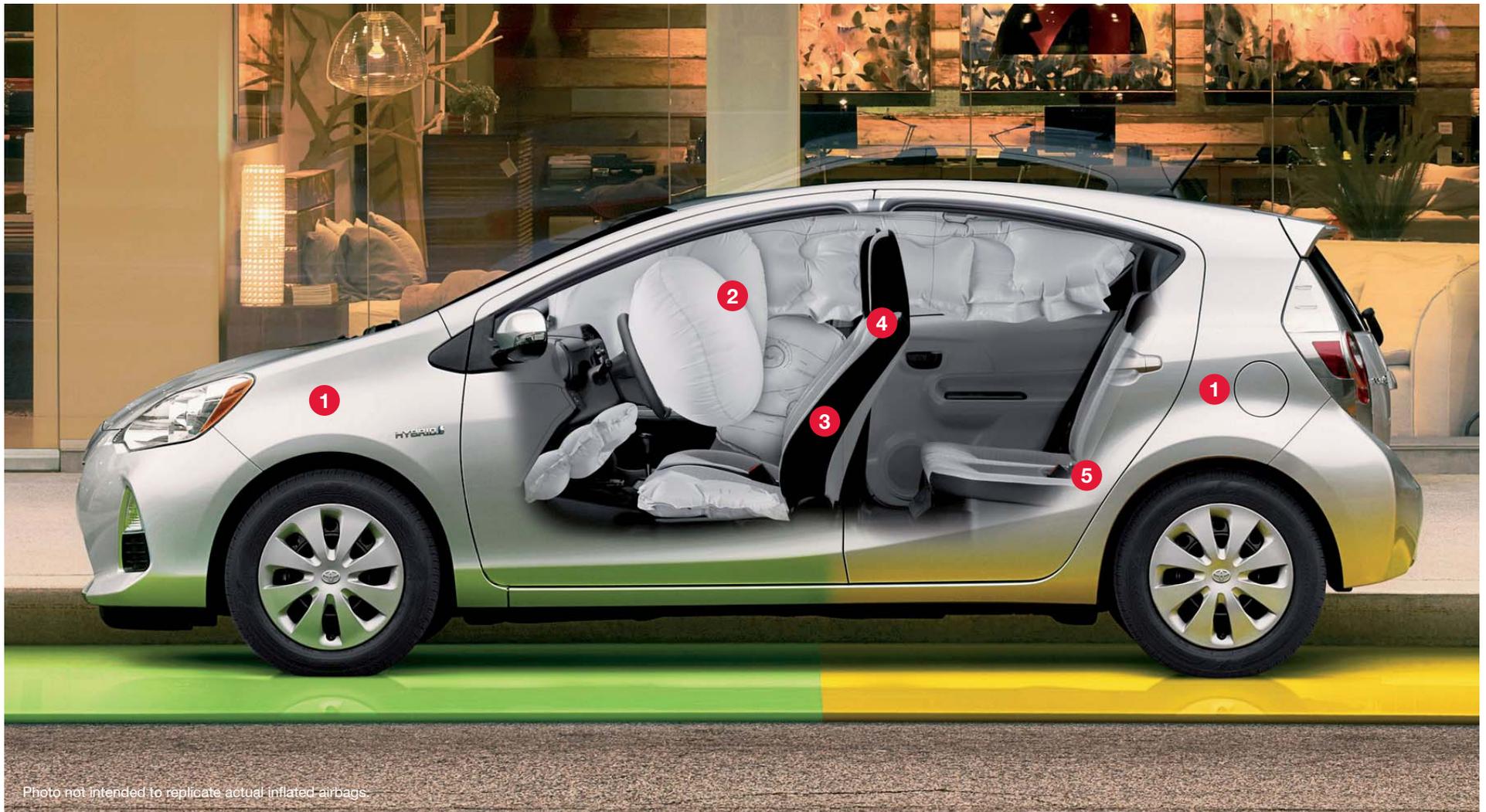


Photo not intended to replicate actual inflated airbags.

1. See footnote 15 in Disclaimers section. 2. See footnote 16 in Disclaimers section.

Combinations

INTERIOR COLOR CHOICES

FABRIC
PRIUS c ONE



FABRIC
PRIUS c TWO, THREE



SOFTTEX
PRIUS c FOUR



WHEELS



- 1 15-in. steel wheels with wheel covers
- 2 15-in. 8-spoke alloy wheels
- 3 16-in. 8-spoke alloy wheels

EXTERIOR/INTERIOR COLOR COMBINATIONS



BLACK SAND PEARL



BLUE STREAK METALLIC



SUMMER RAIN METALLIC



ABSOLUTELY RED



HABANERO



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC



MOONGLOW



SUPER WHITE

PACKAGES

16-in. Alloy Wheel Package | 16-in. 8-spoke alloy wheels with P195/50R16 83V tires; power tilt/slide moonroof with sliding sunshade

ONE	TWO	THREE	FOUR
—	—	—	P

OPTIONS

Power tilt/slide moonroof with sliding sunshade

15-in. 8-spoke alloy wheels with P175/65R15 86H tires

16-in. 8-spoke alloy wheels with P195/50R16 83V tires

—	—	O	O/P
—	—	O	S
—	—	—	O/P

See numbered footnotes in Disclaimers section.

Features¹

EXTERIOR	ONE	TWO	THREE	FOUR		ONE	TWO	THREE	FOUR
Projector-beam halogen headlamps	S	S	S	S	15-in. steel wheels with wheel covers and P175/65R15 86H tires	S	S	S	–
Integrated fog lamps	–	–	–	S	15-in. 8-spoke alloy wheels with P175/65R15 86H tires	–	–	O	S
Rear combination lamps with LED stop lamps	S	S	S	S	16-in. 8-spoke alloy wheels with P195/50R16 83V tires	–	–	–	O/P
Hybrid Synergy Drive [®] blue accent badges	S	S	S	S	Intermittent windshield wipers and intermittent rear wiper	S	–	–	–
Color-keyed power outside mirrors with turn signal indicators	S	S	S	–	Variable intermittent windshield wipers and intermittent rear wiper	–	S	S	S
Color-keyed heated power outside mirrors with turn signal indicators	–	–	–	S	Color-keyed rear spoiler with LED center high-mount stop lamp	S	S	S	S
Color-keyed outside door handles with touch-sensor lock/unlock feature	–	–	S	S	Black roof-mounted antenna	S	S	S	S
Power tilt/slide moonroof with sliding sunshade	–	–	O	O/P					
INTERIOR									
Automatic climate control with air filter, electric compressor and push-button controls	S	S	S	S	Fold-down rear seat	S	–	–	–
AM/FM CD player with MP3/WMA playback capability, four speakers in four locations, auxiliary audio jack, USB ² port with iPod ^{®3} connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®4} wireless technology	S	–	–	–	60/40 split fold-down rear seats with adjustable headrests	–	S	S	S
AM/FM CD player with MP3/WMA playback capability, six speakers in six locations, auxiliary audio jack, USB ² port with iPod ^{®3} connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ^{®4} wireless technology	–	S	–	–	Cruise control	–	S	S	S
Display Audio with Navigation ⁵ and Entune ^{TM6} — includes 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers in six locations, SiriusXM Satellite Radio ⁷ capability (includes three-month trial subscription to XM Select Package), HD Radio ^{TM8} with iTunes [®] Tagging ⁹ auxiliary audio jack, USB ² port with iPod ^{®3} connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via <i>Bluetooth</i> ^{®4} wireless technology	–	–	S	S	Tilt/telescopic steering wheel with audio, climate, Multi-Information Display and <i>Bluetooth</i> ^{®4} hands-free phone controls	S	S	–	–
Entune ^{TM6} — includes Bing TM and Pandora [®] ; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available summer 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable [®] Access to Entune ^{TM6} services is complimentary for three years. See toyota.com/entune for details.	–	–	S	S	Tilt/telescopic steering wheel with audio, climate, Multi-Information Display, <i>Bluetooth</i> ^{®4} hands-free phone and voice-command controls	–	–	S	S
3.5-in. TFT Multi-Information Display with customizable settings, odometer, outside temperature, clock, fuel economy information, cruising range, trip distance, EV ¹⁰ Driving Ratio, Hybrid System Indicator, ECO Score, ECO Savings, energy monitor and warning messages	S	S	S	S	Digital instrumentation with speedometer, fuel gauge, shift-position indicator and EV ¹⁰ /ECO mode indicators	S	S	S	S
Touch Tracer Display	–	–	S	S	Remote keyless entry system with lock, unlock and panic functions, and remote illuminated entry	S	S	–	–
Fabric-trimmed front seats; 4-way adjustable driver's seat; 4-way adjustable front passenger seat	S	–	–	–	Smart Key System ¹¹ on front doors and liftgate with remote keyless entry system, remote illuminated entry and Push Button Start	–	–	S	S
Fabric-trimmed two-tone front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat and seatback pocket	–	S	S	–	Power windows with driver-side one-touch auto up/down	S	S	S	S
SofTex-trimmed heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat and seatback pocket	–	–	–	S	Rear window defogger with timer	S	S	S	S
					Center console with armrest and storage compartment	–	S	S	S
					Passenger-side glove compartment	S	S	S	S
					Cargo area tonneau cover	–	S	S	S
					One front 12V auxiliary power outlet	S	S	S	S
					Dual sun visors with vanity mirrors	S	S	S	S
					Front seat maplamps	S	S	S	S
					Cargo area lamp	–	S	S	S
					Front door storage pockets with sculpted bottle holders	S	S	S	S
					Assist grips above all doors (deletes rear passenger assist grips with moonroof option)	S	S	S	S
SAFETY AND CONVENIENCE									
STAR SAFETY SYSTEM Star Safety System TM — includes Vehicle Stability Control (VSC); ² Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹³ and Smart Stop Technology (SST) ¹⁴	S	S	S	S	Child-protector rear door locks	S	S	S	S
Nine airbags ¹⁵ — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, driver knee airbag, driver and front passenger seat cushion airbags, and front and rear side curtain airbags	S	S	S	S	High-tensile-strength steel body panels	S	S	S	S
Driver and front passenger Advanced Whiplash-Injury-Lessening (WIL) ¹⁶ seats	S	S	S	S	Front energy-absorbing crumple zone and side-impact door beams	S	S	S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger seatbelts	S	S	S	S	Roof-impact protection structure	S	S	S	S
Driver and front passenger seatbelt pretensioners with force limiters	S	S	S	S	Pedestrian injury mitigation structure	S	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S	S	Tire Pressure Monitor System (TPMS) ¹⁷	S	S	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	S	S	Daytime Running Lights (DRL) with on/off feature	S	S	S	S
					Vehicle Proximity Notification System (VPNS)	S	S	S	S
					Hill Start Assist Control (HAC) ¹⁸	S	S	S	S
					Engine immobilizer ¹⁹	–	S	S	S

S = Standard O = Optional – = Not Available P = Feature is available as part of an option package.

See numbered footnotes in Disclaimers section.

Specifications

MECHANICAL AND PERFORMANCE	PRIUS c
GASOLINE ENGINE	
Type	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ¹⁰ /ECO modes; 73 hp @ 4800 rpm (54 kW @ 4800 rpm), 82 lb.-ft. @ 4000 rpm (111 N•m @ 4000 rpm); 99 hybrid system net hp (74kW)
Bore x stroke	2.95 in. x 3.33 in.
Compression ratio	13.4:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Emission rating	Super Ultra Low Emission Vehicle (SULEV) ²⁰
ELECTRIC MOTOR	
Motor type	Permanent magnet AC synchronous motor
Power output	60 hp (45 kW)
Torque	125 lb.-ft. (169 N•m)
Voltage	520V maximum
TRACTION BATTERY	
Type	Sealed Nickel-Metal Hydride (Ni-MH) ²¹
Power output	25.9 hp (19.3 kW)
Voltage	144V
TRANSMISSION	
Type	Electronically controlled Continuously Variable Transmission (ECVT)
DRIVETRAIN	
Type	Front-Wheel Drive
SUSPENSION	
Type	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension
STEERING	
Type	Electric Power Steering (EPS); power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	31.4 (37.4 with 16-in. 8-spoke alloy wheels)
BRAKES	
Type	Power-assisted ventilated front disc brakes; rear drum brakes and Star Safety System TM
EXTERIOR DIMENSIONS (in.)	
Overall height/width/length	56.9/66.7/157.3
Wheelbase	100.4
Track (front/rear)	58.3/58.1 (57.5/57.1 with 16-in. 8-spoke alloy wheels)
Ground clearance	5.5
Coefficient of drag (Cd)	0.28
INTERIOR DIMENSIONS (front/rear) (in.)	
Head room (with moonroof)	38.6/37.0 (37.9/36.4)
Shoulder room	52.3/51.7
Hip room	51.0/50.8
Leg room	41.7/35.0
WEIGHTS AND CAPACITIES	
Curb weight (lb.)	2500
Seating capacity	5
Passenger volume (cu. ft.)	87.4
Cargo volume ²² (cu. ft.)	17.1
Fuel tank (gal.)	9.5
TIRES	
Type — All-Season	Standard
Spare — Temporary	Standard
MILEAGE ESTIMATES (mpg city/highway/combined)²³	
	53/46/50

ACCESSORIES

Add a personal touch to your Prius c with Genuine Toyota Accessories.²⁴ Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

Alloy wheel locks	Cargo tote ²²	Paint protection film ²⁶
All-weather floor mats ²⁵	Cargo tray ²²	Rear bumper protector
Ashtray cup	Carpet cargo mat ²²	VIP Security System ²⁷
Body side moldings	Carpet floor mats ²⁵	
Cargo net ²² – envelope	First aid kit	



See numbered footnotes in Disclaimers section.

DISCLAIMERS

1. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. May not be compatible with all mobile phones, MP3/WMA players and like models. 3. iPod® is a registered trademark of Apple Inc. All rights reserved. 4. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 5. Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your *Navigation System Owner's Manual* or contact XM for details. 6. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select Entune™ apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Not all apps and data services are available initially. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding apps and services. 7. XM services require a subscription after trial period, and are sold separately or as a package. **Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 8. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 9. iTunes® Tagging is a registered trademark of Apple Inc. All rights reserved. 10. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. 11. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 12. 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. 13. 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. 14. 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. Please see your *Owner's Manual* for further details. 15. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 16. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 17. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. 18. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. 19. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org 20. Meets Tier-2/Bin-3 Federal emissions standard. 21. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 22. Cargo and load capacity limited by weight and distribution. 23. 2012 EPA mpg ratings 53 city/46 highway/50 combined mileage. Actual mileage will vary. 24. Toyota Genuine Accessory Warranty will apply when the installation is completed by a trained Toyota Technician. If another installer does perform the installation, the "Parts-Only" warranty, 12 months, will be applicable instead. 25. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 26. Paint protection film for the leading hood edges/fenders and front bumper sold as two separate packages. 27. Available for vehicles with factory security. 28. Based on 2012 and 2011 EPA ratings; excludes plug-in hybrids (PHEV) and electric vehicles (EV). 2012 EPA mpg ratings 53 city/46 highway/50 combined mileage for Prius c. Actual mileage will vary.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

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 *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, 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 *Warranty and Maintenance Guide* 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.

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

Accessories: For Genuine Toyota 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 Genuine Toyota 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 any 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 *Warranty and Maintenance Guide* or see your Toyota dealer.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.