

 **TOYOTA**
moving forward ▶

PRIUS





Leading the hybrid revolution: shaping the future of cars

Born at the dawn of the 21st century, the Prius combined the power of an engine and a motor in the world's first mass produced hybrid car. Much more than delivering exceptional fuel efficiency, it shaped a revolution in advanced design and powerful driving performance, receiving great acclaim around the world. The Prius anticipated and answered the needs of an environmentally conscious world, shaping a new direction for what is possible, and setting the benchmark for cars of the future.





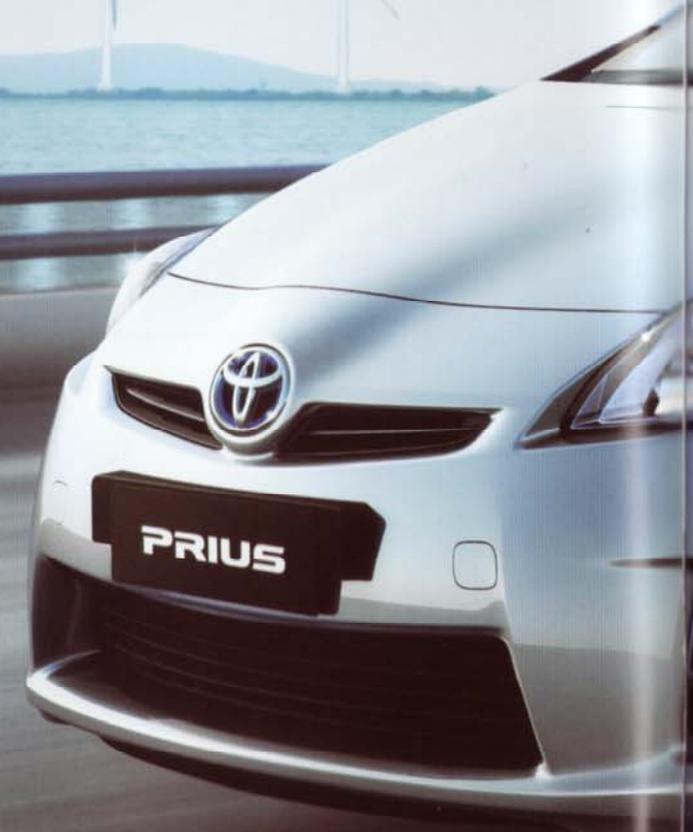


Evolving hybrid performance: extending hybrid capabilities

Building on its pioneering technology and achievements, the third-generation Prius leaps further ahead. Powered by the outstanding performance of its intelligent hybrid system incorporating a 1.8-litre engine, it achieves the acceleration performance of a 2.4-litre class car, while delivering exceptional fuel efficiency. Nimble handling, driving stability and excellent comfort also contribute to vehicle performance.

Exhilarating drive: enhanced performance

In addition to its environmental credentials and exceptional fuel efficiency, the Prius delivers enhanced power and seamless acceleration to give drivers free-flowing performance and pleasure.

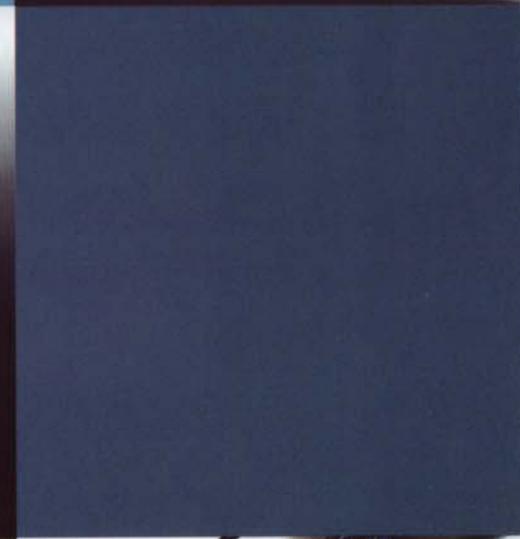
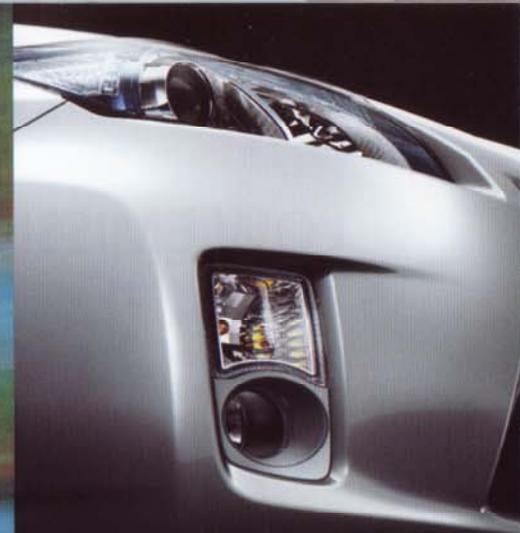
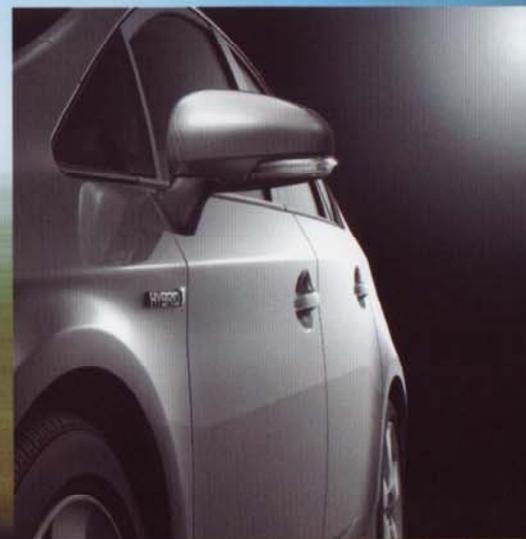






Optimising airflow management: world-class aerodynamic performance

Applying advanced aerodynamic theories, the design is built comprehensively around aerodynamic performance. It's the reason behind the Prius' unique design, contributing to fun-to-drive performance and outstanding fuel efficiency.



LOW EMISSIONS

Euro 4

The key to reducing emissions is attaining a very high level of fuel efficiency by optimising performance while minimising emission of harmful substances including CO₂ (Carbon dioxide). Naturally, the Prius meets strict exhaust emission regulations in various countries around the world.

ACCELERATION

Equivalent to 2.4-litre class cars

The combined power of the motor and 1.8-litre engine gives the Prius the acceleration performance of a 2.4-litre class car. Refined handling performance and driving stability also contributes to driving pleasure.

FUEL EFFICIENCY

CO₂ 89g/km (EC Mode)

Enhancing fuel efficiency extended far beyond optimising the performance of the newly-developed 1.8-litre hybrid system. By enhancing the circulation efficiency of the air-conditioning refrigerant and various energy saving technologies such as an exhaust gas recirculation to reduce power consumption (the air conditioning system, the use of LED tail and stop lamps, etc.) also contributes to excellent fuel efficiency.

QUIETNESS

Driving with just the motor contributes to the quietness of the Prius, both for the pleasure of occupants and peace of its surroundings. Optimum placement of noise-absorbing, noise-insulating and vibration-damping materials contribute to the excellent noise insulation of the cabin.

4 Key Benefits of Hybrid Synergy Drive

The development of the Prius was based on fulfilling the 4 key benefits, focusing on the four essential qualities that truly sets it apart – low emissions, fuel efficiency,

Eco drive monitor



Hybrid system indicator



Energy monitor

Drive mode switch



acceleration and quietness. In addition to vehicle performance, it supports the driver's ability to practice environmentally-focused, fuel-efficient driving.



1 min. / 5 min. consumption

The 5-inch screen of the Eco drive monitor shows an array of information to support fuel-efficient driving. The drive mode switch allows the driver to choose between 3 driving styles: Power Mode, Eco Mode and EV (Electric Vehicle) Mode.

PEACE OF MIND DRIVING

Drives like an ordinary car

Although the Prius is technologically advanced, it operates just like any vehicle. Its electrical motor can operate on its own automatically without the engine.

Regular maintenance

The Prius doesn't require special maintenance services. In fact, the Prius only needs regular vehicle service and maintenance.

Self-recharge

When you brake and decelerate, kinetic energy is transformed into electricity for the battery. With the regenerative braking system, you won't need to recharge the battery.



Advanced technologies to further enhance driving performance and fuel-efficiency

Evolving HSD (Hybrid Synergy Drive)

The HSD seamlessly combines the best characteristics and optimises operation of the highly efficient gasoline engine and powerful electric motor based on driving conditions, to deliver both smooth responsive driving performance and low fuel consumption and exhaust emissions.

Reducing weight and energy use

In addition to the HSD, every facet of the Prius was refined to help enhance fuel efficiency. Besides reducing the vehicle weight as much as possible, we focused on reducing energy consumption by integrating various power saving, energy efficient technologies throughout the car.

Aerodynamics

Aerodynamically designed exterior and a focus on reducing air resistance helped achieve a world-class Cd figure of 0.25.



TRANSMISSION

Motor

The adoption of a reduction gear contributed to enabling a lightweight, compact form for the high output motor.

Reduction gear

Increases the motor's torque, producing excellent driving power, and contributing to seamless acceleration.

Power split device

Integrated with the engine, motor and generator, it functions as an Electrically Controlled Continuously Variable Transmission.

Generator

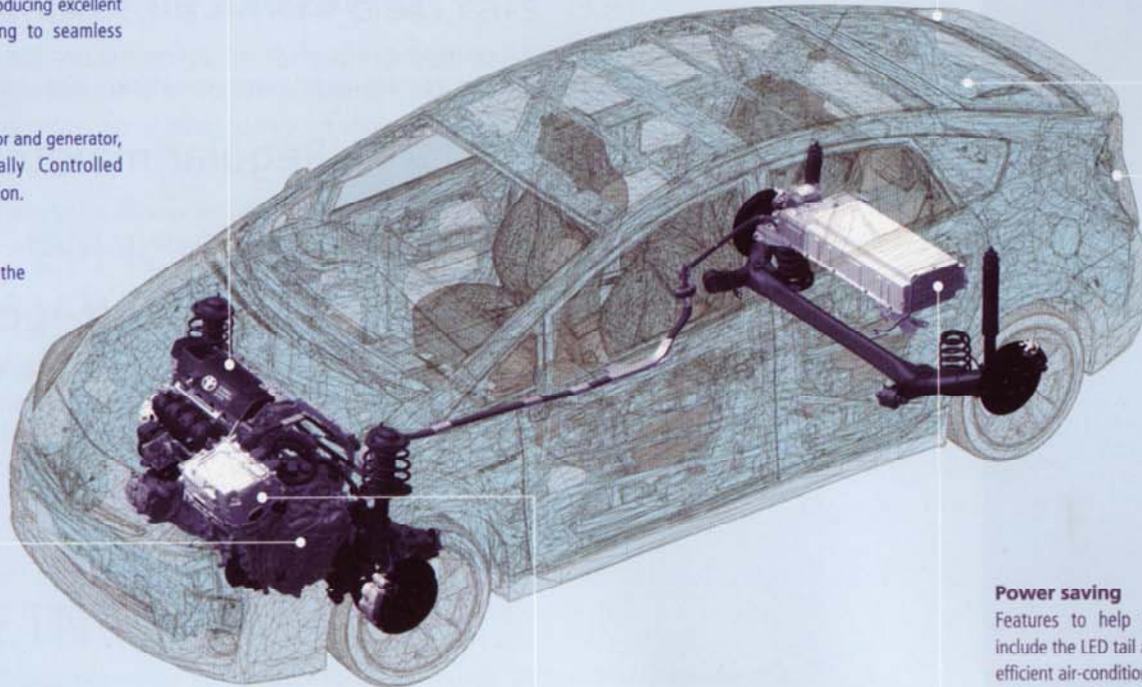
Supplies ample electricity to the motor, contributing to excellent acceleration performance.

1.8-litre 2ZR-FXE engine

It features various advanced technologies such as the Atkinson-cycle, a cooled EGR (Exhaust Gas Recirculation) system, electric water pump and intake-side VVT-i (Variable Valve Timing with Intelligence) to enhance fuel efficiency.

Lightweight

A lightweight body and reduction in weight of various components contribute to the excellent fuel efficiency.



Full Hybrid: Advantages of the Prius hybrid system

Engine stop

For excellent fuel efficiency, the engine automatically cuts out when the Prius is stopped in traffic. Even while driving, the engine will cut out in response to driving conditions. At start-up, the Prius drives only with the motor.

Regenerative brake system

This system coordinates control with the compact, lightweight ECB (Electronically Controlled Brake System) to provide optimum braking force relative to brake pedal operation, while enabling highly efficient energy regeneration of the battery even when the engine isn't running.

Highly-efficient control

To use the engine and motor effectively in various driving conditions and speeds, the Prius integrates and controls the engine and motor operation for optimum fuel efficiency and low emissions.

Power saving

Features to help reduce power consumption include the LED tail and stop lamps and the highly efficient air-conditioning system.

Ni-MH (Nickel-Metal Hydride) battery

The compact and lightweight high output battery supplies optimum electricity to the motor.

Power control unit

Optimises control of DC electricity from the battery and AC electricity to drive the motor and generator. Boosts battery voltage up to a maximum of 650V.



Comparison between Hybrid Synergy Drive Performance and Mild Hybrid Performance

PRIUS Hybrid System

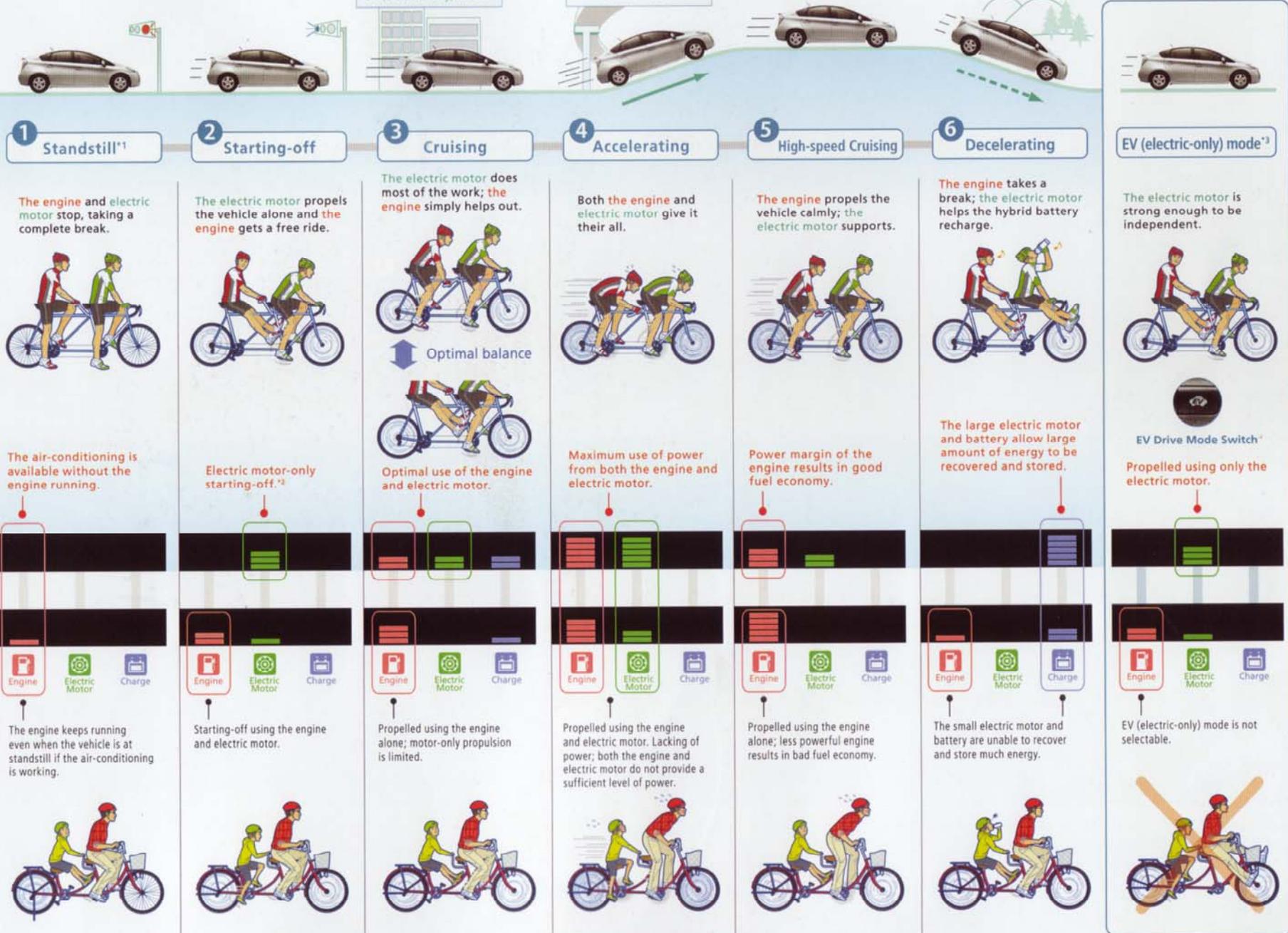
The engine and electric motor are teammates of equal potential, providing great power with low fuel consumption.

Strong electric motor
The electric motor is like a sprint cyclist, specialising in quick starts and short stints.

Strong engine
The engine is like an endurance cyclist, providing stable power over long distance.



Operating Mode Comparison



Even more effective when used in conjunction with EV (electric-only) mode.

Even more effective when used in conjunction with Power Mode.

1 Standstill*

The engine and electric motor stop, taking a complete break.



The air-conditioning is available without the engine running.

2 Starting-off

The electric motor propels the vehicle alone and the engine gets a free ride.



Electric motor-only starting-off.*2

3 Cruising

The electric motor does most of the work; the engine simply helps out.



Optimal balance

Optimal use of the engine and electric motor.

4 Accelerating

Both the engine and electric motor give it their all.



Maximum use of power from both the engine and electric motor.

5 High-speed Cruising

The engine propels the vehicle calmly; the electric motor supports.



Power margin of the engine results in good fuel economy.

6 Decelerating

The engine takes a break; the electric motor helps the hybrid battery recharge.



The large electric motor and battery allow large amount of energy to be recovered and stored.

EV (electric-only) mode*3

The electric motor is strong enough to be independent.



Propelled using only the electric motor.

Full Hybrid System

Mild Hybrid System

The engine is the main player; the small electric motor is merely an assistant.

Engine
The engine has endurance but lacks power.

Small electric motor
The electric motor is not strong enough to be independent.



The engine keeps running even when the vehicle is at standstill if the air-conditioning is working.



Starting-off using the engine and electric motor.



Propelled using the engine alone; motor-only propulsion is limited.



Propelled using the engine and electric motor. Lacking of power; both the engine and electric motor do not provide a sufficient level of power.



Propelled using the engine alone; less powerful engine results in bad fuel economy.



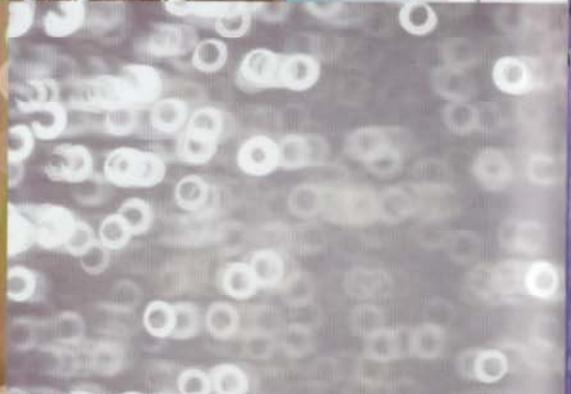
The small electric motor and battery are unable to recover and store much energy.



EV (electric-only) mode is not selectable.



*1: If hybrid battery power is low, the engine may continue to run even when the vehicle is stopped in order to drive the generator for battery recharge. No need to recharge the hybrid battery using an external power source. *2: Under certain circumstances, the engine will still operate. *3: The distance covered by EV (electric-only) mode operation varies depending on the state of the hybrid battery. EV-mode may not always be available depending on the state of the hybrid system. Note: All illustrations and information are based on TMC internal research and are for reference purposes only.



In harmony with the environment

The Prius realises our dreams for the future, embracing the values of caring for the environment through futuristic design, innovative technologies, functionality and a human-centered approach that is in harmony with an environmentally-friendly lifestyle.

Human technology with a personal touch

Warm and inviting, the interior captures the Prius spirit of innovation. Based on the concept of "Human technology", it's designed to flow organically around the occupants, with soft lines and ample space enhancing comfort and drivability. The futuristic design, integration of advanced technologies and subtle details like the organic motifs for the trim and seat upholstery, reflect the unique values and eco-friendly theme for the Prius.





Human-centred design: ergonomic next-generation control system

The driver's cockpit is divided into two distinct zones for easy, intuitive access. The 'command zone' is positioned in the centre cluster for immediate access to functions. The 'display zone' of the centralised Multi Information Display provides easy visibility to key information.



welcome to
PRIUS

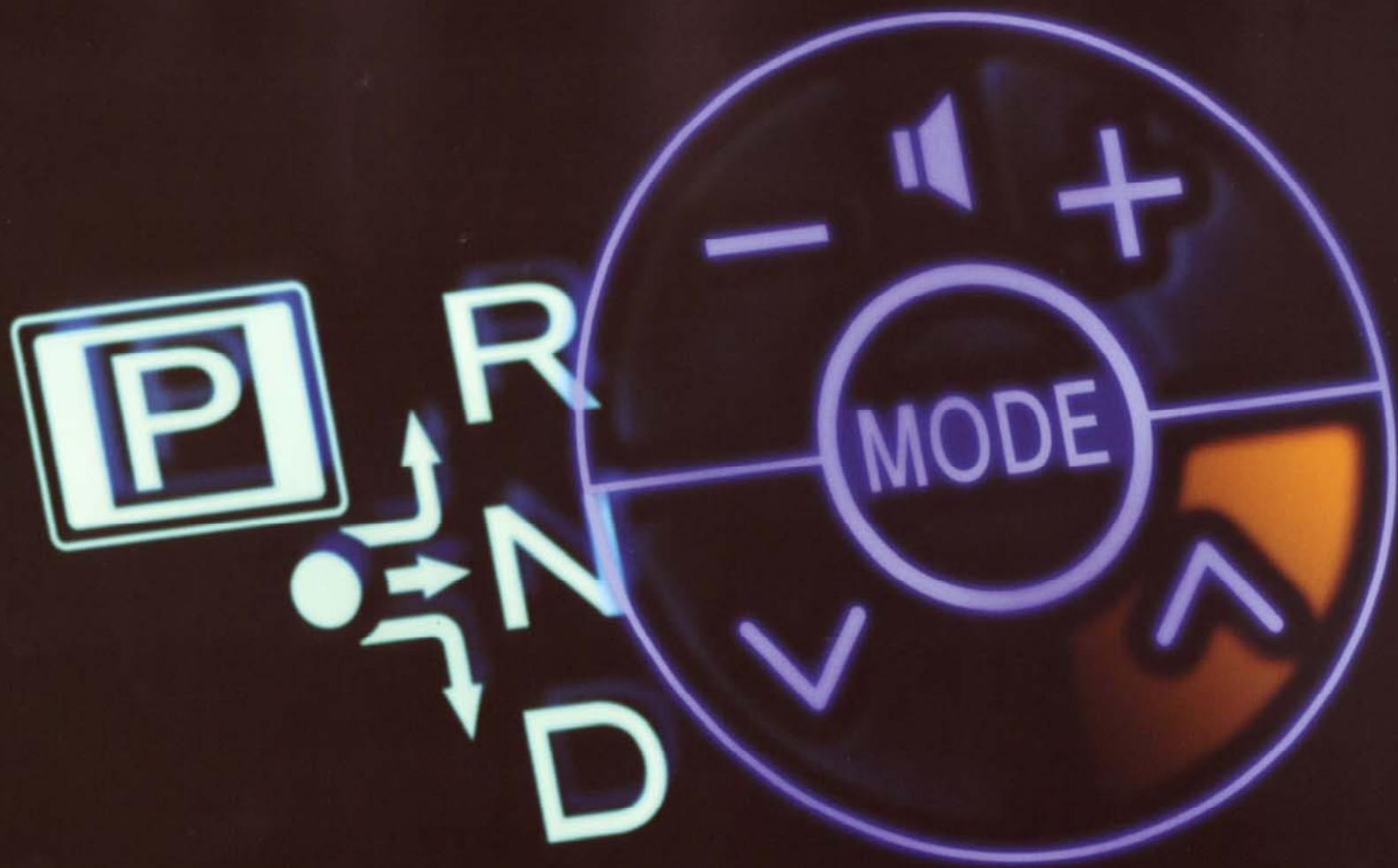
P
R
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km/h

BEADY

CH1 87.5

23.0



Advanced features

The integration of cutting-edge technology contributes to driving pleasure. Display of various information such as system operation and driving status also helps the driver optimise a fuel-efficient driving style.



Multi Information Display: Switches on the steering wheel are integrated with the touch tracer display. This ergonomic and intuitive design helps driver maintain eye contact with the road while remaining in absolute control of all functions of the Prius.



Various information in the head-up display includes vehicle speed and the hybrid system indicator.



Head-up display: Projects various driving information on the lower windshield glass directly in front of the driver, minimising eye movement. In addition to manual setting, an automatic display luminosity function optimises the visibility of information.



Electronic shift lever: With light-touch operation, it automatically returns to the home position after shifting, enabling smooth gear shifts. To switch the gears to park-mode, all the driver needs to do is press the parking switch.



Smart Entry and Start System: When carrying the Electronic Key, all doors can be unlocked by simply gripping a door handle, and the hybrid system can be started by simply depressing the brake pedal and pushing the power switch.*

* The mechanical key is built into the Electronic Key. Electronic Key caution: Radio waves may affect electric medical devices. Individuals with cardiac pacemaker implants should keep their pacemaker from coming close to the Smart Entry and Start System antennas. The transmission of radio waves can be disabled.





A comfortable space

The spacious cabin and meticulous attention to detail creates a warm and comfortable environment.



The product of the "minimum exterior, maximum interior" design, the Prius contains a spacious interior that can be enjoyed by every passenger, and also provides them with ample luggage space.



Front seatbacks: The slim design of the front seatbacks contributes to excellent knee room for rear passengers. Retractable saddle-type headrests on the rear seats enable good rear visibility.

Utility and comfort

The Prius provides you with the functional and practical features and storage that accommodate the changing needs of an active lifestyle.



Various storage spaces:

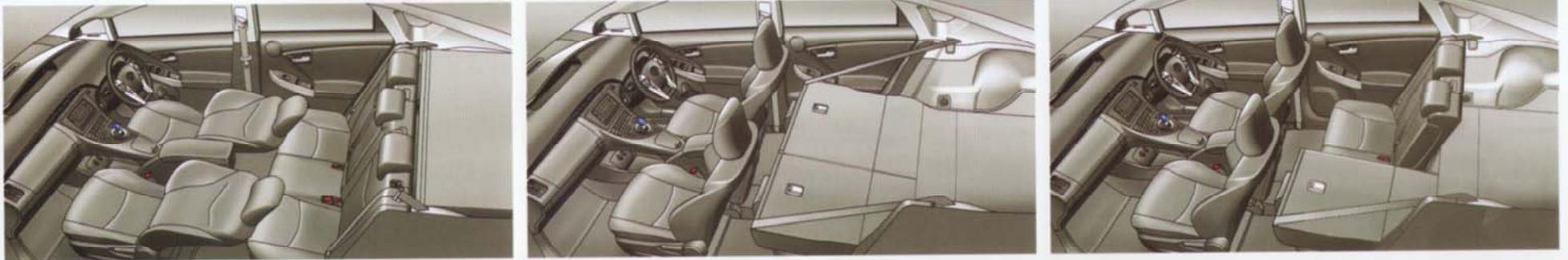
❶ Luggage space (for 3 sets of golf bags)

❷ Front passenger's seat upper box and glove box

❸ Front cupholders and storage space under the centre console

❹ Centre console box with detachable upper tray (storage for 10 CDs)

❺ Rear cupholders



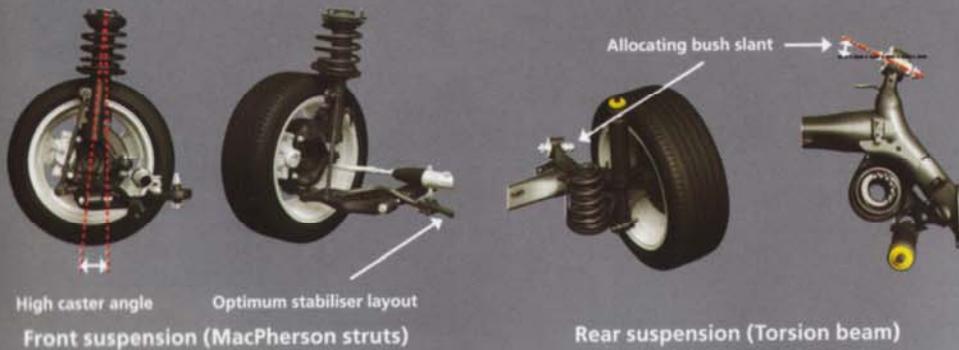
Seating arrangement: Providing convenience and flexibility, the front seats recline for comfort, and the 60 : 40 split rear seats fold down to accommodate different combinations of passengers and luggage, and larger items.



Audio system: It features a radio tuner and CD player feeding 8 speakers, to provide superb sound in every seat. An audio mini-jack is also featured, enabling a portable music player to be connected and enjoyed over the vehicle's speakers.



Auto air-conditioning system: The powerful performance of the compact lightweight system ensures quick cooling of the cabin. Its efficient use of power contributes to excellent fuel efficiency. It also features a pollen removal mode and clean air filter.



Platform and suspension system: It features a new platform to satisfy the vehicle's basic performance that includes collision safety, stability, control and ride comfort, as well as aerodynamics. The platform combines with the suspension, which was optimised for roll and torsional rigidity, to provide a high level of stability, control and ride comfort.



Lamps: The Prius is equipped with power saving LED tail and stop lamps. They use significantly less power and last longer. Turn signal lamps integrated into side view mirrors clearly inform other drivers of your intentions.



Braking control on a road surface with different left and right side traction characteristics



Rear wheel skid control



Front wheel skid control

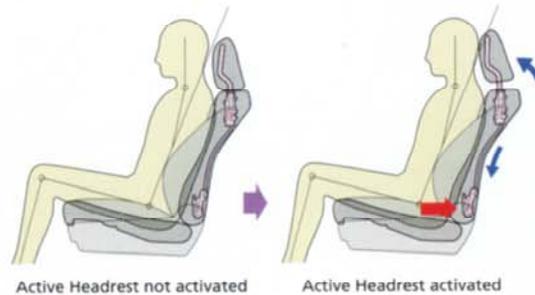
EPS (Electric Power Steering)-VSC (Vehicle Stability Control) integrated control system: The system integrates and controls braking control technologies such as VSC and ABS (Anti-lock Braking System) with EBD (Electronic Brake-force Distribution), the driving force control of TRC (Traction Control System), and EPS. For instance, when cornering on slippery roads, the system controls the amount of steering torque assist of the EPS by coordinating conventional functions such as VSC and TRC, to provide excellent driver controllability and vehicle stability.

Safety

The caring approach of the Prius extends to your peace of mind, with thoughtful active and passive safety measures that integrate the use of advanced technologies, helping to assure the top level of safety in its class.



Airbags: To help reduce the impact to occupants in a collision, the Prius is equipped with SRS (Supplemental Restraint System) driver airbag, SRS front passenger airbag, SRS driver knee airbag, SRS side airbags, and SRS curtain shield airbags.*



Active Headrest: In the event of rear-end collisions, front seats with Active Headrest contribute to reduction of neck impact by moving the headrest diagonally upwards cushioning both the head and back at the same time.



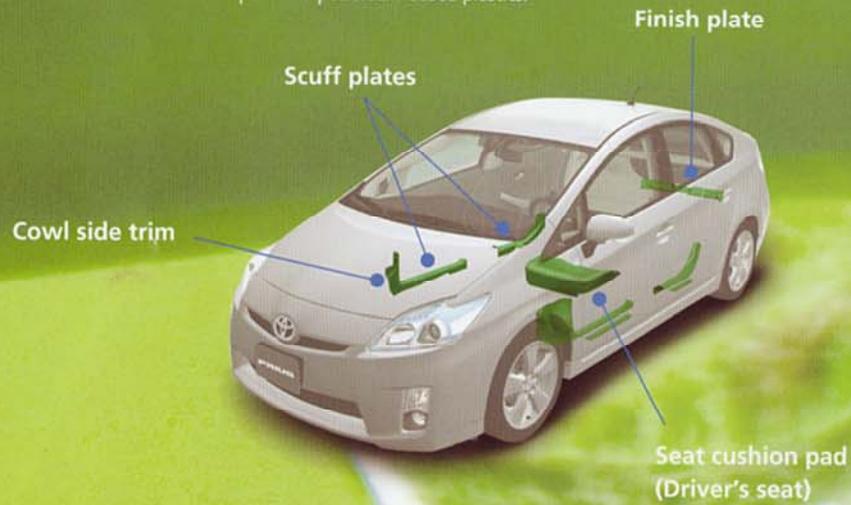
Crash safety body: It is comprised of a high integrity cabin with front and rear crumple zones that help absorb impact energy in a collision. It also incorporates an omni-directional compatibility body structure that pursued the coexistence of vehicles of different weight and height in a collision, and a body structure to help reduce injury to pedestrians.

* The SRS airbags are supplemental devices to be used with the seatbelts. The driver and all passengers in the vehicle must wear their seatbelts properly at all times. Child seats should be used in the rear seats. Please do not use accessories for the seats which cover the parts where the SRS side airbags should inflate. Such accessories may prevent the SRS side airbags from activating correctly, causing serious injury (Toyota genuine seat covers are specifically designed for models equipped with the SRS side airbags). The photos show all the SRS airbags activated for display purposes only (the SRS side and curtain shield airbags only inflate on the side of the collision in an actual accident). For details on these and other important safety features, be sure to read the Owner's Manual carefully.

Eco-friendly materials

Ecological plastic

The use of ecological plastic helps reduce CO₂ emissions compared to petroleum-based plastics.



Recyclable materials

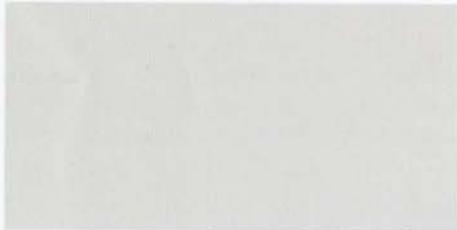
The proactive use of recyclable materials includes TSOP (Toyota Super Olefin Polymer) and RSPP (Recycled Sound-Proofing Products).



NOTE: Vehicle and specifications in this catalogue may vary from models available locally. Vehicle body and accessory colours might differ slightly from the printed photos in this catalogue.

Exterior Colours

1F7 Silver Metallic



070 White Pearl CS



8V1 Abyss Gray Metallic



Eco-plant plan

The pursuit of environmental performance extends to the production plants. The Tsutsumi Plant in Japan was designated a model plant in an on-going project that aims to realise a sustainable plant through a range of initiatives that include generating 50% of electricity by solar panels and recycling water. These activities will be spread from the model plant to Toyota plants around the world.

Initiatives at the Tsutsumi Plant (Photovoltaic generation system)

Assembly plant



Visitor center



Machinery plant



Roads around the plant



Office building



3R3 Red Mica Metallic



8T5 Dark Blue Mica

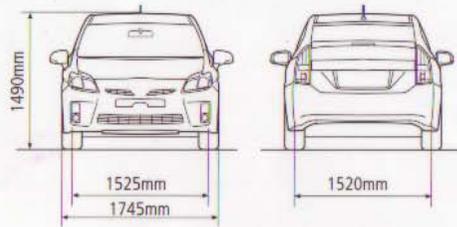
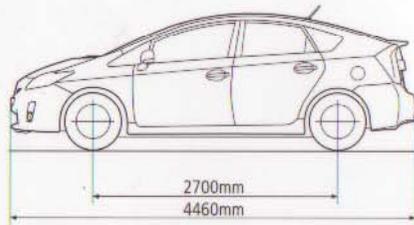


Interior Colour for fabric seat

Medium Gray



SPECIFICATIONS



DIMENSIONS			
Overall	Length	mm	4,460
	Width	mm	1,745
	Height	mm	1,490
Interior	Length	mm	1,905
	Width	mm	1,470
	Height	mm	1,225
Wheelbase	mm	2,700	
Tread	Front	mm	1,525
	Rear	mm	1,520
Ground Clearance	mm	140	
Turning Radius	m	5.2	
Curb Weight	kg	1,420	
Boot Capacity	Litre	445	
Fuel Tank Capacity	Litre	45	
ENGINE			
Model	cc	22R-FXE	
Type	In-line, 4-cylinder, 16-valve DOHC with VVT-i		
Displacement	cc	1,798	
Bore x Stroke	mm	80.5 x 88.3	
Compression Ratio	13.0		
Fuel System	EFI, Unleaded RON 95 or Higher		
Max. Output (SAE-Net)	PS / rpm	98 / 5,200	
	kW / rpm	73 / 5,200	
Max. Torque (SAE-Net)	Nm / rpm	142 / 4,000	
	kg-m / rpm	14.5 / 4,000	
MOTOR			
Type	Permanent Magnet Synchronous		
Rated Voltage	V	650	
Max. Output	PS	80	
	kW	60	
Max. Torque	Nm / rpm	207 (Boosted: 546 Nm)	
	kg-m / rpm	21.1 (Boosted: 55.7 kg-m)	
HV BATTERY			
Type	Nickel-Metal Hydride		
Voltage	V	201.6	
Max. output	kW	27	
Number of Modules	28 modules (168 cells)		
PERFORMANCE			
Total Output	PS	134	
	kW / rpm	100	
Aerodynamics	Cd	0.25	
Acceleration 0-100 km/h	s	10.4	
Top Speed	km / h	180	
Power-to-weight ratio	kg / PS	10.6	
Fuel consumption	km / l	38	
CO ₂ Emissions	g / km	89, AT-PZEV	
CHASSIS			
Transmission	Electrically Controlled Continuously Variable Transmission (CVT)		
Suspension	Front	MacPherson Struts (with stabiliser bar)	
	Rear	Torsion Beam	
Brakes	Type	Hydraulic / Regenerative	
	Front / Rear	Ventilated Disc / Solid Disc	
Power Steering	EPS (Rack & Pinion)		
Steering Ratio	14.6		
Turns, Lock to Lock	2.8		
Tyre Size	195 / 65R15		
Wheels Size	15 x 6J Aluminum		
Spare Wheel	Full Size 15" Aluminum		

COMFORT AND CONVENIENCE: EXTERIOR FEATURES				
Windshield, Window & Rear Glass with Green Tinted, UV Cut			With	
Headlamps	Type	Halogen		
	Leveling	With (Manual)		
LED Rear Combination Lamp			Tail & Stop Lamps	
Fog Lamps	Front	With		
	Rear	With		
Side Mirror	Turn Signal	With		
	Power Retractable	Manual		
Rain Sensor Auto Wiper			With (Front Only)	
Intermittent Variable Wiper			With	
COMFORT AND CONVENIENCE: INTERIOR FEATURES				
Smart Entry and Start System			With	
Multi Information Display			Driving info & Energy Monitor	
Steering Wheel	Type	Leather		
	Tilt & Telescopic	With		
	Switches	Audio	With (Touch Tracer)	
		Air-Conditioning	With (Touch Tracer)	
Bluetooth	With			
Shifter Design / Location			Electronic, Centre Console	
Drive Mode Switch (Power-ECO-EV)			With	
Head Up Display			With	
Cruise Control			With	
Power Window	Auto Up & Down	All		
	With Anti-Jam	All		
Audio	Type	AM / FM CD Player with MP3 / WMA		
	AUX Jack	With		
	Number of Speakers	8 Speakers		
	Material	High Grade Fabric		
Seat	Front	Slide	With (Manual)	
		Recline	With (Manual)	
	Rear	Vertical	With (Manual)	
		Lumbar Support	With (Power)	
Lamp	Front Personal	With		
	Room	With		
	Sunvisor	With		
	Door	With		
	Front Footwell	With		
	Luggage	With		
Parking Brake			Foot Pedal	
Sunvisor			With Illuminated Vanity Mirror & Lid	
SAFETY FEATURES: ACTIVE				
Vehicle Stability Control (VSC)			With	
Traction Control (TRC)			With	
Anti-Lock Braking System (ABS) with Electronic Brake-force Distribution (EBD)			With	
Brake Assist (BA)			With	
Aspherical (Wide view) Side Mirror			With	
Reverse Sensor			With	
SAFETY FEATURES: PASSIVE				
Hill-Start Assist			With	
GOA Body			With	
Front Airbags			With	
Front Side Airbags			With	
Curtain Airbags			With	
Driver Knee Airbag			With	
Active Front Headrest (with WIL)			With	
SECURITY				
Anti-Theft System			Immobiliser with Security Horn	

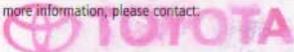
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Automotive Finance Solutions



For more information, please contact:



M08/Y09

UMW TOYOTA MOTOR

PRIUS	Toyota Prius 1.8 CVT (Auto) Model Code : ZWV30R-AHXEBW Engine Capacity : 1798 cc Metallic (RM)	
	Individual Private	Company Private
	Selling Price	169,664.90
1 Year Road Tax	279.20	558.40
Registration Fee	300.00	500.00
Ownership Endorsement Fee	50.00	50.00
Puspakom Inspection	50.00	50.00
Retail Price (Without Insurance)	170,344.10	170,823.30
Comprehensive Insurance	4,655.90	4,940.70
On The Road Price with Insurance	175,000.00	175,764.00
Sum Insured	169,000.00	169,000.00

Main Specification

Exterior	Headlamps	Halogen with manual leveling
	LED Rear Combination Lamp	Tail & Stop Lamps
	Fog Lamps	Front & Rear
	Side Mirror	Aspherical (Wide-view) with turn indicator
	Windshield Wiper	Rain sensor auto wipers with intermittent variable
Interior	Multi Information Display	Driving information & Energy monitor
	Smart Entry and Start System	With
	Steering Wheel	Touch Tracer (Audio & Air Conditioning) & Bluetooth
	Drive Mode Switch	With (POWER, ECO & EV Modes)
	Head Up Display	With
	Cruise Control	With
	Shifter Type/ Location	Electronic Shift Lever/ Center console
	Audio	Dashboard Integrated with MP3/ WMA, CD Player, 8 Speakers
	Seat Material	High Grade Fabric
	Lumbar Support	Power (Driver only)
Rear Seat	60:40 Split Foldable	
Safety & Security	Vehicle Stability Control (VSC)	With
	Traction Control (TRC)	With
	Anti-Lock Braking System (with BA & EBD)	With
	SRS Airbags	Front & Side (Driver & Passenger), Curtain & Driver Knee

Note

- Prices, colours availability and specifications are subject to change without prior notice.
- Insurance Premium - Company Private registration inclusive of 5% service tax and RM50 for all driver coverage.
- We recommend windscreen insurance coverage which is not included in above prices.
- * Additional Price of RM 800 for White Pearl CS Color only.
- Please refer to brochures for more details.

Colours

No.	Description	Code
Metallic		
1	Silver Metallic	1F7
2	* White Pearl CS	070
3	Abyss Grey Metallic	8V1
4	Red Mica Metallic	3R3
5	Dark Blue Mica	8T5



*With a 3-year warranty from the date of first registration or 100,000km travelled, whichever occurs first.

Ref No. 176/PM/PRIUS/0907(Mktg-Prcg)

For more information, please contact :

