



TOYOTA

LEAD THE WAY



PRIUS



MODEL SHOWN Prius 1.8

When a car is at peace with
the world outside,
it glides through the world
more silently and efficiently.

A PASSION FOR LIFE



MODEL SHOWN Prius 1.8

AMBITION

BEYOND NOW

The next generation of Toyota's iconic hybrid, the Prius, has arrived and makes room for the possibilities of a greener 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 a perfect synergy between petrol and electricity. When driver and car flow become one with intuitive features and total comfort.

Its 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 information 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.

With in excess of 4 million units sold globally since its introduction in 1997, it is the world's top-selling hybrid car.

Inspired by synergy and ignited by passion, the new Prius propels us into the next generation of hybrid technology. The Prius is defined by an intelligently balanced fusion of a petrol engine and an electric motor, instinctively and automatically 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 1.8-litre four-cylinder petrol engine delivers maximum power of 72Kw @ 5200 r/min and torque of 142Nm @ 3600 r/min, while the electric motor is rated at 53kW and 163Nm. Working in unison, these two power sources ensure the planet-saving Prius returns a combined fuel consumption cycle of just 3.7/100 km and CO₂ emissions as low as 87g/km.

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 the functions of power management, engine control and efficiency. The PCU includes an improved hybrid cooling system that features enhanced cooling pathways to conserve energy, thereby actively reducing emissions. For those craving more spirited driving sensations, the Hybrid Control has

also been updated to unleash the type of acceleration that lets you take advantage of those long open stretches of road.

Prius drivers can also choose their driving experience, by selecting one of four driving modes. Selecting Normal mode makes for balanced fuel economy and controlled acceleration, and Eco mode makes for an even more sustainable drive. EV mode gives drivers the option of an electric drive in which power pulls from the battery, and Power mode is the option designed for those seeking pure adrenaline.

A newly-developed nickel-metal hydride battery pack, with enhanced input and output efficiency, is now more durable and offers revolutionary power regeneration capacity through the harvesting of energy during periods when the vehicle is braking and coasting. The new compact design of this battery pack, and the Hybrid Cooling System, deliver a double benefit in further increasing the Prius' overall efficiency as well as freeing up more 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 efficiency while continuing to lead the way.

LIVE LOUD SILENTLY





MODEL SHOWN Prius 1.8

EMBRACED BY NATURE

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

With a sophisticated and redesigned shape, the Prius makes a lasting first impression, showing off a flowing, yet grounded silhouette. 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, decreasing drag and saving fuel, for a drive that slips through the world with unparalleled ease.

This dynamic yet sensible eco-optimised exterior adds to the Prius' revolutionary fuel economy, giving you more from every drive.



The **striking and bolder new look** is an expression of intelligence – a beauty that respects and reflects the world around it. Slimmer front headlights and LED headlamps with integrated daytime running lights and LED front fog lights have been designed for optimal visibility, while the subtle, but dramatically stylish three-dimensional vertical rear lighting gives this hybrid an unmistakable presence.



A **low centre of gravity** gives the Prius an athletic stance and posture uncommon to conventional hybrids, contributing to exceptional driving performance. Its distinctive profile, combined with functional aerodynamic properties, makes this the most agile Prius yet.



Motivated by efficiency through eco-innovation, an **intelligent lower grille** aids in enhancing the Prius' aerodynamics and cooling by optimising airflow and reducing normally wasteful engine warm-up time.

The intertwined horizontal **rear-combination lamps** give the Prius a robust exterior. The dynamic outline is emphasised with exterior contour lines that flow seamlessly into the new rear spoiler and bumper, shaping the side of the car. Illuminating tail lamps on the back door bring the Prius to life with a bold personality of its own.



Where advanced
technology
and convenience
blend seamlessly.

Complete driving satisfaction starts from the moment you slide into the front driver's seat and enter a world of style and innovation. Elegance courses through every interior detail of the new Prius; a synthesis of styling and comfort. Its modern look and feel reflect a synergy, where advanced technology and convenience blend seamlessly. The Prius' tactile refinement extends through its black leather-clad seats, centre console, leather steering wheel and gear knob. The Prius expresses a fluidity of experience; a world of effortless functionality that surrounds 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





The **wireless charging tray** has been enhanced to accommodate large-format smartphones while the controls for the front seats, including seat heater and ventilation switches, have been repositioned for better ease of use.



Enhanced air conditioning means comfort breezes through every driving experience, with dual humidity and temperature sensors controlling the cockpit temperature. Forward thinking means safety while looking back, with a newly-developed reverse camera displaying gridlines for reversing, and an automatic anti-dazzle (**electrochromatic**) **rear view mirror** ensures you're not blinded at night. The **Prius' intuitive Light Control System** means that even when stepping out of the vehicle, your safety is prioritised. The Light Control System activates with the new "**Follow-me-home**" headlamps, timed to light your way to your front door and then switch off automatically.

Additional interior features round off an experience of perfect comfort for you and your passengers, including **chrome door handles**, front and rear **12V power sockets**, **heated seats for the driver and front passenger**; and a new **Dynamic audio system** with **six speakers**, **Bluetooth**, **auxiliary** and **USB** functionality.



Dynamic performance perfectly balanced with comfort and uncompromising safety.

Driving a Prius means exciting 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, your car and the environment.

Peace of mind comes standard with the Prius. A full safety package that includes an **advanced anti-theft system** with an immobiliser and alarm that ensures you and your passengers stay safely locked in the comfort of your Prius as soon as it pulls off.

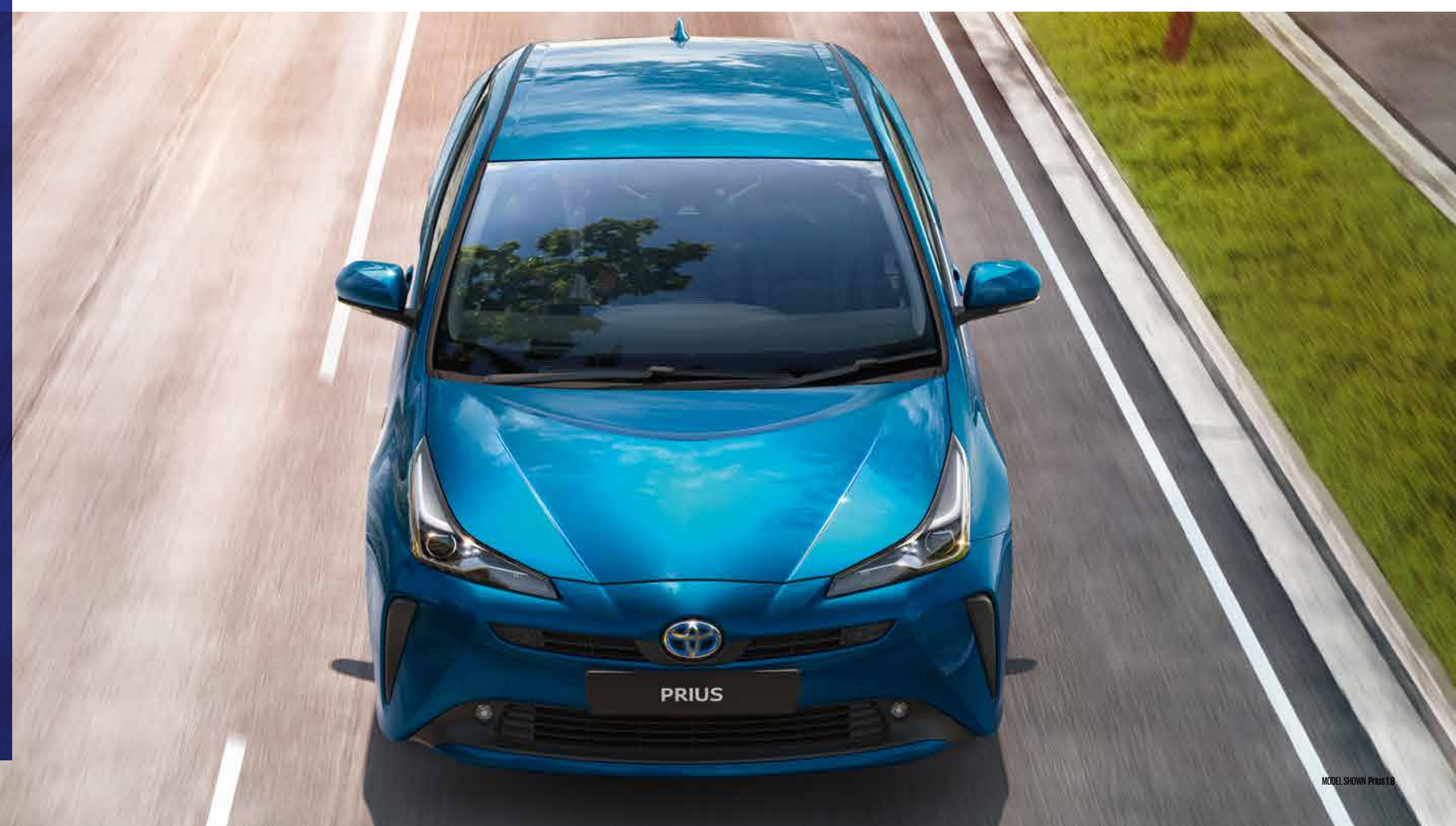
Locking and unlocking your car has never been easier with the safety and convenience of **Smart Entry**; the technology that detects your car key to automatically unlock the car, and even

lets you start the engine without having to remove the key from your pocket.

Driver and passenger safety are the Prius' top priority, with advanced collision and safety technology to back up the dynamic driving experience. **Vehicle Stability Control (VSC)**, an **Anti-Lock Braking System (ABS)** and **Electronic Brake Force Distribution (EBD)** enhance braking and act to stabilise the vehicle, ensuring you're always in control, even during emergency manoeuvres. Internal collision technology takes another step towards absolute assurance with seatbelts that feature a **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 **rear child lock** as well as internationally-approved **ISOFIX** fittings to secure compatible child-safety seats, more easily and safely than ever. To ensure the driver keeps their eyes on the road while staying updated, the **Heads Up Display (HUD)** comes standard. The HUD projects information onto the windshield, reducing dangerous distractions by displaying key information, such as the car's speed, directly in the driver's line of sight.

LIVE LIFE TO THE FULLEST



MODEL SHOWN Prius 1.8

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 easily, are used extensively in the Prius, featuring in the majority of its interior and exterior components.



CHALLENGE 1 NEW VEHICLE ZERO CO₂ EMISSIONS CHALLENGE

By owning a Toyota you would be contributing to the reduction of vehicle CO₂ emissions by 90% in 2050 as opposed to 2010. 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

You uphold the two main pillars of our strategy to achieve zero CO₂ emissions at our plants which are:
1) Developing and introducing low- CO₂ technologies with ongoing kaizen, or continuously improving technology.
2) Adopting renewable energy sources and utilising next-generation fuel sources such as hydrogen energy.



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

You have contributed to our 40 years on the challenge of resource recycling. Going forward, by rolling out to the world the technology and systems evolved in Japan, we will all continue working on the challenge of establishing a recycling-based society.

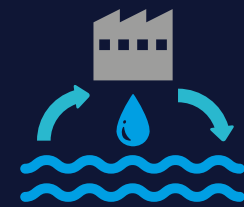


At Toyota, creating technologically-advanced vehicles isn't our only priority; we're committed to lowering our environmental impact throughout our entire production process. How? By setting ourselves six challenges that will see us reach a truly world-changing goal: a positive environmental impact by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



CHALLENGE 2 LIFE CYCLE ZERO CO₂ EMISSIONS CHALLENGE

You are 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 including 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 environments is important. We have two measures to achieve this after comprehensive reduction of the amount of water used and comprehensive purification of the water and returning it to the earth.



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

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

Toyota is serious about combating the problems associated with waste tyres in the country and has therefore taken up its producer responsibility as defined by the Waste Management Act of 2008. Waste Tyre Registration Number: TPREG0031GAU



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 Services 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 Unlimited Warranty** is designed to provide superior cover (up to 6 or 8 years, unlimited mileage, hybrid 8-year unlimited warranty) 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 10 years or 195 000 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 and Value Service** not only promise 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 [App Store](#) 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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	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, Dual 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
CO ₂ (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	
Wheel and tyre	195/65R15 Alloy
Spare tyre	Full Alloy

	Prius 1.8
Body and Styling	
Front bumper	Colour-coded
Rear bumper	Colour coded
Door outside handles	Colour-coded-Smart entry
Front fog lamps	LED
Rear fog lamp	•
Rear spoiler	•
Headlights	LED
Daytime Running Lights (DRL)	Standard-LED
Headlamp leveling	Standard-automatic
Side mirrors	Colour coded, retractable,heated
Front window wiper	Auto, rain-sensing
Interior comfort and convenience	
Cup holders	4
Door inside handles	Chrome
Seat trim	Full leather
Steering wheel	3 Spoke / leather
Seat heater	Driver and front passenger
Seat lumbar support	Power, Driver
2 nd row seats	60:40 split
Front seat adjustment	Manual
Front seat vertical adjuster	Manual
Cruise control	•

	Prius 1.8
Interior comfort and convenience	
Wireless charging	•
Air conditioner	Auto - dual zone, humidity sensor
Multi-information Display (MID)	•
Power socket	Front and Rear - 12V
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 Breaking 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)	12 months / 15 000 km
Service plan	6 services / 90 000 km
Warranty	3 years / 100 000 km
Hybrid battery warranty	8 years / 195 000 km
Engine and Capacities	
Height (mm)	1490
Length (mm)	4575
Width (mm)	1760
Wheelbase (mm)	2700
Ground clearance (mm)	136
Fuel tank size (l)	43
Gross Vehicle Mass (GVM)	1790
Luggage capacity (✓)	264
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



8X7 BLUE METALLIC



218 ATTITUDE BLACK



1G3 GRAPHITE GREY METALLIC



4X1 CHAMPAGNE BRONZE



3U5 FIERCE RED

