TOYOTA

Quality Revolution

TOYOTA

Quality Revolution

NEW

PRIUS

PLANET'S FAVOURITE HYBRID

TALK TO TOYOTA

For enquiries & feedback contact

1800-425-0001

BSNL/MTNL Toll Free No.

+91-80-66293001 (Direct No.)

UNMATCHED WARRANTY*

3 years / 1,00,000kms

*Conditions Apply

For more info, visit www.toyotabharat.com

Is your Prius dealer

Note: Vehicles pictured and specifications detailed in this brochure may vary between models and equipment. Addition of extra features may change figures in the chart. Toyota Kirloskar Motor Pvt. Ltd. reserves the right to alter any details of specifications and equipment without notice. Actual colour of vehicle body & upholstery might differ slightly from the printed photos in this brochure.

Leading the hybrid revolution: shaping the future of cars

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

HYBRID SYNERGY DRIVE

Evolving hybrid performance: extending hybrid capabilities

Building on its pioneering technology and achievements, the Prius leaps further ahead. Powered by the outstanding performance of its intelligent hybrid system incorporating a 1.8-litre engine, it realises the acceleration performance of 2.4-litre class cars, and at the same time delivers exceptional fuel efficiency. In addition, it satisfies the vehicle's basic performance with nimble handling, driving stability and excellent comfort.

Expanding driving pleasure: creating free-flowing performance

In addition to its environmental credentials and exceptional fuel efficiency, the Prius' free-flowing performance generates exhilaration, heightening your driving pleasure.

Optimising airflow management: refining aerodynamic performance to the top level in the world

Applying advanced aerodynamic theory, the design comprehensively took a considered approach to aerodynamic performance. It helped to shape the Prius' unique design, contributing to fun-to-drive performance and outstanding fuel efficiency.

LOW EMISSIONS

The key to reducing emissions is realising a very high level of fuel efficiency, to optimise performance while minimising the emission of harmful substances including CO_2 (Carbon Dioxide). Naturally, the Prius meets strict exhaust emissions regulations in various countries around the world.

ACCELERATION

The excellent power generation of the motor combines with the 1.8-litre engine to endow the Prius with the acceleration performance associated with 2.4-litre class cars. In addition, careful attention paid to refining handling performance and driving stability contributes to driving pleasure.

HYBRID SYNERGY DRIVE

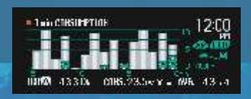
The "4 Key Benefits of the Hybrid Synergy Drive" create fresh values

The development of the Prius was based on fulfilling the 4 key benefits, focusing on the four essential qualities that truly set it apart: low emissions, fuel efficiency, acceleration and quietness. In addition to vehicle performance, it supports the driver's ability to practice environment-focused, fuel-efficient driving.

Eco drive monitor

Hybrid system indicator

Energy monitor



1 min. / 5 min. consumption

Drive mode switch

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 modes to suit their driving style: Power Mode, Eco Mode and EV (Electric Vehicle) Mode.

FUEL EFFICIENCY

Enhancing fuel efficiency extended far beyond optimising the performance of the newly-developed 1.8-litre hybrid system, to include enhancing the circulation efficiency of the air conditioning refrigerant and saving energy use through various technologies such as using an exhaust heat recovery system and reducing power consumption (Solar Ventilation System, the use of LED tail lamps, etc.). By all these measures, we also considered excellent practical fuel efficiency.

QUIETNESS

Driving with the motor only, contributes to the quietness of the Prius, both for the occupants and peaceful surroundings. The optimum placement of noise-absorbing, noise-insulating and vibration-damping materials contribute to the excellent quietness of the cabin.

Advanced technologies to further enhance driving and fuel-efficient performance

Evolving HSD (Hybrid Synergy Drive)

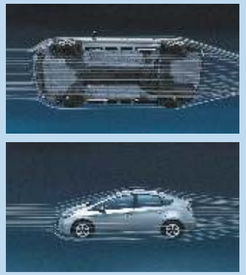
The HSD seamlessly combines the best characteristics and optimises operation of the highly efficient gasoline engine and powerful electric motor based on driving conditions, to deliver smooth responsive driving performance and low fuel consumption and exhaust emissions.

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 energy efficient technologies, such as those for power saving, throughout the car.

Aerodynamics

Careful shaping of the exterior and a focus on reducing air resistance helped achieve a top level in the world Cd figure of 0.25.



1.8-litre 2ZR-FXE engine

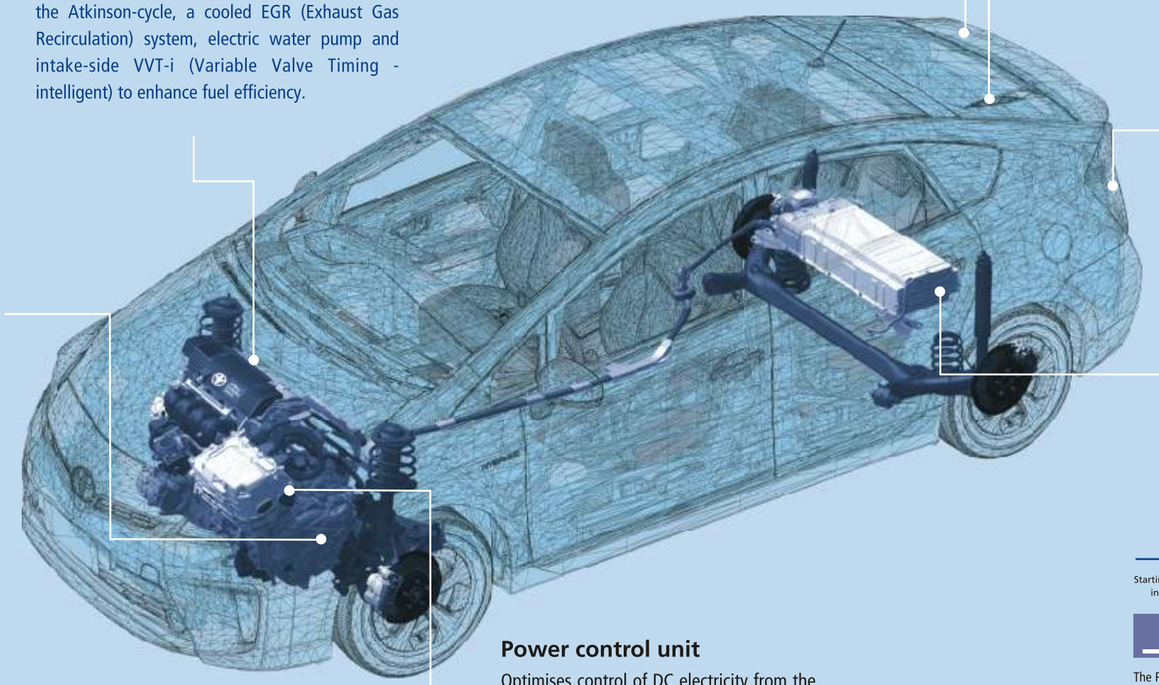
It features various advanced technologies such as the Atkinson-cycle, a cooled EGR (Exhaust Gas Recirculation) system, electric water pump and intake-side VVT-i (Variable Valve Timing - intelligent) to enhance fuel efficiency.

Lightweight

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

Power saving

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



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 the 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.

Ni-MH (Nickel-Metal Hydride) battery

Compact and lightweight, the high output battery supplies optimum electricity to the motor.

Power control unit

Optimises control of DC electricity from the battery and AC electricity for driving the motor and generator, and boosts battery voltage up to a maximum of 650V.

HYBRID SYNERGY DRIVE

Advantages of the Prius hybrid system; "Full Hybrid"

Engine stop

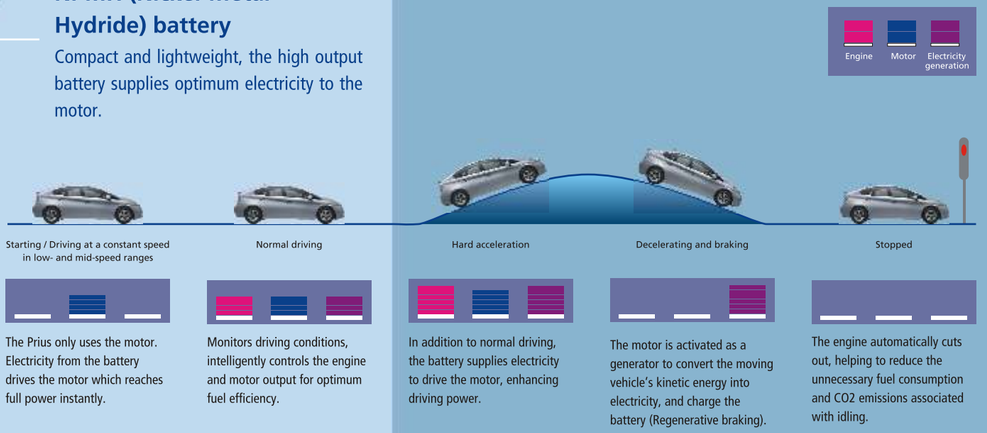
For excellent fuel efficiency, the engine automatically cuts out when the Prius is stopped in traffic. Even while driving, the engine will cut out in response to driving conditions. At start-up, the Prius drives only with the motor.

Regenerative brake system

This system coordinates control with the compact, lightweight ECB (Electronically Controlled Brake System) to provide the optimum braking force relative to brake pedal operation, at the same time enabling highly efficient energy regeneration with the engine completely stopped.

Highly-efficient control

To use the engine and the motor effectively in various driving conditions and speeds, it precisely integrates and controls their operation to realise optimum fuel efficiency and low emissions.



In harmony with the environment

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

Human technology creating a personal touch

Warm and inviting, the interior expresses the Prius' spirit of innovation as it wraps you in a warm embrace. Based on the concept of "Human technology", it seems to flow organically around the occupants, with soft lines and ample space enhancing the feeling of relaxing contemporary comfort. The futuristic design, confident integration of advanced technologies, and subtle details like the organic motifs for the trim and seat upholstery, reflect the Prius' fresh values and eco-friendly theme.

Human-centered design: suggesting next generation control

Providing an instinctive sense of control inspired the clear separation of the “command zone” around the center cluster, and the “display zone” of the center meters.

Center meters: The touch tracer feature displays the switches integrated into the steering wheel in the meter, reducing the driver's eye movement while operating them.

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

Head-up display: It 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 shift operation. The parking range switch lets the driver change to the parking range with one touch.

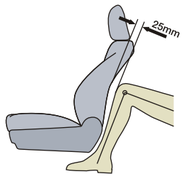
Advanced features

The integration of cutting-edge technology contributes to relaxed driving. The display of various information including system operation and driving status also helps the driver to optimise a fuel-efficient driving style.

A comfortable space

Attention to detail and ample cabin space add a warm feeling of comfort.

Packaging: The highly efficient packaging is the product of the "minimum exterior, maximum interior" design, creating a spacious interior that can be enjoyed in all seats, together with ample luggage space.



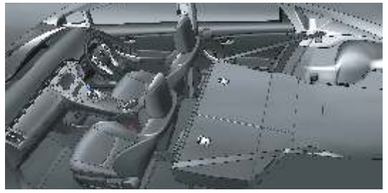
Front seatbacks: The slim design of the front seatbacks contributes to the excellent knee room in the rear seats. Retractable saddle-type headrests on the rear seats enable good rear visibility.

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:

1. Luggage space (for 3 sets of golf bags)
2. Front passenger's seat upper box and glove box
3. Front cupholders and storage space under the center console
4. Center console box with detachable upper tray (storage for 10 CDs)
5. 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.

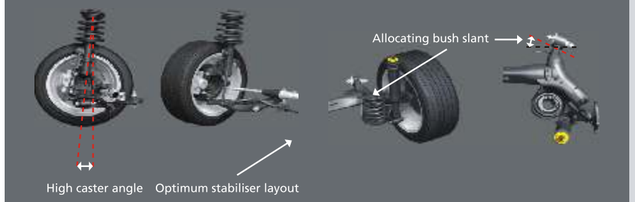
Smart Entry & Start System: When carrying the Electronic Key, all doors can be unlocked by simply gripping a door handle, and the hybrid system can be started by simply depressing the brake pedal and pushing the power switch.**

Audio system: The Prius features a JBL audio CD player with Bluetooth support, and Bluetooth hands-free calling capability. The 8-speaker sound system provides clear and enhanced sound in every seat. The system's touch panel and steering switches enable easy operation.#1

USB/mini-jack: A USB port and an auxiliary audio jack allow portable music player connectivity. The touch panel of the audio system acts as the interface for the connected player, and also displays song information.

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.

Back monitor: The back monitor improves safety by giving the driver a rear view of the car. The rear camera ensures easy and smooth reversing while parking in a garage or during parallel parking.#2



Front suspension (MacPherson struts)

Rear suspension (Torsion beam)

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 rigidity and torsional rigidity, to provide a high level of stability, control and ride comfort.

*iPod® is a trademark of Apple Inc. registered in the U.S.A. and other countries. iPod® and its connecting cable are sold separately.

#1Hands-free calls require a mobile phone with Bluetooth hands-free call support or a Bluetooth adapter (sold separately). Check whether your phone is certified to work with the system. Please inquire at your local dealer for details.

#2The back monitor shows a limited area. To help ensure safely, be sure to look at your surroundings before you proceed.

** 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 & Start System antennas. The transmission of radio waves can be disabled. Please inquire at your local dealer for details.

Lamps: The new Prius has projector type headlamps illuminating a crystal clear path ahead. The vertical turn sign and fog lamp configuration give a sporty feel. The LED tail and stop lamps use significantly less power and have a very long life. The electric retract door mirrors with side turn signal lamps clearly inform other drivers of your intentions.

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

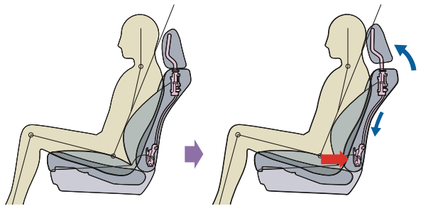
Rear wheel skid control

Front wheel skid control

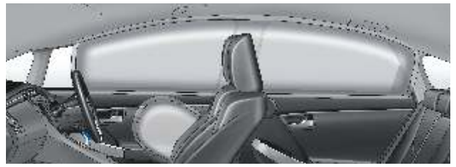
EPS (Electric Power Steering)-VSC (Vehicle Stability Control) integrated control system: The system integrates and controls braking control such as VSC and ABS (Anti-lock Brake System) with EBD (Electronic Brake force Distribution), the driving force control of TRC (Traction Control System), and EPS. 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 help realise excellent controllability and driving 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.



Active Headrest not activated Active Headrest activated



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.

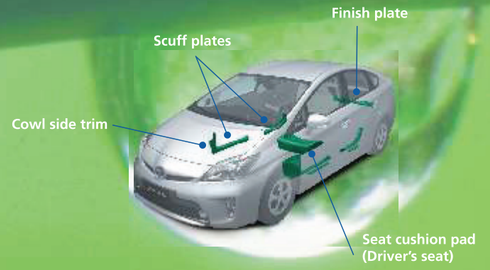
Crash safety body: It is comprised of a high integrity cabin with front and rear crumple zones that help absorb impact energy in a collision. It also incorporates an omni-directional compatibility body structure that pursued the coexistence of vehicles of different weight and height in a collision, and 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. 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 to reduce CO_2 emissions compared to petroleum-based plastics.



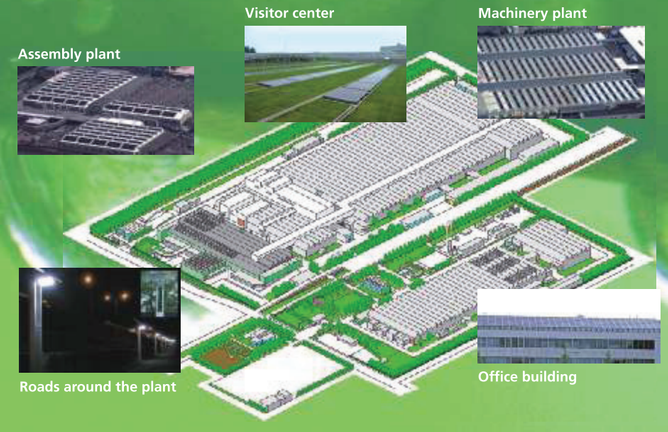
Recyclable materials

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

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 ongoing 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)



SPECIFICATIONS

Transmission			Electrically Controlled Continuously Variable Transmission
DIMENSIONS & WEIGHT			
Overall length X width X height		mm	4480 X 1745 X 1525
Wheelbase		mm	2700
Tread	Front / Rear	mm	1525 / 1520
Kerb weight / GVW		kg	1385 - 1415 / 1805
PERFORMANCE			
Total max. Output*		kW	100
CHASSIS			
Suspension	Front		MacPherson struts (gas-filled shock absorbers with a stabiliser bar)
	Rear		Torsion beam (Trailing arms, gas-filled shock absorbers)
Brakes	Type		Hydraulic with Electronic control and Regenerative
	Front / Rear		Ventilated Disc / Solid Disc
Minimum turning radius (Tyres)		m	5.2
Fuel tank capacity		litres	45
Tyres			195 / 65 R15
ENGINE			1.8-litre (2ZR-FXE)
Type			4-cyl. in-line Twin Cam 16-valve DOHC with VVT-i
Piston displacement		cc	1798
Max. output (SAE net)		kW / rpm	73 / 5200
Max. torque (SAE net)		Nm / rpm	142 / 4000
Fuel system			Electronic Fuel Injection
MOTOR			
Type			Synchronous alternating current motor (Permanent magnet type)
Max. Voltage		V	650
Max. Output		kW	60
Max. Torque		Nm	207
BATTERY			
Type			Sealed Ni-MH (Nickel-Metal Hydride)
Modules			28 (201.6V)
Connection method			Series
Capacity		Ah	6.5 (2h)

* The combined total power of the engine and electric motor (using the battery) shown as a hybrid system.

Interior Colours

Aqua

Black

Specifications	Option 1 (Z5)	Option 2 (Z6)
Seat Material	Fabric	Leather

Exterior Colours

White Pearl Crystal Shine

Silver Metallic

Bordeaux Mica Metallic

Abyss Grey Metallic