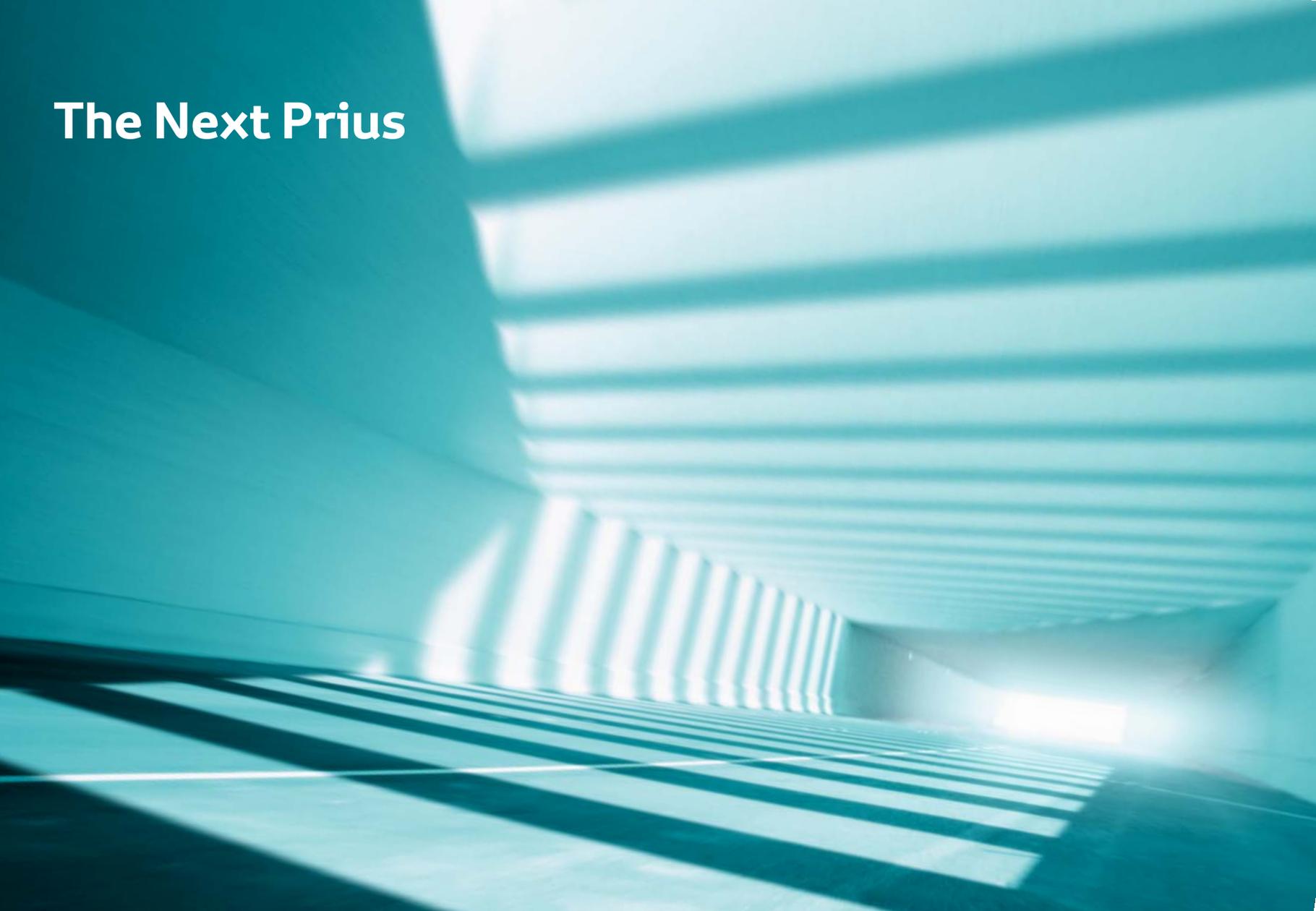


The Next Prius



The Next Prius. The world's most advanced car. True innovation that enhances your life – every day.





Follow the leader.

Toyota's revolutionary Hybrid Synergy Drive creates an unforgettable driving experience with smooth handling and powerful performance – combining remarkably low CO₂ emissions with impressive fuel economy. All in all, the most efficient and dynamic hybrid yet.





Incomparable driving pleasure

The Next Prius is smooth and effortless to drive, with outstanding dynamics, excellent handling stability and quiet high speed cruising. Enhance the power and efficiency of your drive by choosing from EV (Electric Vehicle), Eco and Power modes. The powerful 136 hp engine accelerates to 100 km/h in 10.4 seconds – a match for any conventional 2.0 litre car.

Space and style

The sublime exterior profile provides the best aerodynamic performance in it's class. Smooth, purposeful contours harmonise effortlessly with sophisticated features such as the sleek new LED headlamps. Clean lines and natural textures define the spacious, ergonomic interior, with improved leg and headroom for extra comfort. A warm and welcoming environment with enhanced visibility and intuitive controls. The Next Prius boasts multiple storage space and 445 litres of room for your luggage.

Total economy

Outstanding fuel economy, low depreciation values and significant tax incentives equal extremely low ownership costs. CO₂ emissions are as low as 89 g/km and fuel consumption is down to 3.9 litres every 100 km – the lowest of any family or business car. A newly developed integrated cooling system improves overall efficiency of the Next Prius. And you can trust the high performance quality battery to last the whole lifecycle of the vehicle. It is covered by a 5-year/100,000 km warranty.

The Next Prius, with Hybrid Synergy Drive.

Advanced technology that's easy to drive. Our revolutionary hybrid system combines 1.8 litre VVT-i petrol engine technology with two electric motors. Seamlessly choosing between them. Pure synergy.

Advanced Electric Motors

The petrol engine and two electric motors are all separate, which allows Prius to consistently deliver maximum performance and efficiency at every stage. Unlike anything on the road today, the main electric motor can power the car on electricity alone up to 48 km/h (EV mode), providing further economies in fuel and CO₂ emissions. Uniquely, the second electric motor can independently recharge the battery at any time. The Stop & Start feature lowers fuel consumption even further by using solely the electric motor to start the car – ensuring a faster and smoother restart.

Powerful and efficient engine

Our revolutionary beltless 1.8 litre engine helps to minimise fuel consumption. The compact lightweight design contributes to leaner and fitter performance through overall vehicle weight reduction. You can also maximise efficiency with a minimum of noise interference whilst cruising at high speeds thanks to increased displacement.

High energy battery

The new compact battery delivers higher energy output (27 kW) and a larger capacity than any other hybrid system. Energy recovery is maximised by a high performance integrated cooling system. Amazing stamina too – it lasts the entire lifetime of the vehicle. The battery can even recharge itself when you brake.

Transmission and modes

Our innovative transmission system allows for seamless interaction between the conventional engine and electric motors, helping to improve fuel efficiency and create smoother acceleration. Lightweight design and low friction components reduce drive shaft energy loss by up to 20%. Choose from EV, Eco and Power modes in addition to normal driving mode.



The future at your fingertips.





A stimulating environment that's brimming with intuitive technology and sensory design features. All created to make your drive easy, invigorating and safe.

Cooling efficiency

Your Prius will be ready-cooled in warm weather by the revolutionary Solar Roof Ventilation system. The Remote Air-Conditioning feature is a world first (optional).

Eco Driving Display

The Eco Drive Monitor tells you how efficiently you are driving. It displays real-time fuel consumption and energy flow.

Smart Parking

Intelligent Parking Assist makes the mundane easier. Prius automatically reverses you into your parking space (optional).

Intuitive ergonomics

The steering wheel Touch Tracer, a world's first, allows you to keep your eyes safely on the road and intuitively adjust your audio and air-conditioning at the same time. Project your speed, eco-performance and navigation information directly on to the windscreen in front of you, using the Head Up Display.

Advanced safety

Adaptive Cruise Control uses radar sensors to monitor the road ahead, automatically adjusting your speed where needed to maintain a constant distance from the vehicle in front. Pre-Crash Safety system senses obstacles ahead, triggering a series of safety features when required.

The Next Prius. Follow me.

Prius' environmentally friendly journey starts well before you first take the controls. We questioned every design detail of its production, performance and eventual disposal to ensure that its life creates as little harm to the planet as possible.

Leading by example

- Maximum efficiency and power is created by the world's most advanced full hybrid technology.
- Ultra low CO₂ emissions of 89 g/km and fuel consumption of 3.9 litres per 100 km.
- Designed and built to reduce emissions throughout it's whole life cycle. Using innovations such as plant-based carbon neutral bio-plastics.
- All our manufacturing operations meet Environmental Management System ISO 14001, a green standard we are proud of.
- We recycle and re-use as many parts as possible. Specially developed recyclable plastics are used to make features such as the instrument panels.
- Prius is designed to create minimal air pollution, easily meeting new Euro 5 air quality standards.
- 95% of the vehicle weight is recoverable at the end of the vehicle's lifecycle. 85% is recyclable.





It's time to move forward. If you would like to be one of the first to experience the Next Prius or for more information, please visit our website

www.toyota-europe.com/prius



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03/09/Prius/PSB/ENG/1000 YAMB70

**Today
Tomorrow
Toyota**