

2017 Prius




TOYOTA | *Let's
Go
Places*

Let's shatter all expectations. The 2017 Toyota Prius.

Take everyone by surprise. The 2017 Prius is hitting streets with a daring, edgy look that continues to set trends. Its sleek shape, sculpted character lines and dynamic LED lighting attract all the right attention. An inviting interior, with soft-touch materials and advanced technology, gives everyone plenty of room to stretch out and get comfy. And when the roads get twisty, the double-wishbone rear suspension and athletic stance ensure that this hybrid is always up for some fun. Best of all, it all comes in a package with an available EPA estimate of up to 58 mpg city.⁴³ Efficiency never looked so good. Let's go places.



Four Touring shown in Hypersonic Red⁴⁴ with available Premium Convenience Package.

See numbered footnotes in Disclosures section.



—
“The food is perfect,
and the decorations are on point.
This dinner party will be one to remember.”
—



The road ahead is full of twists and turns. Let the fun begin.

Find more excitement around every corner. Prius is engineered to give you a comfortable and exhilarating ride. Its double-wishbone rear suspension helps soak up the bumps and keeps Prius feeling sure-footed. A lower center of gravity and increased body rigidity help make this our most agile Prius yet. And with sporty touches like a shark-fin antenna, this hybrid is never afraid to show off its athletic side. So when you find your favorite winding road, you'll always be ready to go.



LED TAILLIGHTS

Turn heads whether you're coming or going. LED taillights are more efficient, shine bright and help complete the stylish look.



17-IN. ALLOY WHEELS

Let's make a statement with every journey. Available 17-in. alloy wheels add the right amount of attitude and ensure that this hybrid grabs attention wherever it goes.



LED LIGHTING

Prius features Bi-LED elements in the headlights, available integrated fog lights and accent lights, making front-end lighting that is as dramatic as it is efficient.



Four Touring shown in Blue Crush Metallic with available Premium Convenience Package.

With tech this smart, you're ready to take on the city.

Prius helps you stay connected with the available Entune™ Premium Audio with Integrated Navigation¹⁰ and App Suite.¹¹ With an available 7-in. high-resolution touch-screen with split-screen display, you can take control of your playlist, find movie tickets and make restaurant reservations, get turn-by-turn directions and more. The available illuminated entry welcomes you each time you get inside. And with the standard Smart Key System,¹⁶ you can easily lock and unlock the driver's-side door by touching the door handle and start Prius with just the push of a button.



QI-COMPATIBLE WIRELESS CHARGING¹⁸

No wires. Total convenience. With available Qi-compatible wireless smartphone charging, simply place your Qi-compatible smartphone or other compatible device on the nonslip surface to charge it up wirelessly.



BLUETOOTH^{®8} WIRELESS TECHNOLOGY

Bluetooth[®] connectivity lets you make hands-free phone calls and wirelessly stream music from your compatible phone or compatible MP3 player.⁷



COLOR HEAD-UP DISPLAY (HUD)

The available color Head-Up Display uses aircraft-inspired technology to project important information right on the windshield. This full-color display can show your speed, Hybrid System Indicator info and give turn-by-turn directions.



Four Touring interior shown in Black SofTex® trim with available Premium Convenience Package.



Four Touring interior shown in Moonstone SofTex® trim with available Premium Convenience Package.

Get more of what you want, inside and out.

The futuristic cabin of Prius has been optimized to give everyone room to relax. The front seats are designed to provide plenty of comfort on those long drives. Its cockpit-inspired dash is easy to use and packed with functional tech, keeping you in command of all the fun. And with an available 8-way power-adjustable driver's seat, finding that perfect driving position has never been easier.



INTELLIGENT CLEARANCE SONAR (ICS)³²

When parking, this available system scans for stationary objects, like walls or posts. Should the system anticipate a collision, it will emit an audible and visible alert, reduce engine or motor output, and automatically apply the brakes if needed. And with advanced side-collision detection, Prius can help you get in and out of parking spots with plenty of room to spare.



INTELLIGENT PARKING ASSIST (IPA)³³

When you find an open parking spot, activate available Intelligent Parking Assist to help make parking a breeze. The system will automatically control the steering and help guide you in.



INTEGRATED BACKUP CAMERA¹¹

When you're in Reverse, the standard backup camera helps by giving you a view of what's happening in the rear. This feature is helpful when you're parking in a tight spot or backing up.



Four Touring shown in Hypersonic Red⁴⁴ with available Premium Convenience Package.

See numbered footnotes in Disclosures section.

An inviting space designed around you.

Step into ultimate comfort and style. The smartly designed interior of Prius gives you and your friends plenty of room to stretch out. Its center console has been shaped to give everyone more room up front, and intelligent seat design makes the rear seats a relaxing place to hang out too. And with plenty of cargo space, you'll never have to leave those gotta-have items behind. So no matter what your day may bring, Prius is ready to help you handle it all.

VERSATILE INTERIOR SEATS

With up to 27.4 cu. ft. of cargo space behind the rear seats;⁴¹ Prius lets you bring more of your favorite things along for the ride. Need to carry more stuff? No problem. Fold the 60/40 rear seats down for up to 65.5 cu. ft. of total cargo space.⁴¹



SMART-FLOW CLIMATE CONTROL SYSTEM

Not too hot, not too cold. The smart-flow climate control system helps keep the cabin feeling just right. It's an intelligent system too. When you're driving by yourself, you can choose to heat or cool just the front passenger area, helping increase the overall efficiency of Prius.



HEATED FRONT SEATS

Settle in and enjoy some personalized comfort. Prius is available with SofTex®-trimmed heated front seats, so when the weather gets chilly, the simple press of a button brings added warmth.



Athletic style. Optimal efficiency.

This beauty is more than skin deep – the striking look of Prius helps it easily slip through the wind. Its sleek lines, aero stabilizing fins and underbody panels all work together to help reduce wind resistance. Up front, the active grille shutter automatically opens and closes to help optimize airflow and reduce engine warm-up time. And with its ultra-low coefficient of drag, Prius helps you get more mpg from every drive.



ESTIMATED 58 MPG⁴³

The 2017 Prius is one of our most efficient yet, with high-density batteries, light hybrid system components and an advanced gasoline engine. All these systems work together to help you go farther with less fuel. Our Prius Two Eco grade takes this efficiency even further with up to an EPA-estimated 58 mpg city.



DRIVE MODES

Prius has different modes for different types of driving. ECO Mode helps maximize fuel economy. EV Mode¹³ drives solely on battery power for up to one-half mile under certain conditions. And POWER Mode increases throttle response for additional get-up-and-go.



DUAL MULTI-INFORMATION DISPLAY (MID)

The 4.2-in. color dual Multi-Information Display screens are customizable, so you can keep an eye on the information that matters most to you. A quick glance can show you real-time driving data, tips to help you improve your ECO savings, and more.



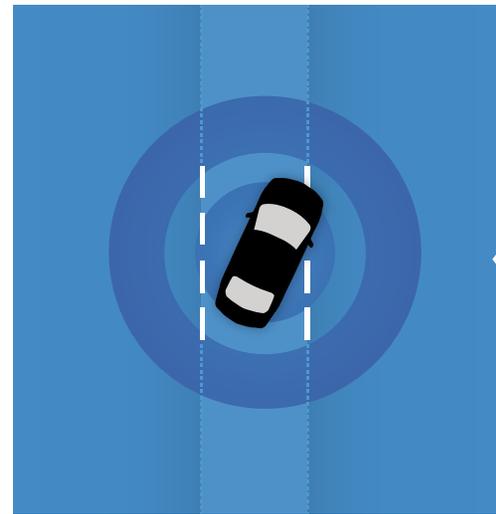
Two Eco shown in Blue Crush Metallic.



Left to right: **Four** shown in Blue Crush Metallic with available Advanced Technology Package; **Four Touring** shown in Hypersonic Red⁴⁴ with available Premium Convenience Package.

Integrated safety to help support your drive.

The road can be unpredictable. That's why every new 2017 Prius comes standard with Toyota Safety Sense™ P (TSS-P).²⁶ This active safety package combines Pre-Collision System²⁷ with Pedestrian Detection²⁸ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA),²⁹ Automatic High Beams (AHB),³⁰ and Full-Speed Dynamic Radar Cruise Control (DRCC)³¹ to assist you. TSS-P's comprehensive features create in-the-moment safety designed to support your awareness and decision-making on the road.

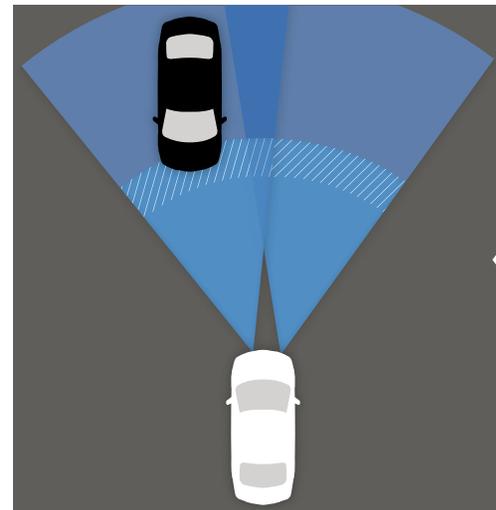


LANE DEPARTURE ALERT WITH STEERING ASSIST (LDA w/SA)²⁹

If an inadvertent lane departure is detected and there are visible lane markings, the Lane Departure Alert system will issue both an audible alert and visual warning on the MID screen. If the system determines that the driver is not taking corrective action, the Steering Assist function will initiate and provide gentle corrective steering when necessary to help keep the vehicle in the lane.

PRE-COLLISION SYSTEM²⁷ WITH PEDESTRIAN DETECTION²⁸ (PCS w/PD)

Pre-Collision System with Pedestrian Detection helps keep the road safe by detecting a vehicle or pedestrians in certain situations. By combining millimeter-wave radar with a camera capable of shape recognition, the system provides an audible warning and a display notification to alert you of a possible collision with a pedestrian under certain circumstances. If you don't react, automatic braking support helps mitigate the potential for a collision.



AUTOMATIC HIGH BEAMS (AHB)³⁰

Enhance visibility and help make nighttime driving safe. This system uses a camera to help detect oncoming vehicles as far away as 2000 feet and, depending on the circumstances, it can automatically switch the high beams on and off, helping make it easier for other drivers on the road.

Peace of mind for the journey ahead.

Let's help make every road trip a safe one. Every new Prius comes standard with the Star Safety System,[™] our advanced integration of safety technologies that includes Enhanced Vehicle Stability Control (VSC),¹⁹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²⁰ and Smart Stop Technology[®] (SST).²¹ And with eight standard airbags,²² plus technologies like available Safety Connect,^{®25} you can rest assured that Prius has got your back.



RAIN-SENSING WINDSHIELD WIPERS

Don't let foul weather put a damper on your drive. The available rain-sensing variable intermittent windshield wipers on Prius automatically adjust their speed to match the amount of rain hitting the windshield and the speed of the car. Just set the wipers to "auto," and Prius does the rest.



BLIND SPOT MONITOR (BSM)³⁴

If Prius detects a vehicle in its blind spot, the available Blind Spot Monitor system alerts you through an illuminated indicator on the appropriate outside mirror.



REAR CROSS-TRAFFIC ALERT (RCTA)³⁵

When you slowly back out of a driveway or parking spot, the available Rear Cross-Traffic Alert is designed to provide an audible indicator to help warn you of approaching vehicles.



TWO

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁵

Exterior Features

- Bi-LED projector low- and high-beam headlights with auto-off feature
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- 15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires
- Washer-linked variable intermittent windshield wipers
- Heated power outside mirrors with folding feature
- Active grille shutter
- Color-keyed roof-mounted shark-fin antenna
- Intermittent rear window wiper

Interior Features

- Smart-flow climate control system with humidity sensor and pollen filtration mode
- Entune™ Audio
- Center console with armrest and storage compartment, white accent on steering wheel and shifter
- 4.2-in. color dual Multi-Information Display (MID)
- Tilt/telescopic steering wheel with audio, climate, Multi-Information Display (MID) and *Bluetooth*^{®88} hands-free phone controls
- 60/40 split fold-down rear seats with center armrest
- Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- Cruise control
- Smart Key System¹⁶ on driver's door with Push Button Start
- Cargo area lightweight tonneau cover
- Two 12V auxiliary power outlets (one front, one rear)
- Power windows with auto up/down
- Integrated backup camera²
- Temporary spare tire

Safety Features

- Eight airbags²²
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC);⁹ Traction Control (TRAC), 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²⁰ and Smart Stop Technology® (SST)²¹
- Toyota Safety Sense™ P (TSS-P)²⁶ — Pre-Collision System²⁷ with Pedestrian Detection²⁸ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA);²⁹ Automatic High Beams (AHB)³⁰ and Full-Speed Dynamic Radar Cruise Control (DRCC)³¹



TWO Eco

Adds to or replaces features offered on TWO

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 58 city/53 highway estimated mpg⁴³

Exterior Features

- Bi-LED projector low- and high-beam headlights with auto on/off feature
- 15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires
- No intermittent rear window wiper

Interior Features

- Smart Key System¹⁶ on three doors with Push Button Start and remote illuminated entry
- Tire repair kit
- No cargo area lightweight tonneau cover



THREE

Adds to or replaces features offered on TWO or TWO Eco

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁵

Exterior Features

- 15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires
- Intermittent rear window wiper

Interior Features

- Entune™ Premium Audio with Integrated Navigation¹⁰ and App Suite¹¹
- Smart Key System¹⁶ on three doors with Push Button Start and remote illuminated entry
- Qi-compatible wireless smartphone charging¹⁸ with charge indicator light
- SofTex®-trimmed tilt/telescopic steering wheel with audio, climate, Multi-Information Display (MID) and *Bluetooth*^{®88} hands-free phone controls
- Temporary spare tire
- Cargo area lightweight tonneau cover

Options

- Advanced Technology Package
 - Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator
 - Power tilt/slide moonroof with sliding sunshade



THREE Touring

Adds to or replaces features offered on THREE

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁵

Exterior Features

- Integrated fog lights and LED accent lights
- LED clearance lights
- 17-in. 5-spoke alloy wheels with P215/45R17 tires
- Unique rear bumper treatment
- Touring-specific suspension

Interior Features

- SofTex®-trimmed front seats with seatback pockets and 6-way adjustable driver's seat; 4-way adjustable front passenger seat



FOUR

Adds to or replaces features offered on THREE

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁵

Exterior Features

- Rain-sensing variable intermittent windshield wipers

Interior Features

- SofTex®-trimmed heated front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat
- Auto-dimming rearview mirror with HomeLink®¹⁷
- Cargo area tonneau cover
- Tire repair kit

Safety Features

- Blind Spot Monitor (BSM)³⁴ and Rear Cross-Traffic Alert (RCTA)³⁵

Options

- Premium Convenience Package
 - Intelligent Clearance Sonar (ICS)³² with Intelligent Parking Assist (IPA)³³
 - Entune™ Premium JBL® Audio with Integrated Navigation¹⁰ and App Suite¹¹
 - Safety Connect^{®25} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)
- Advanced Technology Package
 - Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator
 - Power tilt/slide moonroof with sliding sunshade



FOUR Touring

Adds to or replaces features offered on FOUR

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁵

Exterior Features

- Integrated fog lights and LED accent lights
- LED clearance lights
- 17-in. 5-spoke alloy wheels with P215/45R17 tires
- Unique rear bumper treatment
- Touring-specific suspension

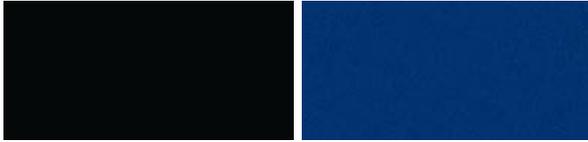
Interior Features

- SofTex®-trimmed heated front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat

Options

- Premium Convenience Package
 - Intelligent Clearance Sonar (ICS)³² with Intelligent Parking Assist (IPA)³³
 - Entune™ Premium JBL® Audio with Integrated Navigation¹⁰ and App Suite¹¹
 - Safety Connect^{®25} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)

Color



Midnight Black Metallic

Blue Crush Metallic



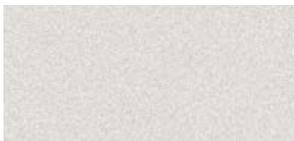
Sea Glass Pearl

Hypersonic Red⁴⁴



Magnetic Gray Metallic

Classic Silver Metallic



Blizzard Pearl⁴⁴

Trim

TWO, TWO Eco and THREE fabric



Black

Moonstone

Harvest Beige

THREE Touring and FOUR Touring SofTex®



Black

Moonstone

FOUR SofTex®



Black

Moonstone

Harvest Beige

Wheels



TWO 15-in. 5-spoke alloy wheels with full wheel covers



TWO Eco, THREE and FOUR 15-in. 5-spoke alloy wheels with two-tone wheel covers



THREE Touring and FOUR Touring 17-in. 5-spoke alloy wheels

ACCESSORIES

A wide range of Genuine Toyota Accessories is available to help make driving your Prius even more fun. Now your Prius can reflect your personal style. There's something for everyone. Some accessories may not be available in all regions of the country. For a complete list of accessories, go to toyota.com/prius.

15-in. "Hyper Black" 10-spoke alloy wheels
Aero side splitter
Alloy wheel locks
All-weather floor liners⁴⁶
Ashtray kit
Body side moldings

Cargo cross bars
Cargo net — envelope⁴¹
Cargo tote⁴¹
Cargo tray
Carpet cargo mat
Carpet floor mats⁴⁶

Door edge guards
Emergency assistance kit
First aid kit
Illuminated doorsills
Lower console appliqué/shift appliqué

Paint protection film⁴⁷
Rear bumper appliqué
Rear bumper protector
Universal tablet holder



Body side moldings



Rear bumper protector



Illuminated doorsills



15-in. "Hyper Black" 10-spoke alloy wheels



Cargo cross bars



Aero side splitters



Rear bumper appliqué



All-weather floor liners⁴⁶

FEATURES¹

EXTERIOR

	TWO	TWO ECO	THREE	THREE TOURING	FOUR	FOUR TOURING
Bi-LED projector low- and high-beam headlights with auto-off feature	S	—	—	—	—	—
Bi-LED projector low- and high-beam headlights with auto on/off feature	—	S	S	S	S	S
LED Daytime Running Lights (DRL) with on/off feature	S	S	S	S	S	S
Integrated fog lights and LED accent lights	—	—	—	S	—	S
LED taillights and stop lights	S	S	S	S	S	S
LED clearance lights	—	—	—	S	—	S
Heated power outside mirrors with folding feature	S	S	S	S	S	S
Power tilt/slide moonroof with sliding sunshade	—	—	P	—	P	—
Color-keyed outside door handles	S	S	S	S	S	S
15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires	S	—	—	—	—	—
15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires	—	S	S	—	S	—
17-in. 5-spoke alloy wheels with P215/45R17 tires	—	—	—	S	—	S
Touring grade unique rear bumper treatment	—	—	—	S	—	S
Intermittent rear window wiper	S	—	S	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	S	S	—	—
Rain-sensing variable intermittent windshield wipers	—	—	—	—	S	S
Active grille shutter	S	S	S	S	S	S
Color-keyed roof-mounted shark-fin antenna	S	S	S	S	S	S

INTERIOR

Smart-flow climate control system with pollen filtration	S	S	S	S	S	S
Integrated backup camera ²	S	S	S	S	S	S
Entune™ Audio — includes Entune™ Multimedia Bundle ³ (6.1-in. touch-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port ⁴ with iPod ^{®5} connectivity and control, advanced voice recognition ⁶ , hands-free phone capability, phone book access and music streaming ⁷ via <i>Bluetooth</i> ^{®8} wireless technology), Siri [®] Eyes Free ⁹ and integrated backup camera ² display	S	S	—	—	—	—
Entune™ Premium Audio with Integrated Navigation ¹⁰ and App Suite ¹¹ — includes Entune™ Multimedia Bundle ³ (7-in. high-resolution touch-screen with split-screen display, AM/FM CD player, six speakers, auxiliary audio jack, USB 2.0 port ⁴ with iPod ^{®5} connectivity and control, advanced voice recognition ⁶ , hands-free phone capability, phone book access and music streaming ⁷ via <i>Bluetooth</i> ^{®8} wireless technology), Siri [®] Eyes Free ⁹ , Entune [®] App Suite, ¹¹ HD Radio™ ¹² Technology, HD Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM [®] Satellite Radio ¹³ with 3-month complimentary SiriusXM All Access trial, Gracenote [®] album cover art, and integrated backup camera ² display. Access to Entune [®] App Suite ¹¹ is subscription-free. See toyota.com/entune for details.	—	—	S	S	S	S
Entune™ Premium JBL® Audio with Integrated Navigation ¹⁰ and App Suite ¹¹ — includes Entune™ Multimedia Bundle ³ (7-in. high-resolution touch-screen with split-screen display, AM/FM CD player with MP3/WMA playback capability, ten JBL® GreenEdge™ speakers in six locations, auxiliary audio jack, USB 2.0 port ⁴ with iPod ^{®5} connectivity and control, advanced voice recognition ⁶ , hands-free phone capability, phone book access and music streaming ⁷ via <i>Bluetooth</i> ^{®8} wireless technology), Siri [®] Eyes Free ⁹ , Entune [®] App Suite, ¹¹ HD Radio™ ¹² Technology, HD Radio™ Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM [®] Satellite Radio ¹³ with 3-month complimentary SiriusXM All Access trial, Gracenote [®] album cover art, and integrated backup camera ² display. Access to Entune [®] App Suite ¹¹ is subscription-free. See toyota.com/entune for details.	—	—	—	—	P	P
Entune [®] App Suite ¹¹ — includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable, [®] Pandora ^{®14} , Facebook Places, Yelp [®] and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune [®] App Suite ¹¹ is subscription-free. See toyota.com/entune for details.	—	—	S	S	S	S
4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and Eco Score, Eco Savings Record, Drive Monitor, Eco Wallet, Eco Diary, climate control, driver support systems, audio system content and navigation system content	S	S	S	S	S	S
Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S	S	S	—	—	—
SofTex [®] -trimmed front seats with seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	—	—	—	S	—	—
SofTex [®] -trimmed heated front seats with seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	—	—	—	—	S	S
60/40 split fold-down rear seats with center armrest	S	S	S	S	S	S
Cruise control	S	S	S	S	S	S
Tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and <i>Bluetooth</i> ^{®8} hands-free phone controls	S	S	—	—	—	—
SofTex [®] -trimmed tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and <i>Bluetooth</i> ^{®8} hands-free phone controls	—	—	S	S	S	S
Upper door trim with chrome accent, soft-touch door armrest area with chrome accent interior door handles	S	S	—	—	—	—
Soft-touch upper door trim with chrome accent, SofTex [®] -trimmed door armrest area with chrome accent interior door handles	—	—	S	S	S	S
Digital instrumentation with speedometer, fuel gauge, odometer, current and average fuel economy, distance to empty, shift-position indicator and EV ¹⁵ /ECO/POWER Mode indicators	S	S	S	S	S	S

See numbered footnotes in Disclosures section.

S = Standard — = Not available P = Available as part of a package

FEATURES¹ (continued)

	TWO	TWO ECO	THREE	THREE TOURING	FOUR	FOUR TOURING
INTERIOR (continued)						
Smart Key System ¹⁶ on driver's door with Push Button Start	S	—	—	—	—	—
Smart Key System ¹⁶ on three doors with Push Button Start and remote illuminated entry	—	S	S	S	S	S
Power windows with auto up/down	S	S	S	S	S	S
Power door locks	S	S	S	S	S	S
Auto-dimming rearview mirror with HomeLink ^{®17}	—	—	—	—	S	S
Dual sun visors with illuminated vanity mirrors	S	S	S	S	S	S
Center console with armrest and storage compartment, white accent on steering wheel and shifter	S	S	S	S	S	S
Cargo area lightweight tonneau cover	S	—	S	S	—	—
Cargo area tonneau cover	—	—	—	—	S	S
Two 12V auxiliary power outlets (one front, one rear)	S	S	S	S	S	S
Rear dome light and cargo area light	S	S	S	S	S	S
Two front and two rear cupholders; two front and two rear bottle holders	S	S	S	S	S	S
Qi-compatible wireless smartphone charging ¹⁸ with charge indicator light	—	—	S	S	S	S
SAFETY/CONVENIENCE						
STAR SAFETY SYSTEM ™ Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC); ¹⁹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²⁰ and Smart Stop Technology [®] (SST) ²¹	S	S	S	S	S	S
Driver and front passenger Advanced Airbag System ²²	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags, passenger seat cushion airbag, driver's knee airbag, and front and rear curtain shield airbags ²²	S	S	S	S	S	S
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	S	S	S	S
Tire Pressure Monitor System (TPMS) ²³	S	S	S	S	S	S
Vehicle Proximity Notification System (VPNS) ²⁴	S	S	S	S	S	S
Safety Connect ^{®25} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)	—	—	—	—	P	P
Toyota Safety Sense™ P (TSS-P) ²⁶ — Pre-Collision System ²⁷ with Pedestrian Detection ²⁸ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA) ²⁹ , Automatic High Beams (AHB) ³⁰ and Full-Speed Dynamic Radar Cruise Control (DRCC) ³¹	S	S	S	S	S	S
Intelligent Clearance Sonar (ICS) ³² with Intelligent Parking Assist (IPA) ³³	—	—	—	—	P	P
Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator	—	—	P	—	P	—
Blind Spot Monitor (BSM) ³⁴ and Rear Cross-Traffic Alert (RCTA) ³⁵	—	—	—	—	S	S
Hill Start Assist Control (HAC) ³⁶	S	S	S	S	S	S
Engine immobilizer ³⁷	S	S	S	S	S	S
PACKAGES						
Premium Convenience Package						
Intelligent Clearance Sonar (ICS) ³² with Intelligent Parking Assist (IPA) ³³	—	—	—	—	P	P
Entune™ Premium JBL® Audio with Integrated Navigation ¹⁰ and App Suite ¹¹ — includes Entune™ Multimedia Bundle ³ (7-in. high-resolution touch-screen with split-screen display, AM/FM CD player with MP3/WMA playback capability, ten JBL® GreenEdge™ speakers in six locations, auxiliary audio jack, USB 2.0 port ¹ with iPod ^{®5} connectivity and control, advanced voice recognition ⁵ , hands-free phone capability, phone book access and music streaming ⁷ via <i>Bluetooth</i> ^{®8} wireless technology), Siri® Eyes Free ⁹ , Entune® App Suite, ¹¹ HD Radio™ ¹² Technology, HD Radio™ Predictive Traffic and Doppler Weather overlay, AM/FM cache radio, SiriusXM® Satellite Radio ¹³ with 3-month complimentary SiriusXM All Access trial, Gracenote® album cover art, and integrated backup camera ² display. Access to Entune® App Suite ¹¹ is subscription-free. See toyota.com/entune for details.	—	—	—	—	P	P
Safety Connect ^{®25} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)	—	—	—	—	P	P
Advanced Technology Package						
Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator	—	—	P	—	P	—
Power tilt/slide moonroof with sliding sunshade	—	—	P	—	P	—

See numbered footnotes in Disclosures section.

S = Standard — = Not available P = Available as part of a package

SPECIFICATIONS

MECHANICAL/PERFORMANCE	TWO	TWO ECO	THREE	THREE TOURING	FOUR	FOUR TOURING
ENGINE						
Type: 1.8-Liter, 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ¹⁵ /ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N•m @ 3600 rpm)	Standard	Standard	Standard	Standard	Standard	Standard
Compression ratio: 13.0:1	Standard	Standard	Standard	Standard	Standard	Standard
Induction system: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	Standard	Standard	Standard	Standard	Standard	Standard
Emission rating: SULEV ³⁸ with Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ³⁹	Standard	Standard	Standard	Standard	Standard	Standard
ELECTRIC MOTOR						
Motor type: Permanent magnet AC synchronous motor	Standard	Standard	Standard	Standard	Standard	Standard
Power output: 71 hp (53 kW)	Standard	Standard	Standard	Standard	Standard	Standard
Torque: 120 lb.-ft. (163 N•m)	Standard	Standard	Standard	Standard	Standard	Standard
Voltage: 600V maximum	Standard	Standard	Standard	Standard	Standard	Standard
Performance: Hybrid system net power: 121 hp (90kW)	Standard	Standard	Standard	Standard	Standard	Standard
TRACTION BATTERY						
Type: Sealed Nickel-Metal Hydride (Ni-MH) ⁴⁰ — Voltage: 201.6V	Standard	NA	NA	NA	NA	NA
Type: Lithium-ion (Li-ion) — Voltage: 207.2V	NA	Standard	Standard	Standard	Standard	Standard
TRANSMISSION						
Electronically controlled Continuously Variable Transmission (ECVT)	Standard	Standard	Standard	Standard	Standard	Standard
DRIVETRAIN						
Front-Wheel Drive	Standard	Standard	Standard	Standard	Standard	Standard
SUSPENSION						
Independent MacPherson strut front suspension and double-wishbone rear suspension with front and rear stabilizer bars	Standard	Standard	Standard	Standard	Standard	Standard
STEERING						
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard	Standard	Standard	Standard	Standard
Turning circle diameter, curb to curb (ft.)	33.5	33.5	33.5	35.4	33.5	35.4
BRAKE						
Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™	Standard	Standard	Standard	Standard	Standard	Standard
DIMENSIONS						
EXTERIOR DIMENSIONS (in.)						
Overall height/width/length	58.1/69.3/178.7	58.1/69.3/178.7	58.1/69.3/178.7	58.1/69.3/178.7	58.1/69.3/178.7	58.1/69.3/178.7
Wheelbase	106.3	106.3	106.3	106.3	106.3	106.3
Track (front/rear)	60.2/60.6	60.2/60.6	60.2/60.6	59.4/59.8	60.2/60.6	59.4/59.8
Overhang (front/rear)	37.4/35.0	37.4/35.0	37.4/35.0	37.4/35.0	37.4/35.0	37.4/35.0
Ground clearance	5.1	5.1	5.1	5.1	5.1	5.1
Coefficient of drag (Cd)	0.24	0.24	0.24	0.24	0.24	0.24
INTERIOR DIMENSIONS (front/rear) (in.)						
Head room	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4
Shoulder room	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0
Hip room	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9
Leg room	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4

See numbered footnotes in Disclosures section.

SPECIFICATIONS (continued)

WEIGHTS/CAPACITIES	TWO	TWO ECO	THREE	THREE TOURING	FOUR	FOUR TOURING
Curb weight (lb.)	3075	3010	3050	3080	3050	3080
Seating capacity	5	5	5	5	5	5
Passenger volume (cu. ft.)	93.1	93.1	93.1	93.1	93.1	93.1
Cargo volume (cu. ft.) ⁴¹	24.6	27.4	24.6	24.6	27.4	27.4
Fuel tank (gal.)	11.3	11.3	11.3	11.3	11.3	11.3
TIRES						
Size						
P195/65R15	Standard	Standard	Standard	NA	Standard	NA
P215/45R17	NA	NA	NA	Standard	NA	Standard
Spare						
Temporary	Standard	NA	Standard	Standard	NA	NA
Tire repair kit	NA	Standard	NA	NA	Standard	Standard
MILEAGE ESTIMATES (mpg city/highway/combined)⁴²						
	54/50/52	58/53/56	54/50/52	54/50/52	54/50/52	54/50/52

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, drive system, 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 Genuine Toyota 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 Genuine Toyota 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.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

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. 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 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. Environmental conditions may limit effectiveness and view may become obscured. See *Owner's Manual* for details. 3. Entune™ is a trademark of Toyota Motor Corporation. Always drive safely, obey traffic laws and focus on the road while driving. Services vary by phone/carrier. Functionality depends on many factors. Services subject to change. For enrollment and more details, see toyota.com/entune. 4. May not be compatible with all mobile phones, MP3/WMA players and like models. 5. iPod® and iPhone® are registered trademarks of Apple Inc. All rights reserved. 6. Advanced voice recognition capabilities vary by head unit. 7. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 8. Concentrating on the road should always be your first priority while driving. Do not use the hands-free phone system if it will distract you. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 9. Always drive safely, obey traffic laws and focus on the road while driving. Siri® is available only on iPhone® 4S or later, iPad® with Retina® display, iPad mini™ and iPod touch® (5th generation) and requires Internet access. Siri® is not available in all languages or all areas, and features vary by area. Some Siri® functionality and commands are not accessible in the vehicle. Data charges may apply. See apple.com and phone carrier for details. Siri® is a registered trademark of Apple Inc. 10. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for details. 11. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 12. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp. 13. SiriusXM services require a subscription after 3-month trial period. **Subscriptions governed by SiriusXM Customer Agreement available at www.siriusxm.com. If you decide to continue your SiriusXM® service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 14. PANDORA®, the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 15. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric 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. EV Mode works under certain conditions at low speeds for up to a mile. See *Owner's Manual* for details. 16. 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. 17. HomeLink® and the HomeLink® house icon are registered trademarks of Genex Corporation. 18. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. To prevent damage to devices, do not leave the devices in the vehicle. Temperature inside may become high, resulting in damage to the device. 19. Vehicle Stability Control 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. See *Owner's Manual* for details. 20. 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. See *Owner's Manual* for details. 21. Smart Stop Technology® operates only in the event of certain contemporaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology® is not a substitute for safe and attentive driving and does not guarantee instant stopping. See *Owner's Manual* for details. 22. All the airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: typically, frontal and knee airbags inflate in frontal collisions, side torso and side curtain airbags inflate in side collisions and roll-sensing curtain airbags inflate at a severe roll angle or roll rate. To decrease the risk of injury from an inflating airbag, 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 airbag or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating airbag may cause serious injury or death. See your *Owner's Manual* for further information/warnings. 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 *Owner's Manual* for details. 24. This device is not a substitute for safe driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects and to drive the vehicle in a safe and prudent manner to avoid making contact. 25. Contact with the Safety Connect® response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. A variety of subscription terms is available; charges vary by subscription term selected. 26. Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the system(s) may not work as intended. See *Owner's Manual* for details. 27. The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See *Owner's Manual* for details. 28. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions. See *Owner's Manual* for details. 29. Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions. It provides a visual and audible alert and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors. See *Owner's Manual* for details. 30. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for details. 31. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. System effectiveness depends on many factors, such as weather, traffic and road conditions. See *Owner's Manual* for details. 32. Intelligent Clearance Sonar (ICS) is designed to assist drivers in avoiding potential collisions at speeds of 9 mph or less. Certain vehicle and environmental factors, including an object's shape and composition, may affect the ability of the ICS to detect it. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for details. 33. The Intelligent Parking Assist system requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. 34. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection, range and clarity of the monitor. See *Owner's Manual* for details. 35. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. See *Owner's Manual* for details. 36. Hill Start Assist Control 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. See *Owner's Manual* for details. 37. 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/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help, or 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. 38. Meets Tier 2/Bin 3 Federal emissions standard. 39. 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. 40. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 41. Cargo and load capacity limited by weight and distribution. 42. 2017 EPA-estimated city/highway/combined mileage. Actual mileage will vary. 43. 2017 Prius Two Eco EPA 58 city/53 hwy/56 combined mpg estimates. Actual mileage will vary. 44. Extra-cost color. 45. 2017 Prius EPA 54 city/50 hwy/52 combined mpg estimates. Actual mileage will vary. 46. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with its fasteners. Do not install a floor mat on top of an existing floor mat. 47. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.