



TOYOTA

LEAD THE WAY



PRIUS

When a car at peace with the
world outside glides
through it more **silently and**
efficiently than ever.

A PASSION FOR **LIFE**





The next generation of Toyota's iconic hybrid, the new Prius, lives today and makes room for the possibilities of tomorrow. A car that embodies your passion for life, a fusion of what you want from and for your world.

It's a satisfaction felt when the elements come together, pure balance experienced in every drive. When hybrid technology ignites perfect synergy between fuel and electric. When driver and car flow into one with intuitive features and total comfort. When a car at peace with the world outside glides through it more silently and efficiently than ever. The Prius transcends driving to be an expression of self, an ambition beyond that, beyond now.

A reimagined exterior design is a vision of modern styling, with evolutionary front and rear design features forming part of a sleek new aerodynamic form. Elegance merges with functionality and innovation in an all-new interior including a smart multifunctional interface, intuitive display and ample luggage space. And, with better-than-ever fuel economy, exceptional visibility and enhanced safety features, it's the kind of unique peace of mind that comes standard with the Prius.

AMBITION

BEYOND NOW

Inspired by synergy and ignited by passion, the new **Prius** propels us into the next generation of hybrid technology. The Prius is defined by a balanced fusion of fuel and electric, instinctively switching between the two for maximum efficiency. Fuel economy is revolutionised by a more compact and streamlined engine design that complies with the most rigorous emissions regulations. The tranquil and near silent drive of the Prius is the result of intelligent and conscious engineering, making it an icon that is felt and seen before it is heard.

The new Prius builds on the remarkable fuel economy that has made it the world's benchmark hybrid. At the heart of the Prius is the **Power Control Unit (PCU)**, which is essential for remote power management, control and efficiency. The PCU includes an improved Hybrid Cooling System that combines with enhanced cooling pathways to conserve energy and actively reduces emissions. The Hybrid Control has also been updated to awaken the type of acceleration that lets you take advantage of those long open stretches of road.

And, Prius drivers can choose their driving experience, switching between *Normal mode* for balanced fuel economy and acceleration, or *Power mode* for those looking for something more exhilarating.

A newly developed **Nickel-Metal Hydride Battery Pack**, with enhanced input and output efficiency, is now more durable and offers revolutionary power regeneration capacity. The new compact design of this battery pack and the Hybrid Cooling System further increase the Prius' overall efficiency as well as making provision for more useful luggage space.

The new Prius' next-generation hybrid drive system is centred around a hugely refined **Hybrid Transaxle and Motor**, designed to be even more compact while further reducing noise and cutting emissions compared to its predecessor. It all forms part of an engine that offers a higher level of dynamic performance while continuing to lead the way in fuel economy.

LIVE LOUD SILENTLY



MODEL SHOWN Prius 1.8



MODEL SHOWN PRIUS 1.8

With an urban,
sophisticated and
refined new body, the Prius
makes a lasting first
impression.

A car in tune with nature and technology, the futuristic new look of the Prius has been engineered to help it flow elegantly through the wind.

The smooth sleek lines, aero-stabilising fins and underbody panels all work cohesively to help reduce wind resistance, for a drive that slips through the world with unparalleled ease. Finally a car that embraces its environment, with less strain and resistance than ever before. The eco-optimised exterior adds to the Prius' revolutionary fuel economy, giving you more from every drive.

EMBRACED BY NATURE



The Striking and Bolder New Look is an expression of intelligence – a beauty that respects and reflects the world around it. With subtle, but dramatically stylish three-dimensional vertical **Rear LED Lighting**, this hybrid has an unmistakable presence.



A Lowered Centre-of-Gravity gives the Prius an athletic stance and posture uncommon to conventional hybrids, contributing to an exceptional driving performance. Its distinctive silhouette combined with functional aerodynamic performance makes this the most agile Prius yet.

Motivated by efficiency through eco-innovation, an **Assertive Lower Grille** results in enhanced aerodynamics and cooling to help optimise airflow and reduce engine warm-up time.

The new **Rear Spoiler and Bumper** flow seamlessly with the exterior contour lines, shaping the side of the car and bringing the Prius to life with a personality of its own.



Where advanced
technology
and convenience
blend seamlessly.

Complete driving satisfaction starts from the moment you slide into the front seat and enter a world of style and innovation. The new Prius has an elegance coursing through every interior detail, a synthesis of styling and comfort. Its modern look and feel reflect a coming together, where advanced technology and convenience blend seamlessly with a slick, black leather interior.

The Prius expresses a fluidity of experience, a world of effortless functionality to surround you while on the move. It's where state of mind meets state of the art, driving made easier and smarter through intuitive features that redefine convenience.

THE FUTURE
WITHIN



Enhanced Airconditioning means comfort breezes through every driving experience, with dual humidity and temperature sensors that control temperature even after the car has stopped.



Forward thinking means safety while looking back, with a newly developed **Back Monitor** with an on-screen guide for reversing and a smart **Day and Night Rearview Mirror** to ensure you've always got the safest view. Navigating the roads at night is also safer than ever with the Prius' intuitive **Light Control System**, which includes a new **"Follow-me-home"** activation.



Additional interior features round off an experience of perfect comfort for you and your passengers, including **Chrome Inside Door Handles**, **3 Spoke Leather Steering**, **Front (X2) and Rear 12V Power Sockets**, **Driver and Front Passenger Seat Heater**, and a new dynamic **Audio System** with six speakers, Bluetooth and USB functionality.



Dynamic performance
perfectly balanced
with comfort
and uncompromising
safety.



LIVE LIFE TO THE FULLEST

Driving a Prius means dynamic performance perfectly balanced with comfort and the uncompromising safety that Toyota drivers have come to expect. It's the unique assurance that comes with features that go beyond safety to give you more from your driving experience, while looking after you and your car.

Peace of mind comes standard with the Prius. A full safety package that includes an **Advanced Anti-Theft System** with an immobiliser and alarm, as well as the new **Power Door Lock** system that ensures you and your passengers stay safely locked in the comfort of the Prius as soon as it pulls off.

Locking and unlocking your car has never been easier with the safety and convenience of **Smart Entry**, the technology that automatically locks the doors, barring entry from the outside. And, when it's time to go again, it detects your car key to unlock and even lets you start your car without having to remove the key from your pocket.

Driver and passenger safety is the Prius' top priority, with advanced collision and safety technology to back up the dynamic driving experience. **Vehicle-Stability Control (VSC), Anti-lock Braking System (ABS) and Electronic Brake-force Distributor (EBD)** enhance braking and act to stabilise the vehicle, ensuring you're

always in control when driving demands it. Internal collision technology takes another step towards absolute assurance with **Pre-tensioner, Force Limiter and Emergency Locking Retractors** that instantly lock the seatbelt in the event of impact. Passengers and the driver can also feel equally safe with up to **six Airbags**, including: driver, front passenger, curtain shield, front side and driver-only knee airbags.

The Prius comes standard with **Child Lock** as well as internationally-approved **ISOFIX** fittings to plug in and secure compatible child-safety seats, easier and safer than ever.

To ensure the driver stays focused on the road, Heads Up Display (HUD) now comes standard. The HUD projects information onto the windshield, thus reducing dangerous distractions by displaying key information, such as a car's speed, directly in the driver's line of sight.



SUSTAINABILITY

The Prius is specifically designed to minimise its carbon footprint through smart eco-exterior attributes and a hybrid engine that's globally recognised for unmatched fuel economy, reduction in energy usage and overall efficiency in limiting CO₂ emissions. The use of recyclable materials is central to Toyota's stance on environmental responsibility. Highly-recyclable plastics, uniquely designed to dismantle easier, are used extensively in the Prius, featuring in the majority of its interior and exterior components.

At Toyota, creating technologically advanced vehicles isn't our only priority; we're committed to lowering our environmental impact throughout our entire production process. How? By setting ourselves six challenges that will see us reach a truly world-changing goal: a positive environmental impact by 2050.



CHALLENGE 1 NEW VEHICLE ZERO CO₂ EMISSIONS CHALLENGE

By owning a Toyota, you will be contributing to our challenge to reduce vehicle CO₂ emissions by 90% in comparison to 2010 levels, by 2050. You will help us promote the development of next-generation vehicles and further accelerate the spread of these vehicles.



CHALLENGE 3 PLANT ZERO CO₂ EMISSIONS CHALLENGE

Our strategies to achieve zero CO₂ emissions at our plants are:

- 1) Developing and introducing low-CO₂ technologies with ongoing "Kaizen".
- 2) Adopting renewable energy sources and utilising hydrogen energy.



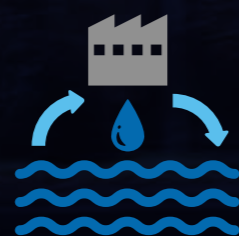
CHALLENGE 5 CHALLENGE OF ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEM

We have been working for 40 years on our resource recycling challenge. We will continue working on the challenge of establishing a recycling-based society by rolling out the technology and systems evolved in Japan, to the world.



CHALLENGE 2 LIFE CYCLE ZERO CO₂ EMISSIONS CHALLENGE

Your purchase is lending a helping hand to Toyota's efforts to reduce to zero, not only CO₂ emissions produced in travelling and manufacturing, but all CO₂ emissions included in the process of materials production, disposal and recycling of vehicles.



CHALLENGE 4 CHALLENGE OF MINIMISING AND OPTIMISING WATER USAGE

In automobile manufacturing, we use water in painting, forging and other processes. Therefore, even a small reduction of its impact on the water environment is important. We have two measures to achieve this. These are the comprehensive reduction of the amount of water used, and comprehensive water purification and returning it to the earth.



CHALLENGE 6 CHALLENGE OF ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

At Toyota, we have engaged in planting trees at our plants and environmental conservation activities in our surrounding areas. We are also promoting several activities across regions and the world to establish a society where humans and nature coexist in harmony.



MODEL SHOWN Prius 1.8

Prius 1.8	
Engine and Drivetrain	
Maximum power (kW @r/min)	72 @ 5200
Maximum torque (Nm @r/min)	142 @ 3600
Electric Motor Power (kW)	53
Electric Motor Torque (Nm)	163
Valve mechanism	16, DOHC, VVT-I
Displacement (cm³)	1798
Compression ratio	13.0 : 1
Bore x Stroke (mm)	80.5 x 88.3
Fuel system	Petrol Hybrid
Fuel Consumption (Combined Cycle) (l)/100km)	3.7
CO₂ (g/km)	87
Transmission	
Transmission	CVT
Emissions Control	Euro 6-without OBD
Differential gear ratio	2.834
Starting system	Push start
Suspension	
Front	MacPherson
Rear	Double Wishbone
Wheels and Tyres	
Tyre size	195/65R15 Alloy
Spare wheel	Full

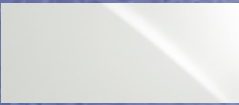
Prius 1.8	
Body and Styling	
Front bumper	Colour coded
Rear bumper	Colour coded
Door outside handles	Colour coded - Smart entry
Front fog lamps	-
Rear fog lamps	-
Rear spoiler	-
Headlights	LED
Daytime Running Lights (DRL)	-
Headlamp levelling	Automatic
Side mirrors	Colour coded, auto-retractable, heated
Front window wiper	Auto, rain-sensing
Interior, Comfort and Convenience	
Cup holders	4
Door inside handle	Chrome
Seat trim	Full leather
Steering wheel	3 Spoke / Leather
Seat heater	Driver and front passenger
Seat lumbar support	Driver 2-way
2nd row Seats	60:40
Front seat adjustment and reclining	Manual
Front seat vertical adjuster	Manual
Cruise control	-

Prius 1.8	
Interior, Comfort and Convenience	
Airconditioner	Auto - dual zone, humidity sensor
Multi-Information Display (MID)	-
Power socket	Rear - 12V, front - 12V X2
Power steering	Electric (EPS)
Steering column adjustments	Manual/tilt & telescopic, collapsible
Steering switches	Audio, telephone, info display, voice command
Reverse camera	Display audio / with guidelines
Bluetooth	-
USB	-
Speakers	6
Safety and Security	
Anti-theft system	Horn/Alarm + Immobiliser
Child restraint system (ISOFIX)	2
Driver and front passenger airbags, side front, curtain and driver-only knee airbag	-
Power door lock	-
Wireless door lock	Smart entry
Light control system	Follow-me-home
Heads-Up Display (HUD)	-
Anti-lock Braking System (ABS)	-
Brake-Assist (BA)	-
Electronic Brake-force Distribution (EBD)	-

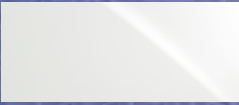
Prius 1.8	
Safety and Security	
Traction Control (TRC)	-
Vehicle-Stability Control (VSC)	-
Service and Warranty	
Service Intervals (km)	15 000 km
Service Plan	6 years / 90 000 km
Warranty	3 years / 10 000 km
Hybrid Battery Warranty	8 years / 195 000 km
Engine and Capacities	
Height (mm)	1490
Length (mm)	4540
Width (mm)	1760
Wheelbase (mm)	2700
Ground Clearance (mm)	136
Fuel tank size (l)	43
Gross Vehicle Mass (GVM)	1790
Lugagge Capacity (L)	502
Interior Height (mm)	1195
Interior Length (mm)	2110
Interior Width (mm)	1490
Turning circle (tyres, m)	5.1



1F7 SATIN SILVER METALLIC



070 PEARL WHITE METALLIC



040 GLACIER WHITE

CUSTOMER ORDER ONLY



8W7 DARK BLUE METALLIC



218 ATTITUDE BLACK



1G3 GRAPHITE GREY METALLIC



3T7 PASSION RED



4X1 CHAMPAGNE BRONZE



Toyota vehicles are known for their Quality, Durability and Reliability. Keeping your Toyota Genuine means no compromises in terms of safety, performance and resale value. The range of Genuine Products and Approved Service will ensure complete peace of mind throughout the ownership journey and beyond. For more information on how to keep your toyota genuine visit www.toyota.co.za/genuine

TOYOTA GENUINE PRODUCTS

For guaranteed fit and function, Genuine Parts are essential in maintaining the safety and reliability of your vehicle. **Genuine Parts** comply with all safety, regulatory and environmental requirements, making it the obvious choice. The same exacting precision applies to **Toyota Accessories**, developed by engineers with extensive knowledge on vehicle integration - you can enhance the appeal and functionality of your Prius without compromising its safety features or warranty. Warranties are about peace of mind, and the **Genuine Extended Warranty** is designed to provide superior cover (up to 7 years or 195 000 km) and a seamless claims process thanks to full integration with Toyota systems. The **Genuine Extended Service Plan** also enjoys exclusive approval by Toyota SA and provides flexible extension options up to 7 years or 200 000 km to suit your period of ownership. Paying today's rates for tomorrow's maintenance is a sensible way to protect the resale value of your Prius by means of a full service history.

TOYOTA APPROVED SERVICES

Specialised vehicle maintenance requires first-class facilities, advanced equipment and expert knowledge. **Toyota Quality Service** not only promises accurate diagnosis and repair, but also a philosophy of building trust through a genuine concern for the needs of our customers. To complement the extensive network of Toyota dealers, we have a vast number of **Accredited Body and Paint Repairers**, selected on stringent criteria to ensure outstanding workmanship and customer service. You can maintain your vehicle's pristine condition without compromising its warranty thanks to the exclusive use of Genuine Parts by our Accredited Repairers. Offering 24-hour access to a full complement of assistance and recovery benefits, **Toyota Roadside Assistance** provides the peace of mind that competent support is only a phone call away.

TOYOTA GENUINE MEANS

✓ UNCOMPROMISED SAFETY ✓ GUARANTEED QUALITY ✓ PEACE OF MIND



Download the **MyTOYOTA** App from the Google Play Store or the Apple iStore to receive the latest Toyota news, keep an eye on your vehicle's finance and book your vehicle for a service. You can also book a test drive or arrange roadside assistance, all on your phone.

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FINANCIAL
SERVICES



TOYOTA FINANCIAL SERVICES

There is no 'one-size-fits-all' when it comes to vehicle finance and insurance, there is only you. With fast, flexible and convenient services we will structure the perfect Prius deal for you.

At Toyota Financial Services, we believe that purchasing your Toyota should be as enjoyable as driving it. Toyota Financial Services is the fast, flexible and convenient means of financing your Prius. We have created a range of finance products that suit both private and business customers, easily accessible through your local Toyota dealer. We take the hassle out of arranging finance.

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MODEL SHOWN Prius 1.8

