

The next Prius. 01.08.09.



The next Prius.

**The shape of things
to come.**





The next giant leap forward.

The all new, third-generation Toyota Prius with Hybrid Synergy Drive® builds on the strengths of the earlier, revolutionary models. That means an even smoother, quieter, cleaner and more fuel-efficient drive. It means more space, dynamism, power and performance. In short, the best just got better.





Total economy

The new Prius gives you a combined 72.4 mpg – the best of any family car – and CO₂ levels are down to just 89 g/km, so there's no UK road tax to pay. You can also cover 736 miles on just one tank of petrol. Proven reliability – we've built over a million Prius and they've covered about 37 billion miles between them. In fact, customers said reliability and quality were particularly impressive when voting in the JD Power & Associates UK Car Customer Satisfaction survey in 2008. The Prius took top honours in the full size family car category and overall.

Effortless drive

Life is easy with the Toyota Prius. Drive it and you'll see what we mean – whether you're in town or on the motorway. You'll experience instantly accessible power (up to 136 hp), responsive handling, relaxed high-speed cruising and effortless overtaking. And, our latest Continuously Variable Transmission (CVT) means no gear changes. You'll enjoy it all in style and comfort, with intuitive advanced technology at your fingertips.

Space and style

Thanks to an exceptionally sleek profile, the new Prius is one of the world's most aerodynamic cars. The benefits? Enhanced all-round performance, plus a sleek yet solid design. This practical family car offers impressive luggage space – enough for up to three golf bags – considerable head and leg room and many innovative storage solutions.



Hybrid Synergy Drive®.

Our third-generation hybrid technology makes Prius ownership even more satisfying. It's a cutting-edge combination of petrol and electric power that brings compellingly clear benefits – and an effortless drive.

Powerful and efficient

The new 1.8 litre VVT-i petrol engine combines with the electric motor to give the Prius a power output figure of 136 hp. That's the kind of performance you'd expect of a 2.0 litre engine and it will take the car from zero to 60 mph in just 10.4 seconds. The engine is also quieter, cleaner (with CO₂ emissions from 89 g/km), more fuel efficient (with fuel economy from 72.4 mpg) and, as it's beltless, requires less maintenance.

Advanced electric motor

Two electric motors work in harmony with the petrol engine to create the unique Hybrid Synergy Drive® experience – defined by smooth acceleration, quietness

and outstanding efficiency. More powerful than the previous version, yet also lighter and 33% smaller. Not just providing power, they also create it. When you brake or decelerate, the motor captures kinetic energy that would normally be wasted as heat. This is then stored as electrical energy in the battery.

Power Split Device

This clever system is at the centre of the Hybrid Synergy Drive® experience, allowing the new Prius to run on the petrol engine, electric power or both together with absolute efficiency and blissfully smooth progress.

EV, ECO and POWER

There are three on-demand driving modes in the new Prius – EV, ECO and POWER. From start-up and at speeds of less than 31 mph, the car can, in most conditions, operate in EV mode, using electric power alone*. And that means zero emissions, zero fuel consumption and zero engine noise. Then there's ECO mode, which can save you up to 15% in fuel by moderating throttle responsiveness and the air conditioning system. Finally, there's POWER mode for a more responsive drive and faster acceleration.

* For up to 1.2 miles.



The future at your fingertips.

The new Prius is full of innovative and intuitive technology designed to make life comfortable, convenient and enjoyable. This is highly advanced thinking with clear real-world rewards.

Head-up display

Standard on all new Prius models, this innovation means you never have to take your eyes off the road to read essential driving information. The head-up display projects data such as speed, navigation* and Eco Drive details on to the base of the windscreen directly in front of you. The display can be adjusted for brightness and height.

Smart Entry & Start System

Instead of a conventional key the Smart Entry & Start System features a transmitter that allows you to unlock the doors by simply touching the handle or start the engine at the touch of a button. All you need to do is carry the Smart Entry key with you.

* In models with optional satellite navigation.







Eco driving

It's good to see just how efficient the new Prius is – and how efficiently you're driving. Which is where the Eco Drive Monitor comes in. Along with real-time fuel consumption and hybrid power flow information, it indicates how effectively you're using the accelerator, helping you to change your driving style for better economy. Standard on all models.



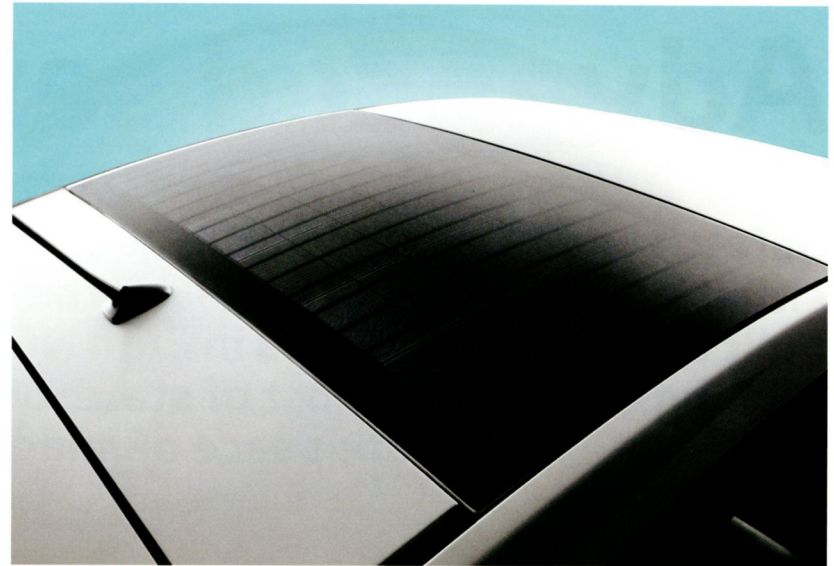
Touch tracer

This world first from Toyota is a simple but very effective idea that means you don't have to look down when operating steering wheel-mounted buttons. All it takes is a touch of your thumb and an image of the button cluster appears in the high-mounted display, comfortably within view. Standard on all models.



Smart parking

The new Prius can park itself. The Intelligent Parking Assist (IPA) option uses a rear camera and ultrasonic sensors to find a useable space and self-steer the car home. It's tried, tested and highly appreciated technology already enjoyed by owners of the second-generation Prius all over the world. Standard on T Spirit.



Solar roof

The sun beating down on a car's roof can heat up an interior to uncomfortable levels. Not with the new Prius. Solar panels in the optional glass sunroof power a fan to keep the car well ventilated. As part of the system, the air conditioning can be switched on remotely using the key fob, cooling the car up to three minutes before you even get in. Optional on T Spirit.



Advanced safety.

Safety for all on board and in all possible situations is crucial. This is why the new Prius, built to achieve five stars in Euro NCAP safety rankings, provides a host of state-of-the-art systems for complete peace of mind.

Driving stability

Many advanced driving support systems, fitted as standard, keep you safe and secure on the road. Vehicle Stability Control+ (VSC+), for instance, increases the already high protection levels of VSC by adding automatic steering assistance to the enhanced grip and cornering stability provided by the system. There's also Traction Control (TRC), which optimises road-holding on slippery surfaces.

Emergency Brake Signal

Sometimes hard, emergency braking can't be avoided. To help make sure you fully capture the attention of driver behind you, the new Prius features a clever emergency brake signal. Under heavy braking, the rear brake lights flash so the other driver can see what's happening and react in good time.

Protective body structure

The new Prius features special side-impact support boxes to help ensure survival space for all on-board, high-strength side members to reduce body deformation in a collision and high-tensile steel to react to and disperse frontal collision force. The car is even built to limit collision damage to other vehicles of different sizes and weights.

Multiple airbags

Seven airbags throughout the new Prius offer comprehensive protection. Along with airbags for the driver and front seat passenger, there are front seat-mounted side bags, a driver's knee airbag and side curtain airbags.

Active headrests

These can play an important role in helping to reduce neck and shoulder injuries in a rear collision. They work by moving forward when there's an impact, reducing the distance between your head and the headrest itself.

Pedestrian protection

The chances of pedestrian impact injury have been further reduced with the cleverly structured new Prius. The cowl area crushes on impact from above, the bonnet features a sloping, injury-reducing design and the front bumper area is designed to absorb impact forces as well as reduce the likelihood of a person's legs from sliding under the car.

Non UK specification vehicle shown.



The next Prius. Follow me.

The new Prius is an important step forward in our quest to create a completely emissions-free car and clean mobility for all. Many initiatives and advanced features signal the way ahead...

Leading by example

For Toyota, one technological advance leads to another and there's one over-riding goal – zero emissions in its true sense. That means, for every vehicle we produce, a completely clean experience throughout its entire life span. Eventually we hope to create vehicles that clean the air as they're driven. The new Prius represents a significant step in this ambitious journey.

Here are just a few stand-out facts:

- Ultra low CO₂ emissions of 89 g/km and combined fuel consumption of 72.4 mpg.
- The nickel metal hydride battery is built to last the entire lifetime of the car.
- The new Prius uses carbon-neutral eco-plastics derived from plant matter in many areas, including the seat cushions and scuff plates. It represents yet another world first from Toyota.
- We recycle and re-use as many parts as possible. Specially developed recyclable plastics are used to make features such as the instrument panels.
- 95% of the vehicle weight is recoverable at the end of the vehicle's lifecycle. 85% is recyclable.
- All manufacturing operations meet Environmental Management System ISO 14001, a green standard we are proud of.





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.co.uk/prius



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Tomorrow
Toyota**