



**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**







MSRP \$20,999 MSRP \$21,999

AMBITION

BEYOND NOW

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.



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 centered 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 Air Conditioning** 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 Rear-view 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 **four Cup Holders**, a **Luggage Room Lamp**, **Fully-Adjustable Rear Head Rests**, **Standard Fuel Level Warning**, and a new dynamic **Audio System** with six speakers, Bluetooth and USB functionality.





Dynamic performance  
perfectly balanced  
with comfort  
and uncompromising  
safety.

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# 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 and side 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.



We know Prius drivers share  
a passion for our world, and  
and choose to **take control**  
**of their impact** on it.

That's why we're dedicated to playing our part in preserving the environment for the future generations that will inherit it.

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 CO<sub>2</sub> 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.

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

# A PASSION FOR TOMORROW



MODEL SHOWN Prius 1.8



	Prius 1.8
Engine and Drivetrain	
Bore x stroke (mm)	80.5 x 88.3
Catalytic converter	Standard-9R11R ceramic
Compression ratio	13.0 : 1
Differential gear ratio	2.834
Displacement (cm³)	1798
Electric motor torque (Nm)	163
Engine monitor warning	•
Fuel cut system (Impact sensing)	•
Fuel system	Petrol hybrid
Maximum power (kw @ r/min)	72@5200
Maximum torque (nm @ r/min)	142@3600
Number of cylinders and arrangement	Inline-4
Stabiliser	Front + rear
Starting system	Push start
Suspension (front)	MacPherson
Suspension (rear)	Double wishbone
Tool set	Jack wrench, hub
Total system output (kW)	90
Transmission	CVT
Valve mechanism	16, DOHC, VVT-I
Electric motor power (kW)	53
Engine capacity (litre)	1.8
Exterior Styling	
Air spats	•
Antenna	Shark fin
Daytime running light	LED
Door outside handles	Colour-coded-smart entry
Front bumper	Colour-coded
Front fog lamps	LED
Headlights	LED
Headlamp levelling	Automatic
High-mounted brake light	LED
Light control system	Follow-me-home
Side mirrors	Colour coded, retractable, heated
Rear bumper	Colour coded

	Prius 1.8
Exterior Styling	
Rear lights	LED
Rear fog lamp	•
Front window wiper	Intermittent, time adjustable
Rear window wiper	Intermittent
Rear spoiler	•
Package trim and tonneau cover	•
Interior comfort and convenience	
AT shift lock	•
Assist grip	Standard-4
Coat hook	Standard-2
Clock	•
Cupholders	Standard-4
Door inside handles	Chrome
Door scuff plate	•
Door pockets	Front, rear
Door trim	Synthetic leather
Economy meter	•
Floor carpet trim	Carpet/with heel pad
Fuel level warning	•
Rearview mirror	Electrochromatic
Key reminder warning	Buzzer
Luggage room lamp	•
Overhead console	•
Rear headrests	Adjustable-3 ways
2 <sup>nd</sup> row seats	60:40 split
Seat trim	Full leather
Shift position indicator	•
Steering wheel	3 Spoke/leather
Seat back pockets	•
Cruise control	•
Airconditioner	Auto-dual zone
Auxiliary input	•
Reverse camera	Display audio/with guidelines
Bluetooth	•
Door ajar warning	•

	Prius 1.8
Interior comfort and convenience	
Footrest	•
Front seat adjustment	Manual
Front seat reclining	Manual
Front seat vertical adjuster	Manual
Light reminder warning	•
Heads Up Display (HUD)	•
Heater	Auto
Illuminated entry	•
Multi-information Display	•
Power socket	Front - 12V, Rear - 12V
Power steering	Electric (EPS)
Electric windows	All
Rear armrest	•
Seat heater	Driver and passenger only
Seat lumbar support	Driver 2-way
Speakers	Standard-6
Steering column adjustments	Manual/tilt & telescopic, collapsible
Steering switches	Audio, telephone, info display, voice command
Sun visor	•
USB	•
Door courtesy lamp	•
Safety	
Height adjustable seat belt	•
Airbag on-off switch	•
Curtain airbags	•
Front airbag(s)	Driver + passenger
Knee airbag(s)	Driver only
Side airbags	Front
Anti-theft system	Horn/alarm + immobiliser
Centre rear seatbelt	3-point
Child lock	•
Child Restraint System (ISOFIX)	Standard-2
Front brake	Ventilated disc
Rear brake	Disc
Seat belt warning	Driver, passenger + rear/buzzer + light

	Prius 1.8
Safety	
Power door lock	•
Wireless door lock	•
Rear window demister	•
Anti-lock Breaking System (ABS)	•
Brake Assist (BA)	•
Electronic Brake-force Distribution (EBD)	•
Traction Control (TRC)	•
Vehicle Stability Control (VSC)	•
Performance	
0-100 (sec)	10.6
Top speed (km/h)	180
Fuel consumption (combined cycle) (l/100km)	3.7
CO <sub>2</sub> (g/km)	87
Service and warranty	
Service intervals (km)	15 000 km
Service plan	5 years/90 000 km
Warranty	3 years/100 000 km
Hybrid battery warranty	8 years/195 000 km
Wheels and tyres	
Spare tyre	Full alloy
Wheel and tyre	F:195/65R15 Alloy and R:195/65R15 Alloy
Dimensions and capacities	
Fuel tank size (l)	43
Gross Combination Mass (GCM)	2515
Ground clearance (mm)	136
Gross Vehicle Mass (GVM)	1790
Height (mm)	1490
Interior height (mm)	1195
Interior length (mm)	2110
Interior width (mm)	1490
Length (mm)	4540
Luggage capacity (✓)	502
Turning circle (tyres, m)	5.4
Wheelbase (mm)	2700
Width (mm)	1760



1F7 SATIN SILVER METALLIC



070 PEARL WHITE METALLIC



040 GLACIER WHITE

CUSTOMER ORDER ONLY



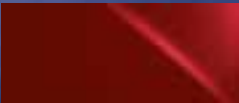
8W7 DARK BLUE METALLIC



218 ATTITUDE BLACK\*\*



1G3 GRAPHITE GREY METALLIC



317 PASSION RED





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](http://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



