



BUILD YOUR OWN

YOUR 2010 PRIUS

Date: July 12, 2009
 Zip Code: 46060



TRIM	1.8 Liter 4-Cylinder, Prius II, Gas/Elec Hybrid (ECVT)	\$22,000
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OPTIONS	Base Model: [FE] 50 state emissions	\$0
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COLORS	Exterior: Blizzard Pearl	Interior: Prius II/III - Fabric in Dark Gray	\$220
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ACCESSORIES	All-weather Floor/Cargo Mats - 5pc Set [29] (2Q)	\$199	\$199
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		\$750
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[View Your Customized eBrochure](#)
[View Prius Warranty](#)

MSRP*
\$23,169

DEALERS

Butler Toyota
 3232 Harper Road Indianapolis, IN 46240
 Phone: (317) 846-9600 Fax: (317) 848-6630
 (Approx. 10.72 miles away)

+ All information on this website is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

* Manufacturer's Suggested Retail Price. Excludes taxes, license, title and available or regionally required equipment. Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice

** Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and

Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary

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- 1 The Solar Power Ventilated System uses an electric fan to draw outside air into, through, and out the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature near the outside ambient temperature to help make the cabin more comfortable with reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner.
- 2 Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load/or if the battery charge is low. See your Owner's Manual for further information.
- 3 Satellite radio requires monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.
- 4 Plasmacluster[®] is a trademark of Sharp Electronics, Inc.
- 5 The phones on this site have been tested for Bluetooth[®]; 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.
- 6 The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic[®]; requires a monthly service fee and hardware, and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.
- 7 Available on Prius III and IV only.
- 8 The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.
- 9 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.
- 10 Includes front passenger and rear hatch Smart Key System.
- 11 Controls included based on vehicle equipment.
- 12 Dynamic Laser Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your Owner's Manual for important instructions and cautions.
- 13 Lane Keep Assist is designed to read the lane markers of certain roads and apply slight torque to the steering wheel to help keep the car in the center of the lane. If the vehicle approaches the outer limits of its lane, the Lane Departure Warning feature will sound a warning tone and applies a slight torque to the steering wheel to notify the driver that corrective action may be required. These features are not a collision-avoidance system and are not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your Owner's Manual for further information.
- 14 Intelligent Parking Assist requires driver brake control. Always look around the outside of the vehicle and use mirrors to confirm clearance.
- 15 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.
- 16 HomeLink[®] is a registered trademark of Johnson Controls, Inc.
- 17 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.
- 18 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.
- 19 System available fall 2009. Comes with 1-year trial subscription. Longer term service requires a separate subscription. Contact the Safety Connect Call Center is limited by cellular connection availability and reception of GPS satellite signals, so you may be unable to contact the Call Center or receive emergency support. Enrollment and Subscription agreement required. Additional service packages are available for additional charges.
- 20 The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your Owner's Manual for further information.
- 21 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.
- 22 Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.
- 23 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.
- 24 The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to

replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high security key services at www.aloa.org.

25 Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

26 AT-PZEV-rated by the California Air Resources Board. Meets Tier 2/Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov

27 Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing

28 Available on Prius V only.

29 2010 EPA-estimated mileage. Actual mileage will vary.