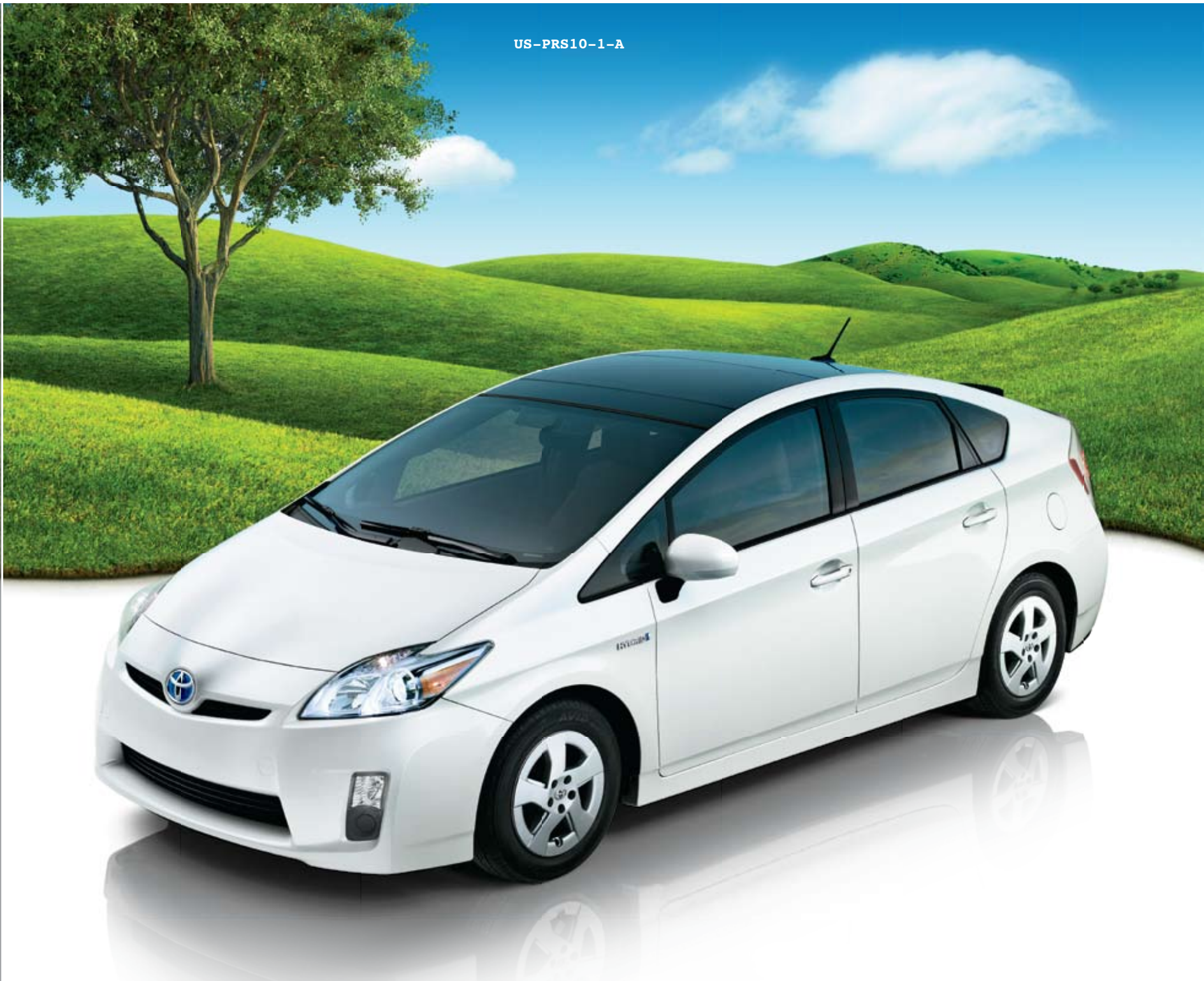


2010 PRIUS

US-PRS10-1-A

 TOYOTA
moving forward



Welcome to Harmony.

Welcome to the 3rd generation Prius, where Man's wants and Nature's needs agree. Using the wind, the sun and advanced hybrid technology, Prius balances our demand for mobility with the natural order of things. Prius is a true full hybrid – one reason for its EPA-estimated combined 50 mpg rating.¹ And the Hybrid Synergy Drive[®] in Prius now uses a more powerful 1.8-liter engine capable of accelerating Prius from zero to 60 mph in just 9.8 seconds.² Available solar power^{3,4} now helps to cool a more spacious interior. And its aggressive new shape achieves a drag coefficient of just 0.25 Cd, making Prius one of the most aerodynamic production cars ever made. It is, in brief, a hybrid like no other, the first to benefit from three cycles of design evolution. The 2010 Toyota Prius.

Moving Forward.



Prius IV shown in Blizzard Pearl with available Solar Roof Package^{3,4}

1. See footnote 4 in Specifications section. 2. Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt. 3. Available on Prius III and IV only. 4. See footnote 2 in Packages section.

DID YOU KNOW?

The 2010 Prius also received more hours of testing in a wind tunnel than any other Toyota.

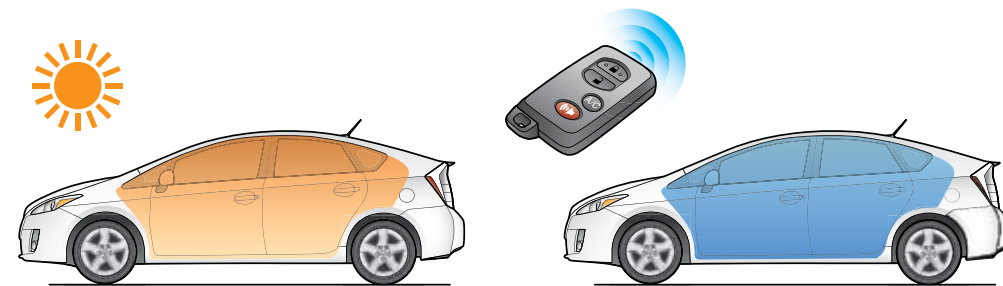


US-PRS10-3-A

US-IPRS10-1-A

REMOTE AIR CONDITIONING SYSTEM^{1,3}

Prius starts to cool itself before you get in. When you're within 30 yards of the vehicle, use your remote key fob to activate fans for the available Remote A/C System. The interior can cool to your preset temperature level without even turning the engine on.



SOLAR ROOF^{1,2}

The available solar roof in the 3rd generation Prius is embedded with solar panels. When Prius is parked in direct sunlight, these solar panels can power a fan which brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.

US-PRS10-405-A

CENTRAL APEX

The roofline of Prius has what the designers call a central apex. This means the peak is in the ideal spot to create lots of head room.

AERO CORNERS

The design of the front and rear bumpers helps lower the wind resistance of Prius. And that helps raise fuel efficiency to an EPA-estimated combined 50 mpg rating.⁴

Shaped by the Wind

More edge. More style. Less wind resistance. That was the challenge given our designers. So along with a new, more aggressive look, Prius uses its shape to help cut fuel consumption. Its crisply sculpted lines

follow aerodynamic principles to resist the wind – its 0.25 drag coefficient is one of the lowest of any mass-produced vehicles in the world.

1. Available on Prius III and IV only. 2. See footnote 2 in Packages section. 3. See footnote 3 in Packages section. 4. See footnote 4 in Specifications section.

Intuitive Technology

See everything. Miss nothing. Prius is designed in such a way as to help give the driver not only complete awareness of the road ahead, but also unhindered control of the technology inside. By combining intuitive features like Touch Tracer Display, the Multi-Information Display

and an available Navigation Package^{1,2} with XM NavTraffic^{®1,2} capability, Prius gives the driver greater ease while operating the vehicle, yet at the same time provides necessary information while helping keep the driver focused on the road.



US-PRS10-4-A

ELECTRONIC SHIFT LEVER

Input from the driver is sent to the drive-by-wire transmission via an electronic shift lever.



US-PRS10-407-A

EV/ECO/POWER MODES

Three additional modes for special types of driving. Eco mode helps maximize fuel economy. EV mode³ drives solely on battery power for up to one-half mile under certain conditions. Power mode increases gas pedal sensitivity so you can achieve more get-up-and-go.



US-PRS10-420-B

TOUCH TRACER DISPLAY

Lightly touching the steering wheel-mounted controls brings up Touch Tracer Display, a feature that lets you adjust settings for temperature, audio mode and volume. Trip data is also at your fingertips. And it's all shown on the instrument panel.



US-PRS10-404-A

US-PRS10-404-B



US-PRS10-404-C



US-PRS10-7-A



US-PRS10-8-A



INSTRUMENT PANEL

The instrument panel provides a digital readout of instantaneous mpg, vehicle speed, past-trip fuel consumption, battery-charge level, energy flow from gasoline and electric systems, and when equipped, Dynamic Radar Cruise Control (DRCC),⁴ Pre-Collision System (PCS)⁵ and Lane Keep Assist (LKA)⁶. This helps you keep your eyes on the road and still see vital information at a glance.



US-PRS10-6-A



US-PRS10-9-A

LED LIGHTS

The available LED headlamps help reduce the electricity consumed by the headlamps¹ approximately 20 to 30 percent, aiding the overall efficiency of Prius.

FEEDBACK TO THE DRIVER

A set of digital readouts provides constant feedback to the driver. The Hybrid System Indicator helps you see the most efficient way to drive. And you can monitor your fuel consumption, including an instantaneous readout of your mpg.



Welcome to 50 MPG Rating.²

The Hybrid Synergy Drive[®] in the 3rd generation Prius uses what's called a full series-parallel hybrid system. Simply put, that means it can provide drive power independently from either the gasoline engine or electric motor, or from both simultaneously. The result is more powerful driving performance with low emissions and an EPA-estimated combined 50 mpg rating. Another benefit? The system charges itself as you drive.



US-PRS10-12-A

- ELECTRIC MOTOR** Prius is a full series-parallel hybrid that uses a separate electric motor and generator.
- GENERATOR** Unlike a mild hybrid, Prius can generate electricity even when the electric motor is helping propel the vehicle. It can even power Prius if necessary.
- GASOLINE ENGINE** The series-parallel Hybrid Synergy Drive[®] helps the gasoline engine deliver both power and fuel efficiency.

STARTING
From initial acceleration to low speeds, Prius is powered solely by the high-torque electric motor. So it's not using any fuel.

NORMAL RUNNING
In light acceleration, Prius uses its electric motor in combination with the gasoline engine for enhanced fuel efficiency.

FULL ACCELERATION
During heavy acceleration, the gasoline engine is used while the battery supplies increased drive power to the electric motor.

DECELERATION/BRAKING
When slowing, the gasoline engine shuts off and the electric motor converts momentum into electricity, storing it in the battery.

STOPPING
When Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.

Prius V shown in Classic Silver Metallic with available Advanced Technology Package¹

¹The preceding is based on a likely scenario for optimal driving conditions.

²1. Available on Prius V only. 2. See footnote 4 in Specifications section.



Prius interior shown in Dark Gray leather with available Advanced Technology Package.¹

Room Service

In designing the 3rd generation Prius, one objective couldn't be compromised: to give Prius more room inside. After all, when you're as popular as Prius, everyone wants to ride along. So our designers found ways to add more space for you, your passengers

and all your cargo, without adding fuel-robbing bulk in the bargain. The front seats, for example, feature a slim new seatback design that creates more knee room for the rear passengers, while improving the comfort of the front seat passengers.



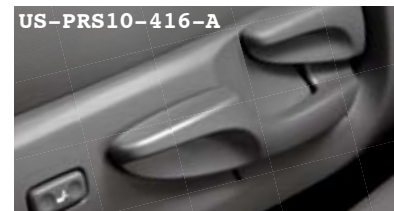
BLUETOOTH^{®2,3} CONNECTIVITY

Available Bluetooth[®] technology helps Prius integrate even more seamlessly with your life. Also available is advanced Bluetooth[®] functionality that lets you stream music files⁴ stored on your compatible stereo Bluetooth[®]-enabled phone directly to the Prius available audio system.



JBL[®] AUDIO SYSTEM²

Prius fuels your passion for music with an available JBL[®] audio system that reproduces sound with the power, clarity and fullness of a live concert. And you can link to available satellite radio⁵ via controls on the Touch Tracer Display.



6-WAY ADJUSTABLE DRIVER'S SEAT

Sit down. Get comfortable. It's easy, thanks to a 6-way adjustable driver's seat with available lumbar support⁶ that lets you find your ideal position.



US-PRS10-16-A



US-PRS10-17-A

CARGO AREA⁷

A larger cargo area means Prius is more than just a commuter car. It's for all your travels, from short errands to long vacations.

1. Available on Prius V only. 2. Not available on Prius II. 3. See footnote 6 in Packages section. 4. Requires Navigation Package. 5. See footnote 4 in Packages section. 6. Lumbar standard on Prius IV and V only. 7. Cargo and load capacity limited by weight and distribution.

A Smarter Prius, in 1000 Ways

With more than 1000 global patents pending or registered, the 3rd generation Prius is certainly innovative. Yet its advanced technologies serve to make driving easier, not more complex. So as it helps save fuel, Prius helps save you from something else: headaches.



INTELLIGENT PARKING ASSIST (IPA)^{1,2}

Parallel parking made easy: Press the available Intelligent Parking Assist (IPA) button when approaching the spot and an image of the parking spot appears on the navigation screen, with a box indicating the final position of the vehicle. Once the driver approves the position, Prius steers and virtually drives by itself, only requiring soft braking by the driver to stop the vehicle in the desired parking spot.



SMART KEY SYSTEM³

With Smart Key, Prius senses your approach. Simply touch the driver's door and it unlocks without you even having to remove the key fob from your pocket or purse.



Prius V shown in Blue Ribbon Metallic with available Advanced Technology Package²

LANE KEEP ASSIST (LKA)^{2,4}

Available LKA can help keep Prius in its own lane. If an inadvertent lane departure⁴ is detected, the system issues an audible tone and warning screen. And when Dynamic Radar Cruise Control (DRCC)^{2,5} is engaged, LKA also helps keep Prius centered in its lane on an ongoing basis by providing a corrective steering force when necessary.

WATER-REPELLENT GLASS⁶

An available water-repellent film in the front door windows helps keep the glass clear, improving visibility.



DYNAMIC RADAR CRUISE CONTROL (DRCC)^{2,5}/PRE-COLLISION SYSTEM (PCS)⁷

The available radar system senses the vehicle traveling directly ahead and automatically adjusts the speed to allow for a preset following distance between your vehicle and the vehicle traveling directly in front of you. The available Pre-Collision System (PCS) is designed to utilize the vehicle's radar to recognize if a frontal collision is unavoidable and automatically apply the brakes and retract the front seatbelts, to help lessen collision damage.



1. See footnote 14 in Packages section. 2. Available on Prius V only. 3. See footnote 9 in Packages section. 4. See footnote 13 in Packages section. 5. See footnote 12 in Packages section. 6. Standard on Prius IV and V only. 7. See footnote 20 in Packages section.

Safety Systems

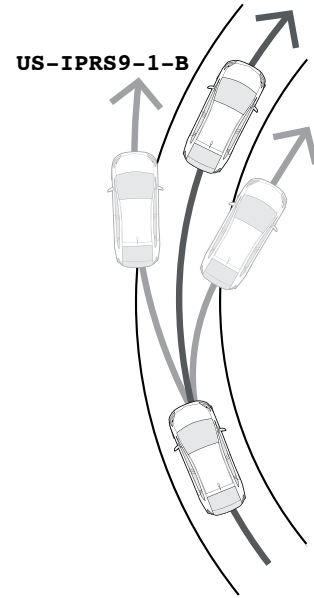
The 3rd generation Prius comes standard with the Toyota Star Safety System™. This integration of safety features serves the fundamental aim of helping to assist drivers to avoid accidents in the first place. The Star Safety System™ includes

Enhanced Vehicle Stability Control (VSC),¹ Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist.²

Seven Airbags⁶

Toyota's drive to continually improve is especially evident in the many safety technologies integrated into Prius. Standard equipment on every 3rd generation Prius includes seven airbags: an

Advanced Airbag System for the driver and front passenger; front and rear side curtain airbags; front seat-mounted side airbags for the driver and front passenger; and a driver's knee airbag.

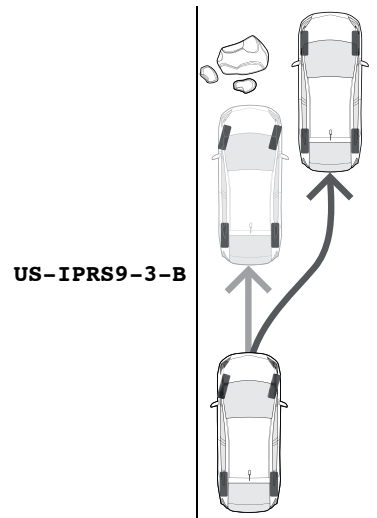


ENHANCED VEHICLE STABILITY CONTROL (VSC)¹
To help improve control in situations that could cause a vehicle to slip sideways while cornering, Prius uses Enhanced VSC. It adjusts engine power, braking and steering-assist torque to help the driver steer in the direction that provides the greatest control.

Possible Scenario
 ■ with VSC
 ■ without VSC



SAFETY CONNECT^{3,4}
Safety Connect service is available on select Prius models beginning fall 2009. Using a combination of embedded cellular and GPS technologies, Safety Connect offers subscribers such helpful features as automatic collision notification, stolen vehicle location, an emergency assistance button and roadside assistance.



ANTI-LOCK BRAKE SYSTEM (ABS)
To help avoid wheel lockup and help maintain steering control, Prius uses an Anti-lock Brake System (ABS). This sophisticated computer-controlled system modulates brake pressure during hard braking or when braking on a slippery surface.

Possible Scenario
 ■ with ABS
 ■ without ABS



ACTIVE FRONT HEADRESTS⁵
The 3rd generation Prius comes standard with active headrests in the front seats that help keep the occupants' heads ideally positioned in the event of certain lower speed rear-end collisions.



Photo not intended to replicate actual inflated airbags.

1. See footnote 17 in Packages section. 2. See footnote 18 in Packages section. 3. Requires Navigation Package. Available on Prius IV and V only. 4. See footnote 19 in Packages section. 5. See footnote 22 in Packages section. 6. See footnote 21 in Packages section.

COLOR



US-PRS10-438-C

BLACK
Misty Gray or Dark Gray interior



US-PRS10-438-G

WINTER GRAY METALLIC
Misty Gray or Dark Gray interior



US-PRS10-438-F

BLUE RIBBON METALLIC
Bisque or Dark Gray interior



US-PRS10-438-B

CLASSIC SILVER METALLIC
Misty Gray or Dark Gray interior



US-PRS10-438-D

BARCELONA RED METALLIC
Bisque or Dark Gray interior



US-PRS10-438-A

BLIZZARD PEARL
Bisque, Misty Gray or Dark Gray interior



US-PRS10-438-E

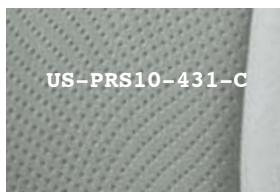
SANDY BEACH METALLIC
Bisque interior

FABRIC/LEATHER



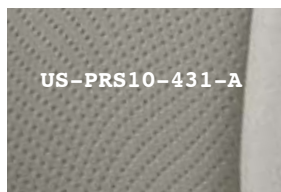
US-PRS10-431-B

Fabric available in Dark Gray



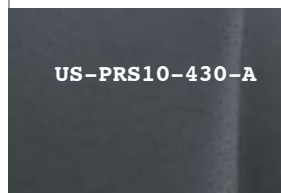
US-PRS10-431-C

Fabric available in Misty Gray



US-PRS10-431-A

Fabric available in Bisque



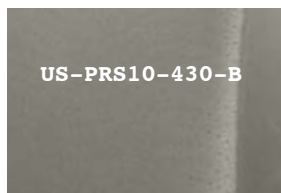
US-PRS10-430-A

Leather available in Dark Gray



US-PRS10-430-C

Leather available in Misty Gray



US-PRS10-430-B

Leather available in Bisque

WHEEL



US-PRS10-29-A

Standard 15-in. alloy wheel
and wheel cover



US-PRS10-30-A

Available 17-in. alloy wheel¹

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

GASOLINE ENGINE

Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.8 liters (1798 cc)
Bore x stroke	3.17 in. x 3.48 in.
Compression ratio	13.0:1
Valvetrain	Four valves per cylinder with Variable Valve Timing with intelligence (VVT-i)
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Power output	98 hp @ 5200 rpm (73 kW @ 5200 rpm)
Torque	105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Emission rating	Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ²

ELECTRIC MOTOR

Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60 kW)
Torque	153 lb.-ft. (207 N•m)
Voltage	650V maximum

TRACTION BATTERY

Type	Sealed Nickel-Metal Hydride (Ni-MH) ³
Power output	36 hp (27 kW)
Voltage	201.6V
Hybrid System Net Power	134 hp (100 kW)

MILEAGE ESTIMATES (mpg city/highway/combined)⁴

51/48/50

MECHANICAL/PERFORMANCE

Transmission	Electronically controlled continuously variable transmission (ECVT)
EV ⁵ /Eco/Power modes	Standard
Suspension	
Front	Independent MacPherson strut with stabilizer bar
Rear	Torsion beam
Steering	Electric Power Steering (EPS); power-assisted rack-and-pinion with electric power-assist
Turning circle diameter, curb to curb (ft.)	34.2 (15-in. wheel); 36.0 (17-in. wheel)
Brakes	Power-assisted ventilated front disc, solid rear disc with Anti-lock Brake System (ABS) and integrated regenerative braking
Coefficient of drag (Cd)	0.25

EXTERIOR DIMENSIONS (in.)

Overall height/width/length	58.7/68.7/175.6
Wheelbase	106.3
Track, front/rear	60.0/59.8 (15-in. wheel); 59.6/59.4 (17-in. wheel)
Minimum running ground clearance	5.5

INTERIOR DIMENSIONS front/rear (in.)

Head room	38.6/37.6
Shoulder room	54.9/53.1
Hip room	52.7/51.2
Leg room	42.5/36.0

WEIGHTS AND CAPACITIES

Curb weight (lb.)	3042
Seating capacity	5
Passenger volume (cu. ft.)	93.7
Luggage capacity (cu. ft.)	21.6
Fuel tank (gal.)	11.9

TIRES


Standard	P195/65R15
Available	P215/45R17
Spare	Temporary

1. Available on Prius V only. 2. 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 3. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 4. 2010 EPA 51/48/50 city/highway/combined mpg estimates. Actual mileage will vary. 5. See footnote 15 in the Packages section.

EXTERIOR	PRIUS II	III	IV	V		PRIUS II	III	IV	V
Projector-beam halogen headlamps with auto-off feature	S	S	S	-	Washer-linked variable intermittent windshield wipers	S	S	S	S
LED (light-emitting diode) headlamps with auto leveling, auto-off and headlamp washers	-	-	-	S	Rear window with electric defogger with timer and intermittent wiper	S	S	S	S
Integrated fog lamps	-	-	-	S	UV reduction glass windshield	S	S	S	S
LED taillamps	S	S	S	S	Driver and front passenger water-repellent side windows	-	-	S	S
Color-keyed foldable power heated outside mirrors	S	S	S	S	Aerodynamic rear deck spoiler	S	S	S	S
Hybrid Synergy Drive® blue accent badges and headlamps	S	S	S	S	Power tilt/slide moonroof with Solar Powered Ventilation System ² and Remote Air Conditioning System ³	-	P	P	-
15-in. 5-spoke alloy wheels with P195/65R15 tires and wheel covers	S	S	S	-	Roof-mounted XM Satellite Radio ⁴ antenna	S	S	S	S
17-in. 5-spoke alloy wheels with P215/45R17 tires	-	-	-	S					

INTERIOR									
CFC-free automatic climate control with electric compressor, dust and pollen filtration mode, humidity sensor and air filter	S	S	S	S	Cruise control	S	S	S	S
Plasmacluster™ ⁵ ionizer	-	-	S	S	Dynamic Radar Cruise Control (DRCC) ¹²	-	-	-	P
AM/FM/MP3 CD player with six speakers and satellite radio capability ⁴	S	-	-	-	Intelligent Parking Assist (IPA) ¹⁴	-	-	-	P
JBL® AM/FM/MP3 6-disc CD changer with eight speakers, integrated satellite radio capability ⁴ and hands-free phone capability via Bluetooth® ⁶ wireless technology	-	S	S	S	Central instrument display with digital speedometer, instant fuel consumption, fuel gauge and shift lever indicator	S	S	S	S
Voice-activated touch-screen DVD navigation system ⁷ with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, ⁴ XM NavTraffic® ⁷ capability, hands-free phone capability and music streaming via Bluetooth® ⁶ wireless technology, and integrated backup camera ⁸	-	P	P	P	Multi-Information Display with energy monitor, fuel consumption history, Hybrid System Indicator, odometer with twin tripmeters and cruise information (average fuel economy, average speed and distance to empty)	S	S	S	S
Auxiliary audio jack	S	S	S	S	Touch Tracer Display	S	S	S	S
Power windows with auto up/down, jam protection in all positions and retained-power features	S	S	S	S	Overhead console with front maplights and shift illumination	S	S	S	S
Power automatic door locks with anti-lockout feature	S	S	S	S	Electronic shift lever with Hybrid Synergy Drive® blue accent	S	S	S	S
Smart Key System ⁹ on driver's door with Push Button Start and remote illuminated entry	S	S	S ¹⁰	S ¹⁰	EV ¹⁵ /Eco/Power modes	S	S	S	S
Remote keyless entry system with 2-stage unlocking and panic function	S	S	S	S	Auto-dimming rearview mirror with HomeLink® ¹⁶ universal transceiver	-	-	S	S
Fabric-trimmed seats and door panels with bottle holders in front doors	S	S	-	-	Dual sun visors and illuminated vanity mirrors	S	S	S	S
Leather-trimmed seats and steering wheel with driver's seat power lumbar support and heated front seats with bottle holders in front doors	-	-	S	S	Center console with sliding armrest and storage compartment with removable utility tray, wire-management feature and dual front cup holders	S	S	S	S
6-way adjustable driver's seat and 4-way adjustable passenger seat with adjustable headrests	S	S	S	S	Dual-compartment glove box	S	S	S	S
Dual seatback pockets	S	S	S	S	Remote hood and fuel-filler door releases	S	S	S	S
60/40 split fold-down rear bench seat with adjustable headrests and fold-forward outboard headrests	S	S	S	S	Rear dome lights and cargo area lamp	S	S	S	S
Rear fold-down center armrest with two cup holders	S	S	S	S	Retractable assist grips at all doors	S	S	S	S
Tilt/telescopic adjustable steering wheel with audio, climate and Multi-Information Display controls ¹¹	S	S	S	S	Two 12V auxiliary power outlets	S	S	S	S
Steering wheel-mounted navigation, Dynamic Radar Cruise Control (DRCC) ¹² and Lane Keep Assist (LKA) ¹³ controls ¹¹	-	P	P	P	Cargo area side-panel storage and under-floor storage	S	S	S	S
Steering wheel-mounted Bluetooth® ⁶ hands-free phone-calling controls	-	S	S	S	Tonneau cover with clasp for under-floor stowage	S	S	S	S

SAFETY AND CONVENIENCE

 Star Safety System™ – includes Enhanced Vehicle Stability Control (VSC) ¹⁷ + Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist ¹⁸	S	S	S	S	3-point seatbelts in all seating positions	S	S	S	S
Safety Connect ¹⁹	-	-	P	P	Adjustable seatbelt anchors for front seating positions	S	S	S	S
Pre-Collision System (PCS) ²⁰	-	-	-	P	Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S	S	S	S
Lane Keep Assist (LKA) ¹³	-	-	-	P	Front seatbelt pretensioners with force limiters	S	S	S	S
Driver and front passenger Advanced Airbag System ²¹	S	S	S	S	LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only	S	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags ²¹	S	S	S	S	Child-protector rear door locks	S	S	S	S
Driver's knee airbag ²¹	S	S	S	S	Hill Start Assist Control (HAC) ²⁴	S	S	S	S
Driver and front passenger active headrests ²²	S	S	S	S	Collapsible steering column	S	S	S	S
Direct Tire Pressure Monitor System (TPMS) ²³	S	S	S	S	Engine immobilizer ²⁵	S	S	S	S
Front and rear energy-absorbing crumple zones	S	S	S	S	Center high-mount stop lamp (CHMSL)	S	S	S	S
Side-impact door beams	S	S	S	S	Temporary spare tire	S	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S	S					

S = Standard P = Available only as part of a package. - = Not Available

		II	III	IV	V
Navigation Package	Voice-activated touch-screen DVD navigation system ⁷ with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, ⁴ XM NavTraffic® ⁷ capability, hands-free phone capability and music streaming via Bluetooth® ⁶ wireless technology, and integrated backup camera ⁸		•	•	•
	Safety Connect ¹⁹			•	•
Advanced Technology Package (includes Navigation Package)	Dynamic Radar Cruise Control (DRCC) ¹²				•
	Pre-Collision System (PCS) ²⁰				•
	Lane Keep Assist (LKA) ¹³				•
	Intelligent Parking Assist (IPA) ¹⁴				•
Solar Roof Package (includes Navigation Package)	Power tilt/slide moonroof with Solar Powered Ventilation System ² and Remote Air Conditioning System ³		•	•	

ACCESSORIES

Add a personal touch to your Prius with Toyota accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

- (1) All-weather floor mats • Body side moldings • Cargo net • Cargo organizer • Cargo tote • (2) Carpeted cargo mat • Carpeted floor mats • Clear protective film • Emergency assistance kit • First aid kit • Hybrid Synergy Drive® graphics •
- (3) Illuminated doorills • Rear bumper appliqué • Remote engine starter • Sirius Satellite Radio^{4, 27} • Vehicle Intrusion Protection (VIP) RS3200 Security System²⁸ • Vehicle Intrusion Protection (VIP) RS3200 Security System Plus²⁸ • Wheel locks •
- (4) XM Satellite Radio^{4, 27}



1. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. The Solar Powered Ventilation System uses an electric fan to draw outside air into, through, and out of the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature to near the outside ambient temperature to help make the cabin more comfortable when reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner. 3. Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load and/or if the battery charge is low. See your Owner's Manual for further information. 4. 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. 5. Plasmacluster™ is a trademark of Sharp Electronics, Inc. 6. The Bluetooth® technology phones listed on toyota.com have been tested for 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. 7. The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee 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. 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 Radar 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 sounds a warning tone and applies 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 outside 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 with the Safety Connect Call Center is limited by cellular connection availability and reception of GPS satellite signals, so sometimes you may be unable to contact the Call Center or receive emergency service support. Enrollment and Subscription Service 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, such as speed, driver input and road conditions. 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 reduce 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. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. 25. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org. 26. Packages cannot be combined. 27. Available on vehicles equipped with JBL® audio system. 28. Available for vehicles with factory remote keyless entry.

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