



Let's
Go
Places

2017 PRIUS v



KEY SELLING POINTS

Spacious Seating:

- Prius v is the largest and roomiest of the Prius models. There's ample head and leg room for five and a sliding second seat row that also reclines up to 45 degrees. Available SofTex® seat material offers comfort, spill resistance and ease of cleaning.

Cargo Capacity:

- Prius v has up to 34.3 cubic feet of cargo space¹ behind the second row and up to 67.3 cubic feet behind the first row. It also comes standard with a cargo area under-floor storage, an umbrella holder and side panel storage, as well as a 60/40 folding rear seat and folding front passenger seat.

Entune™ Audio:

Prius v features three Entune™ Audio units:

- Entune™ Audio comes standard on Prius v Two
- Entune™ Premium Audio with Integrated Navigation² and App Suite comes standard on Prius v Three, Prius v Four and Prius v Five
- Entune™ Premium JBL® Audio with Integrated Navigation² and App Suite is available as part of the Advanced Technology Package on Prius v Five

Advanced Technology Package:

Available on the Prius v Five, the Advanced Technology Package includes:

- Dynamic Radar Cruise Control (DRCC)³, Pre-Collision System (PCS)⁴, Lane Departure Alert (LDA)⁵ and Automatic High Beams (AHB)⁶
- Panoramic View Moonroof
- Safety Connect^{®7}
- Entune™ Premium JBL® Audio with Integrated Navigation² and App Suite

A Hybrid Leader:

- Prius v carries Toyota's reputation as a leader in quality and hybrid vehicle development. And with that comes a series of intrinsic qualities that inspire customer confidence: great fuel economy, an excellent reputation for reliability and advanced technologies.

WHAT'S NEW

In-Cabin Technology

- Siri® Eyes Free⁸ is standard on all models

Exterior

- Two new exterior colors – Midnight Black Metallic and Galactic Aqua
- Clear Sky Metallic was discontinued

MODELS & COLORS

MODELS

TRIMS	MODEL#	MSRP	TRANS.	ENGINE	CYL.
5-DOOR LIFTBACK					
Prius v Two	1243	\$26,675 ⁹	ECVT	1.8L	4
Prius v Three	1245	\$28,060 ⁹	ECVT	1.8L	4
Prius v Four	1247	\$29,695 ⁹	ECVT	1.8L	4
Prius v Five	1249	\$30,935 ⁹	ECVT	1.8L	4

COLORS

(For color samples go to <http://www.eshowroom.toyota.com>)

EXTERIOR (CODE)	INTERIOR (CODE)	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Absolutely Red (3P0)	Black (22)	■	■	■	■
	Bisque (48)			■	■
Blizzard Pearl (070) - PC \$395 ²⁰	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
	Bisque (48)			■	■
Blue Ribbon Metallic (8T5)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
	Bisque (48)			■	■
Classic Silver Metallic (1F7)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
Magnetic Gray Metallic (1G3)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
Sea Glass Pearl (781)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
	Bisque (48)			■	■
Toasted Walnut Pearl (4W4)	Black (22)	■	■	■	■
	Bisque (48)			■	■



Let's
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2017 PRIUS v

MODELS & COLORS

EXTERIOR (CODE)	INTERIOR (CODE)	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Midnight Black Metallic (218)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
	Bisque (48)			■	■
Galactic Aqua (221)	Ash (19)	■	■	■	■
	Black (22)	■	■	■	■
	Bisque (48)			■	■

TRIMS

TRIMS AT A GLANCE

PRIUS v TWO

EFFICIENCY MEETING VERSATILITY

- 16 in. 10-spoke alloy wheels with full wheel covers and P205/60R16 tires
- Entune™ Audio with integrated backup camera¹⁰ display
- Hybrid Synergy Drive® with EV/ECO/POWER modes
- Long-luggage storage feature
- Cargo area under-floor storage, an umbrella holder, and side panel storage
- 60/40 split sliding reclining fold-down rear seats
- Smart Key System¹¹ on driver's door with Push Button Start and remote illuminated entry

PRIUS v THREE

ADVANCED MULTIMEDIA

- Entune™ Premium Audio with Integrated Navigation² and Entune® App Suite¹²
- 6-way adjustable driver's seat with power lumbar support
- Projector-beam halogen headlights with auto-on/off feature
- 60/40 split sliding reclining fold-down rear seats with center armrest
- 4.2-in. TFT Multi-Information Display
- Smart Key System¹¹ on three doors with Push Button Start and remote illuminated entry

PRIUS v FOUR

ECO-FRIENDLY LUXURY

- SofTex®-trimmed heated front seats; 8-way power adjustable driver's seat with power lumbar support
- SofTex®-trimmed tilt/telescopic steering wheel with audio, climate, and *Bluetooth*®¹³ hands-free phone¹⁴
- Auto-dimming rearview mirror with HomeLink®

PRIUS v FIVE

FULLY-LOADED TECHNOLOGY

- 17-in. 10-spoke alloy wheels
- Integrated fog lights
- Available Advanced Technology Package (AT)
- Available Entune™ JBL® Audio with Navigation² and Entune® App Suite¹² (part of {AT})
- Available Lane Departure Alert⁵ and Automatic High Beam⁶ (part of {AT})
- Single LED projector low and high-beam headlights with LED accent lights and auto-on/off feature

FEATURES

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
COMFORT & CONVENIENCE				
AIR CONDITIONER, HEATER & DEFROSTER				
Single-dial automatic climate control with dust and pollen filtration mode	S	S	S	S
AUDIO, ENTERTAINMENT & NAVIGATION				
Entune™ Audio - includes the Entune™ Multimedia Bundle (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹⁵ with iPod® ¹⁶ connectivity and control, advanced voice recognition ¹⁷ , hands-free phone ¹⁴ capability, phone book access and music streaming via Bluetooth® ¹³ wireless technology) and Siri® Eyes Free® with integrated backup camera ¹⁰ display	S	NA	NA	NA
Entune™ Premium Audio with Integrated Navigation ² and App Suite - includes Entune™ Multimedia Bundle (6.1-in. high resolution touch-screen with split screen display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹⁵ with iPod® ¹⁶ connectivity and control, advanced voice recognition ¹⁷ , hands-free phone ¹⁴ capability, phone book access and music streaming via Bluetooth® ¹³ wireless technology), Siri® Eyes Free®, Entune® App Suite ¹² , HD Radio™ ¹⁸ , HD Radio™ ¹⁸ predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM® ¹⁹ Satellite Radio with 3-month complimentary SiriusXM® All Access trial, Gracenote® album cover art, and integrated backup camera ¹⁰ display. Access to Entune® App Suite ¹² is subscription-free. See toyota.com/entune for details.	NA	S	S	S
Entune™ Premium JBL® Audio with Integrated Navigation ² App Suite - includes Entune™ Multimedia Bundle (6.1-in. high resolution touch-screen with split screen display, AM/FM CD player, MP3/WMA playback capability, eight JBL®	NA	NA	NA	O

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
GreenEdge™ speakers, auxiliary audio jack, USB 2.0 port ¹⁵ with iPod® ¹⁶ connectivity and control, advanced voice recognition ¹⁷ , hands-free phone ¹⁴ capability, phone book access and music streaming via Bluetooth® ¹³ wireless technology), Siri® Eyes Free®, Entune® App Suite ¹² , HD Radio™ ¹⁸ , HD Radio™ ¹⁸ predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM® ¹⁹ Satellite Radio with 3-month complimentary SiriusXM® All Access trial, Gracenote® album cover art, and integrated backup camera ¹⁰ display. Access to Entune® App Suite ¹² is subscription-free. See toyota.com/entune for details.				
Entune® App Suite ¹² - includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora® ³² , Facebook Places, Yelp™ and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite ¹² is subscription-free. See toyota.com/entune for details.	NA	S	S	S
CARGO AREA				
Cargo area tonneau cover	S	S	S	S
CRUISE CONTROL				
Cruise control	S	S	S	S
Dynamic Radar Cruise Control (DRCC) ³	NA	NA	NA	O
CUP HOLDERS				
Three front and two rear cup holders; two front and two rear bottle holders	S	S	S	S
DOORS				
Power door locks	S	S	S	S
INSTRUMENTATION				
Digital instrumentation with speedometer, fuel gauge, odometer, tripmeters, Hybrid System Indicator, hybrid battery state-of-charge indicator, instant/average fuel economy, distance to empty, shift-position indicator and EV/ECO/POWER mode indicators	S	NA	NA	NA

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Digital instrumentation speedometer, fuel gauge, clock, shift-position indicator, EV/ECO/POWER Mode indicator and warning messages	NA	S	S	S
4.2-in. TFT Multi-Information Display with odometer, clock, climate control settings, fuel economy, fuel economy history, current/average fuel economy, cruising range, average speed, hybrid system information, Hybrid System Indicator, energy monitor, audio menu, simple navigation indicator and warning messages	NA	S	S	S
MIRRORS & VISORS				
Heated power outside mirrors with folding feature	S	S	S	S
Auto-dimming rearview mirror with HomeLink®	NA	NA	S	S
MOONROOF				
Panoramic View Moonroof with power sliding sunshades	NA	NA	NA	O
PACKAGES				
Advanced Technology Package {AT}	NA	NA	NA	O
POWER POINTS				
One front center console and one cargo 12V auxiliary power outlet	S	S	S	S
SEATS				
Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat	S	NA	NA	NA
Fabric-trimmed front seats; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat	NA	S	NA	NA
SofTex®-trimmed heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat	NA	NA	S	S
60/40 split sliding reclining fold-down rear seats	S	NA	NA	NA

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
60/40 split sliding reclining fold-down rear seats with center armrest	NA	S	S	S
STEERING WHEELS				
Tilt/telescopic steering wheel with audio, climate and <i>Bluetooth</i> ^{®13} hands-free phone ¹⁴ controls	S	S	NA	NA
SofTex [®] -trimmed tilt/telescopic steering wheel with audio, climate and <i>Bluetooth</i> ^{®13} hands-free phone ¹⁴ controls	NA	NA	S	S
STORAGE AREAS				
SofTex [®] center console with armrest and storage compartment	S	S	S	S
Cargo area under-floor storage, umbrella holder and area side panel storage	S	S	S	S
TRIM - EXTERIOR				
Rear spoiler	S	S	S	S
Blizzard Pearl (070) special paint color {PC} ²⁰	O	O	O	O
WINDOWS, GLASS & WIPERS				
Power windows with auto up/down	S	S	S	S
Intermittent rear window wiper	S	S	S	S
FEATURES - SAFETY				
AIRBAGS				
Driver and front passenger Advanced Airbag System ²¹	S	S	S	S
Driver and front passenger front seat-mounted side airbags, driver's knee airbag and front and rear side curtain airbags ²¹	S	S	S	S
BRAKING SYSTEMS				
Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System [™]	S	S	S	S
Hill Start Assist Control (HAC) ²²	S	S	S	S
LIGHTS				
Projector-beam halogen headlights with auto-off feature	S	NA	NA	NA

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Projector-beam halogen headlights with auto-on/off feature	NA	S	S	NA
Single LED projector low and high-beam headlights with LED accent lights and auto-on/off feature	NA	NA	NA	S
Daytime Running Lights (DRL)	S	S	S	S
Auto High Beam (AHB) ⁶	NA	NA	NA	O
Integrated fog lights	NA	NA	NA	S
LED tail and stoplights	S	S	S	S
Overhead driver and front passenger map lights	S	S	S	S
Rear dome light and cargo area light	S	S	S	S
SECURITY				
Star Safety System™ - includes Enhanced Vehicle Stability Control (VSC) ²³ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²⁴ and Smart Stop Technology® (SST) ²⁵	S	S	S	S
Safety Connect ^{®7} includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance ²⁶ and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription).	NA	NA	NA	O
Lane Departure Alert (LDA) ⁵	NA	NA	NA	O
Pre-Collision System (PCS) ⁴	NA	NA	NA	O
Smart Key System ¹¹ on driver's door with Push Button Start and remote illuminated entry	S	NA	NA	NA
Smart Key System ¹¹ on three doors with Push Button Start and remote illuminated entry	NA	S	S	S
Engine immobilizer ²⁷	S	S	S	S
Vehicle Proximity Notification System (VPNS) ²⁸	S	S	S	S
Integrated backup camera ¹⁰	S	S	S	S

FEATURES

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Driver and front passenger Whiplash-Injury-Lessening (WIL) ²⁹ seats	S	S	S	S
SEATBELTS & CHILD RESTRAINT SYSTEM				
LATCH (Lower Anchors and Tethers for CHildren) for outboard rear seating positions only	S	S	S	S
FEATURES - PERFORMANCE				
ENGINES				
1.8L aluminum DOHC 16-valve 4-cylinder engine with Variable Valve Timing with intelligence (VVT-i) (SULEV with AT-PZEV)	S	S	S	S
Hybrid system net power (hp): 134	S	S	S	S
EV/ECO/POWER	S	S	S	S
STEERING				
Electric Power Steering (EPS); power-assisted rack-and-pinion	S	S	S	S
SUSPENSION				
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension	S	S	S	S
TRANSMISSIONS				
Electronically controlled Continuously Variable Transmission (ECVT)	S	S	S	S
WHEELS & TIRES				
Aluminum-alloy	S	S	S	S
Wheel Size 16-in. x 6.5-in. (with covers)	S	S	S	NA
All-season	S	S	S	S
Wheel Size 17-in. x 7.0-in.	NA	NA	NA	S
Spare	S	S	S	S

OPTIONS & PACKAGES

OPTIONS

CODE	MSRP	OPTION	AVAILABILITY
PC	\$395	Special paint color - Blizzard Pearl (070)	Prius v Two [1243]
PC	\$395	Special paint color - Blizzard Pearl (070)	Prius v Three [1245]
PC	\$395	Special paint color - Blizzard Pearl (070)	Prius v Four [1247]
PC	\$395	Special paint color - Blizzard Pearl (070)	Prius v Five [1249]

PACKAGES

CODE	MSRP	PACKAGES	AVAILABILITY
AT	\$3,335	Advanced Technology Package - Entune™ Premium JBL® Audio with Integrated Navigation ² and App Suite - includes the Entune™ Multimedia Bundle (6.1-in. high resolution touch-screen with split screen display, AM/FM CD player with MP3/WMA playback capability, eight JBL® GreenEdge™ speakers, auxiliary audio jack, USB 2.0 port ¹⁵ with iPod® ¹⁶ connectivity and control, advanced voice recognition ¹⁷ , hands-free phone ¹⁴ capability, phone book access and music streaming via Bluetooth® ¹³ wireless technology), Siri® Eyes Free ⁸ , Entune® App Suite ¹² , HD Radio™ ¹⁸ , HD Radio™ ¹⁸ predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM® ¹⁹ Satellite Radio with 3-month complimentary SiriusXM All Access trial, Gracenote® album cover art, and integrated backup camera ¹⁰ display. Entune® App Suite ¹² - includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora® ³² , Facebook Places, Yelp™ and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite ¹² is subscription-free. See toyota.com/entune for details. Dynamic Radar Cruise Control (DRCC) ³ , Pre-Collision System (PCS) ⁴ , Lane Departure Alert (LDA) ⁵ , Auto High Beams (AHB) ⁶ , Panoramic View Moonroof with power sliding sunshades, Safety Connect® ⁷ — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance ²⁶ and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription)	Prius v Five [1249]

SPECIFICATIONS

SPECIFICATIONS

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
BRAKING SYSTEMS				
Front/Rear	Power-assisted ventilated front disc/solid rear disc with integrated regenerative braking; Star Safety System™ combines Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²⁴ , Traction Control (TRAC), Vehicle Stability Control (VSC) ²³ and Smart Stop Technology® (SST) ²⁵			
DIMENSIONS - EXTERIOR				
Wheelbase (in.)	109.4	109.4	109.4	109.4
Overall Length (in.)	182.3	182.9	182.9	182.9
Overall Width (in.)	69.9	69.9	69.9	69.9
Overall Height (in.)	62	62	62	62
Track, Front/Rear (in.)	60.6/60.8	60.6/60.8	60.6/60.8	60.2/60.4
Coefficient of Drag (Cd)	0.29	0.29	0.29	0.29
DIMENSIONS - INTERIOR				
Seating Capacity	5	5	5	5
Head Room, Front (in.)	39.6	39.6	39.6	39.6
Head Room, Rear (in.)	38.6	38.6	38.6	38.6
Leg Room, Front (in.)	41.3	41.3	41.3	41.3
Leg Room, Rear (in.)	35.9	35.9	35.9	35.9
Shoulder Room, Front (in.)	55.9	55.9	55.9	55.9
Shoulder Room, Rear (in.)	55.2	55.2	55.2	55.2
Hip Room, Front (in.)	53.5	53.5	53.5	53.5
Hip Room, Rear (in.)	53.5	53.5	53.5	53.5
DRIVE SYSTEM				
Type	Front-Wheel Drive			
ENGINE				
Hybrid system net power (hp)	134	134	134	134
Type	1.8L aluminum DOHC 16-valve 4-cylinder engine with Variable Valve Timing with intelligence (VVT-i) (SULEV with AT-PZEV)			

SPECIFICATIONS

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Engine Horsepower (hp @ RPM)	98 @ 5200	98 @ 5200	98 @ 5200	98 @ 5200
Torque (lb.-ft. @ RPM)	105 @ 4000	105 @ 4000	105 @ 4000	105 @ 4000
Timing (Chain/Belt)	Chain	Chain	Chain	Chain
Engine Oil - Type	Synthetic	Synthetic	Synthetic	Synthetic
Engine Oil - Weight	0W-20	0W-20	0W-20	0W-20
ELECTRIC MOTOR / BATTERY				
Type	Permanent magnet AC synchronous motor			
Electric Motor Horsepower (hp)	80	80	80	80
Electric Motor Torque (lb.-ft.)	153	153	153	153
Hybrid Battery Pack - Type	Sealed Nickel-Metal Hydride (Ni-Mh)			
Hybrid Battery Pack - Voltage (volts)	201.6	201.6	201.6	201.6
Hybrid Battery Pack - Horsepower rating (hp)	36	36	36	36
FUEL FACTS				
MPG (EPA-est. city/hwy/combined) ³⁰	43/39/41	43/39/41	43/39/41	43/39/41
Fuel Tank Capacity (gal.)	11.9	11.9	11.9	11.9
Recommended Fuel	Regular	Regular	Regular	Regular
SAFETY				
Number of Standard Equipment Airbags ²¹	7	7	7	7
Advanced Airbag Supplemental Restraint System (SRS) ²¹	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger
Occupant Classification System	Front passenger	Front passenger	Front passenger	Front passenger
Knee Airbag ²¹	Driver	Driver	Driver	Driver
Seat-Mounted Side Airbags ²¹	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger
Side-Curtain Airbags ²¹	Front and Rear	Front and Rear	Front and Rear	Front and Rear

SPECIFICATIONS

	PRIUS v TWO	PRIUS v THREE	PRIUS v FOUR	PRIUS v FIVE
Seatbelts, Driver	3-point with pretensioner, force limiter, adjustable shoulder anchor and Emergency Locking Retractor (ELR)			
Seatbelts, Front Passenger	3-point with pretensioner, force limiter, adjustable shoulder anchor and ELR/Automatic Locking Retractor (ALR)			
Seatbelts, All Rear Passengers	3-point with ELR/ALR	3-point with ELR/ALR	3-point with ELR/ALR	3-point with ELR/ALR
STEERING				
Type	Electric Power Steering (EPS); power-assisted rack-and-pinion			
Turning Circle Diameter, Curb-to-Curb (ft.)	36.1	36.1	36.1	38.1
SUSPENSION				
Type, Front	Independent MacPherson strut with stabilizer bar			
Type, Rear	Torsion beam	Torsion beam	Torsion beam	Torsion beam
TRANSMISSION				
Type	Electronically controlled Continuously Variable Transmission (ECVT)			
WEIGHTS & CAPACITIES				
Curb Weight (lbs.)	3340	3340	3340	3340
Passenger Volume (cu. ft.)	97.2	97.2	97.2	97.2
Cargo Volume Behind 2 nd Row (cu. ft.) ¹	34.3	34.3	34.3	34.3
Cargo Volume Behind 1 st Row (cu. ft.) ¹	67.3	67.3	67.3	67.3
WHEELS & TIRES				
Wheel Type	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
Wheel Size	16-in. x 6.5-in. (with covers)	16-in. x 6.5-in. (with covers)	16-in. x 6.5-in. (with covers)	17-in. x 7.0-in.
Tire Type	All-season	All-season	All-season	All-season
Tire Size - Standard	P205/60R16	P205/60R16	P205/60R16	P215/50R17
Spare	Temporary	Temporary	Temporary	Temporary

COMPETITIVE COMPARISON

MODELS	'17 TOYOTA PRIUS v THREE	'16 HONDA CR-V EX	'16 FORD C-MAX HYBRID SEL
MECHANICAL			
Gasoline Engine	1.8L DOHC I4	2.4L DOHC I4	2.0L DOHC I4
Electric Motor	Permanent Magnet AC	NA	Permanent Magnet AC
Battery Type	Nickel-Metal Hydride (Ni-MH)	NA	Lithium-Ion
Horsepower @ RPM	98 @ 5200	185 @ 6400	141 @ 6000
Torque @ RPM	105 @ 4000	181 @ 3900	129 @ 4000
Electric Motor Horsepower @ RPM	80	NA	118 @ 6000
Electric Motor Torque @ RPM	153	NA	117
Hybrid System-Net Power (hp)	134	NA	188
Transmission Speeds	NA	NA	NA
Transmission (Automatic/Manual)	Electronic Continuously Variable Transmission (eCVT)	Continuously Variable Transmission (eCVT)	Electronic Continuously Variable Transmission (eCVT)
Fuel Economy Est. City/Hwy/Combined ³⁰	43/39/41	26/33/29	42/37/40
Fuel Capacity (gal.)	11.9	15.3	13.5
Suspension, Front	Independent	Independent	Independent
Suspension, Rear	Semi	Independent	Independent
SAFETY & SECURITY			
Number of Std. Equip. Airbags ²¹	7	6	7
Driver and Front- Passenger Knee Airbags ²¹	Driver Only	NA	Driver Only
Front and Rear Outboard Seat-Mounted Side Airbags ²¹	Front Only	Front Only	Front Only
Driver and Front Passenger Whiplash-Injury-Lessening (WIL) ²⁹ Seat	Standard	NA	NA
Hill Start Assist Control (HAC) ²²	Standard	Standard	NA
Brakes, Front	Ventilated Disc	Ventilated Disc	Ventilated Disc

COMPETITIVE COMPARISON

MODELS	'17 TOYOTA PRIUS v THREE	'16 HONDA CR-V EX	'16 FORD C-MAX HYBRID SEL
Brakes, Rear	Solid Disc	Solid Disc	Solid Disc
4-Wheel ABS Brakes	Standard	Standard	Standard
Electronic Brake Assist	Standard	Standard	Standard
Vehicle Stability Control ²³	Enhanced Vehicle Stability Control (VSC)	Vehicle Stability Assist (VSA)	AdvanceTrac [®] with (RSC) [®] Roll Stability Control [™]
Traction Control	Traction Control (TRAC)	Traction Control	All Speed Traction Control
Regenerative Braking	Standard	NA	Standard
Vehicle Anti-Theft	NA	Standard	Standard

COMFORT & CONVENIENCE

Air Conditioning	Single-dial automatic climate control with dust and pollen filtration mode	Air conditioning with air filtration system	Dual-zone electronic automatic temperature control
Integrated Multimedia System	Entune [™] Premium Audio with Integrated Navigation ² and App Suite ¹² - includes the Entune [™] Multimedia Bundle (6.1-in. high-resolution touch screen with split-screen display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port ¹⁵ with iPod ^{®16} connectivity and control, advanced voice recognition ¹⁷ , hands-free phone ¹⁴ capability, phone book access, and music streaming via <i>Bluetooth</i> ^{®13} wireless technology), Siri [®] Eyes Free [®] , Entune [®] App Suite ¹² , HD Radio ^{™18} , HD Radio ^{™18} predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM ^{®19} Satellite Radio with 3-month complimentary SiriusXM All Access trial, Gracenote [®] album cover art, integrated backup camera ¹⁰ display	Display Audio - includes 7.0-in. high-resolution touch screen, 160-watt AM/FM CD player with MP3/WMA playback capability, six speakers, dual USB audio interface, Radio Data System (RDS), Speed-Sensitive Volume Control (SVC), HondaLink Next Generation, <i>Bluetooth</i> [®] HandsFreeLink and streaming audio, Pandora compatibility, SMS text message function	SYNC 3 - includes hands-free calling, Automatic Phone Book Download, SYNC AppLink no-charge 911 Assist and EV vehicle mode; AM/FM/CD/MP3 audio, six speakers; audio input jack, USB port; SiriusXM [®]

COMPETITIVE COMPARISON

MODELS	'17 TOYOTA PRIUS v THREE	'16 HONDA CR-V EX	'16 FORD C-MAX HYBRID SEL
Bluetooth ^{®13} Wireless Technology with Voice Recognition ¹⁷	Standard	Standard	Standard
Navigation ² with Touch-Screen Display	Standard	NA	Available
Backup Camera ¹⁰	Standard	Standard	Available
USB Audio Input ¹⁵	Standard	Standard	Standard
Smart Key System ¹¹ with Push Button Start	Standard	Standard	Standard
Heated Outside Mirrors	Standard	NA	Available
2nd-Row Seating Configuration	60/40 split sliding reclining fold-down rear seats with center armrest	Fold-down 60/40 split rear seat	60/40 split forward fold flat
DIMENSIONS, CAPACITIES & WEIGHTS			
Length (in.)	182.9	179.4	173.6
Width (in.)	69.9	71.6	72
Height (in.)	62	65.1	63.9
Wheelbase (in.)	109.4	103.1	104.3
Head Room, Front (in.)	39.6	38	41
Head Room, Rear (in.)	38.6	38.6	39.4
Leg Room, Front (in.)	41.3	41.3	40.4
Leg Room, Rear (in.)	35.9	38.3	36.5
Curb Weight, AT (lbs.)	3340	3437	3640
Cargo Volume, (cu. ft.) ¹	34.3 (67.3 w/rear seats folded)	37.2 (70.9 w/rear seats folded)	24.5 (52.6 w/rear seats folded)
Passenger Volume, (cu. ft.)	97.2	101.5	99.7
Turning Diameter, Curb-to-Curb (ft.)	36.1	37.5	38.4
WARRANTY			
Basic Time (Months)	36	36	36
Basic Miles	36,000	36,000	36,000
Powertrain Time (Months)	60	60	60
Powertrain Miles	60,000	60,000	60,000
Rust Time (Months)	60	60	60

COMPETITIVE COMPARISON

MODELS	'17 TOYOTA PRIUS v THREE	'16 HONDA CR-V EX	'16 FORD C-MAX HYBRID SEL
Rust Miles	Unlimited	Unlimited	Unlimited
Hybrid Component (Months)	96	NA	96
Hybrid Component Miles	100,000	NA	100,000
No Cost Maintenance Plan	2 years / 25,000 miles	NA	NA

COMPETITIVE COMPARISON

2016 HONDA CR-V EX



2017 TOYOTA PRIUS v THREE VS. 2016 HONDA CR-V EX

KEY ADVANTAGES

- **Eco-Friendly:** Prius v has a higher estimated EPA fuel economy of 43/39/41³⁰ compared to Honda CR-V EX's 26/33/29.
- **Convenience:** Prius v Three comes standard with a sliding second row that also reclines up to 45 degrees. This feature is not available on the Honda CR-V EX. Additionally, the Smart Key System¹¹ with Push-Button Start and remote illuminated entry is standard on Prius v, but is only available on the three higher-end CR-V models (EX, EX-L and Touring).
- **Safety:** Prius v comes standard with seven airbags²¹, including a driver's knee airbag²¹, which Honda CR-V EX does not have. Honda CR-V comes standard with six airbags.
- **ToyotaCare:** Although CR-V EX includes 3 years or 36,000 miles of roadside assistance, Honda does not offer a no-cost scheduled maintenance plan, which is part of ToyotaCare³¹.

2016 HONDA CR-V EX CHALLENGES

- Behind the second row, CR-V EX has 37.2 cu. ft. of cargo volume versus 34.3 cu. ft. in the Prius v. Behind the first row, CR-V has 70.9 cu.ft. compared to 67.3 cu. ft. in the Prius v¹. Keep in mind, however, that Prius v further enhances space by offering a cargo area under-floor storage, an umbrella holder, and side panel storage
- CR-V EX includes 3 years or 36,000 miles of roadside assistance versus ToyotaCare's unlimited miles of roadside assistance for 2 years. ToyotaCare also includes a no-cost scheduled maintenance plan for 2 years or 25,000 miles, whichever comes first³¹, which is not offered by Honda
- Honda CR-V has 185 hp and 181 lb.-ft. of torque compared to a net horsepower of 134 and 105 lb.-ft. of torque in the Prius v Three

COMPETITIVE COMPARISON

2016 FORD C-MAX HYBRID SE



2017 TOYOTA PRIUS v THREE VS. 2016 FORD C-MAX HYBRID SEL

KEY ADVANTAGES

- **Cargo Volume:** Behind the second row, Prius v gas 34.3 cu.ft.¹ versus 24.5 cu. ft. in the Ford C-MAX Hybrid SEL. Behind the first row, Prius has 67.3 cu.ft.¹ compared to 52.6 cu. ft. in the Ford C-MAX Hybrid SEL. The versatile Prius v also features a cargo area under-floor storage, an umbrella holder, and side panel storage while Ford C-MAX Hybrid offers in-floor storage in the second row.
- **Efficiency:** Prius v has a higher estimated EPA fuel economy of 43/39/41³⁰ compared to Ford C-MAX Hybrid SEL's 42/37/40 (city/highway/combined)
- **Convenience:** An integrated backup camera¹⁰ comes standard on the Prius v, but is optional on the C-MAX Hybrid SEL. Additionally, the Smart Key System¹¹ with Push-Button Start and remote illuminated entry is standard on Prius v, but is only optional on the higher-end C-MAX Hybrid SEL.
- **Technology:** Prius v Three comes standard with touch-screen display, navigation², HD Radio^{TM18}, AM/FM cache radio and a 3-month trial of satellite radio. A touch-screen, navigation, HD RadioTM and satellite radio trial are all extra-cost options while cache radio isn't available on any C-MAX.
- **ToyotaCare:** Although C-MAX Hybrid includes 5 years or 60,000 miles of roadside assistance, Ford does not offer a no-cost scheduled maintenance plan which is part of ToyotaCare³¹.

2016 FORD C-MAX HYBRID SEL CHALLENGES

- Ford C-MAX Hybrid comes standard with dual-zone electronic automatic temperature control and rear seat heat ducts while the Prius c features a single-dial automatic climate control with udst and pollen filtration mode. Additionally heated front seats are standard on the C-MAX Hybrid SEL. Although heated seats are not available on the Prius c Three, the versatile Prius v comes standard with a sliding second seat row that also

COMPETITIVE COMPARISON

reclines up to 45 degrees. This feature is not available on the Ford C-MAX Hybrid.

- The Hands-Free Technology package featuring the foot-activated liftgate is optional on the C-MAX Hybrid SEL while Prius v does not offer a power liftgate. Additionally, the Reverse Sensing System is standard and a Parking Technology package is optional on the C-MAX Hybrid SEL. Neither of these features are available on the Prius v.
- The panoramic fixed-glass Vista Roof® is optional on the C-MAX Hybrid SEL. A power moonroof is only available on the Prius c Five as part of the Advanced Technology Package, but it also features a panoramic view with power sliding sunshades.
- C-MAX Hybrid SEL includes 5 years or 60,000 miles of roadside assistance versus ToyotaCare's unlimited miles of roadside assistance for 2 years. However, ToyotaCare also includes a no-cost scheduled maintenance plan for 2 years or 25,000 miles, whichever comes first³¹, which is not offered by Ford.

DISCLOSURES

- 1 Cargo and load capacity limited by weight and distribution.
- 2 Availability & accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services & 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.
- 3 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.
- 4 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 Owner's Manual for details.
- 5 Lane Departure Alert is designed to read lane markers under certain conditions, and provide visual and audible alerts 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.
- 6 Automatic high beams operate at speeds above 25 mph. Factors such as dirty windshield, weather, lighting & terrain limit effectiveness requiring driver to manually operate the high beams. See Owner's Manual for details.
- 7 Contact with the response center may not be available in all areas. Service Agreement required. A variety of subscription terms available; charges will vary. See Toyota.com for details.
- 8 Always drive safely, obey traffic laws & focus on the road while driving. Siri® is available only on iPhone® 4s, or later iPad® w/Retina display, iPad® mini, & iPod® touch (5th gen.) & requires Internet access. Siri® is not available in all languages or all areas & features vary by area. Some Siri® functionality & commands are not accessible in the vehicle. Data charges may apply. See Apple.com & phone carrier for details. Siri® is a registered trademark of Apple Inc.'s.
- 9 Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$835 for Cars, \$900 for Small/Light Trucks (Sienna, RAV4, Highlander Gas, Highlander HV, 4Runner, Tacoma and Venza), \$1195 for Large Trucks (Tundra), and \$995 for Large SUVs (Sequoia and Land Cruiser). (Historically, vehicle manufacturers and distributors have charged a separate fee for processing handing and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handing and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.
- 10 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.
- 11 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.
- 12 Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps & services subject to change. See Toyota.com/entune® for details.
- 13 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 & carrier.
- 14 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.
- 15 May not be compatible with all WMA/MP3 players and like models.
- 16 iPod® is a registered trademark of Apple, Inc. All rights reserved.
- 17 Advanced Voice Recognition capabilities vary by head unit.
- 18 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.
- 19 SiriusXM® services require a subscription after a 3 month trial period. Subscriptions governed by SiriusXM® Customer Agreement available at 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 unless 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.
- 20 Extra cost of \$395 for (070) painted exterior molding, requires Option (PC).
- 21 All the airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under

DISCLAIMERS

- 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.
- 22 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.
 - 23 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.
 - 24 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, tire and road conditions. See Owner's Manual for details.
 - 25 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.
 - 26 Roadside assistance does not include parts and fluids, except emergency fuel delivery.
 - 27 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. 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.
 - 28 This device is not a substitute for safe driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclist, other cars and objects and to drive the vehicle in a safe and prudent manner to avoid making contact.
 - 29 Whiplash Injury Lessening front seats can help reduce the severity of whiplash injury in certain rear end collisions.
 - 30 2017 Prius v EPA 43/city, 39/hwy, 41/comb MPG estimates. Actual mileage will vary.
 - 31 Covers normal factory scheduled service for 2 years or 25K miles, whichever comes first. Roadside assistance does not include parts and fluids, except emergency fuel delivery. See Toyota dealer for details and exclusions. Valid only in the continental U.S. and Alaska.
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