



KEY SELLING POINTS

1. Technology
2. Eco-Advanced
3. Style and packaging

WHAT'S NEW

Persona Series Special Edition

- Two unique color combinations: Black Sand Pearl (209) exterior with either Cherry Pearl (3 F7) or Electric Lime Metallic (588) accents
- Unique contrast color accents on the power outside mirrors, lower grille, under headlamps, door lower window trim and rearview mirror
- Light Blue Gray/Black two-tone interior (21)
- Custom Prius Persona Series badge
- Upgraded 15-in. black alloy wheels

Safety

- Toyota Safety Sense™ (TSS-C) will be available as part of optional packages on Prius c Three and Prius c Four. TSS-C includes Pre-Collision System (PCS)³ Lane Departure Alert (LDA)⁴ and Auto High Beams (AHB)⁵.

In- Cabin Technology

- Entune™ Audio and Entune™ Premium Audio with Integrated Navigation²¹ and Entune® App Suite⁶ now includes advanced voice recognition and Siri® Eyes Free¹
- Entune® App Suite⁶ now includes Slacker Radio.

MODELS & COLORS

MODELS

TRIM	MODEL#	MSRP ⁷	TRANS.	ENGINE	CYL.
Prius c One	1201	\$19,560 ⁷	ECVT	1.5L	4
Prius c Two	1203	\$20,360 ⁷	ECVT	1.5L	4
Persona series Special Edition	1208	\$21,355 ⁷	ECVT	1.5L	4
Prius c Three	1205	\$21,785 ⁷	ECVT	1.5L	4
Prius c Four	1207	\$24,495 ⁷	ECVT	1.5L	4

COLORS

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

EXTERIOR (CODE)	INTERIOR (CODE)	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
Absolutely Red (3P0)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Black Sand Pearl (209)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■	■	■	
Blue Streak Metallic (8T7)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	



Let's
Go
Places

2016 PRIUS c

MODELS & COLORS

EXTERIOR (CODE)	INTERIOR (CODE)	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
Classic Silver Metallic (1F7)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Electric Lime Metallic (588)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Magnetic Gray Metallic (1G3)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Moonglow (082) ¹⁰	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Sparkling Sea Metallic (8V7)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■		■	
Sun Fusion (5A3)	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)		■		■	



Let's
Go
Places

2016 PRIUS c

MODELS & COLORS

EXTERIOR (CODE)	INTERIOR (CODE)	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
	Dark Blue/Black (20)					■
	Light Blue Gray /Black (21)		■		■	
Tangerine Splash Pearl (4X3) ¹⁰	Black (20)					■
	Gray (20)	■				
	Light Blue Gray (21)					■
	Dark Blue/Black (20)		■		■	
	Light Blue Gray /Black (21)		■			

TRIMS

TRIMS AT A GLANCE

PRIUS c ONE

BIG ON SAFETY AND BOLD ON COLOR

- Hybrid Synergy Drive® with EV¹⁶/ECO drive modes
- Bi-LED projector low and high-beam headlights
- Power outside mirrors with turn signal indicators
- Daytime Running Lights (DRL) with on/off feature
- Automatic climate control
- Entune™ Audio head unit with 6.1-in. touch-screen and four speakers
- 3.5-in. TFT Multi-Information Display

PRIUS c TWO

FLEXIBILITY AND COMFORT

- Entune™ Audio with six speakers
- Cargo area tonneau cover
- Two-tone front seats with 6-way adjustable driver's seat
- 60/40 split fold-down rear seats
- Cruise control
- Engine immobilizer
- SofTex® center console with armrest and storage compartment

PRIUS c PERSONA SERIES SPECIAL EDITION

STUNNING VALUE

- Two unique color accents: Electric Lime and Cherry Pearl
- Contrast color accents on power outside mirrors, lower front grille, under headlamps, lower window trim, rearview mirror shell
- Upgraded 15-in. black alloy wheels
- Light Blue Gray / Black two-tone interior
- Black Sand Pearl exterior
- Custom Prius Persona Series badge

PRIUS c THREE

EVERYTHING AT YOUR FINDERTIPS

- Entune™ Premium Audio with Integrated Navigation²¹ and App Suite⁶
- Smart Key System⁸ with push button start
- Touch Tracer Display
- Available 15-in. 8-spoke alloy wheels with P175/65R15 tires
- Available power tilt/slide moonroof with sliding sunshade
- Available Toyota Safety Sense™ C (TSS-C)

PRIUS c FOUR

EFFICIENCY NEVER LOOKED SO GOOD

- SofTex®-trimmed steering wheel with controls
- Integrated LED fog lights



TOYOTA

Let's
Go
Places

2016 PRIUS c

TRIMS

- Heated power outside mirrors with turn signal indicators
- Integrated backup camera⁹
- SofTex®-trimmed heated front seats
- Standard 15-in. 8-spoke alloy wheels with P175/65R15 tires
- Available 16-in. 8-spoke alloy wheels with P195/50R16 tires {AL}
- Available Toyota Safety Sense™ C (TSS-C)

FEATURES

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
COMFORT & CONVENIENCE					
AIR CONDITIONER, HEATER & DEFROSTER					
Automatic climate control	S	S	S	S	S
Rear window defogger with time	S	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, 4 speakers, auxiliary audio jack, USB 2.0 port with iPod® ²⁸ connectivity and control, advanced voice recognition ²⁹ , hands-free phone capability ³⁰ , phone book access and music streaming via Bluetooth® ¹¹ wireless technology), and Siri® Eyes Free ¹	S	NA	NA	NA	NA
Entune™ Audio - includes the Entune Multimedia Bundle (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, 6 speakers, auxiliary audio jack, USB 2.0 port with iPod® ²⁸ connectivity and control, advanced voice recognition ²⁹ , hands-free phone capability ³⁰ , phone book access and music streaming via Bluetooth® ¹¹ wireless technology), and Siri® Eyes Free ¹	NA	S	S	NA	NA
Entune® App Suite ⁶ - includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Facebook Places, Yelp™ and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune™ services is subscription-free. See toyota.com/entune for details.	NA	NA	NA	S	S
Entune™ Premium Audio with Integrated Navigation ²¹ and App Suite ⁶ - 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, 6 speakers, auxiliary	NA	NA	NA	S	S

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
audio jack, USB 2.0 port with iPod® ²⁸ connectivity and control, advanced voice recognition ²⁹ , hands-free phone capability ³⁰ , phone book access and music streaming via Bluetooth® ¹¹ wireless technology), Siri® Eyes Free ¹ , Entune App Suite ⁶ , HD radio™ ²⁴ , HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM® ²⁷ All Access Radio with 3-month complimentary trial, Gracenote® album cover art.					
Shark fin antenna	S	S	S	S	S
CARGO AREA					
Cargo area tonneau cover	NA	S	S	S	S
CONVENIENCE					
CRUISE CONTROL					
Cruise control	NA	S	S	S	S
INSTRUMENTATION					
Digital instrumentation with speedometer, fuel gauge, shift-position indicator and EV ¹⁶ /ECO mode indicators	S	S	S	S	S
3.5-in. TFT Multi-Information Display with outside temperature, clock, fuel economy information, cruising range, odometer, trip distance, EV ¹⁶ miles driven, Hybrid System ¹⁶ Indicator, ECO Savings, ECO Score, energy monitor	S	S	S	S	S
Touch Tracer Display	NA	NA	NA	S	S
MIRRORS & VISORS					
Power outside mirrors with turn signal indicators	S	S	S	S	NA
Heated power outside mirrors with turn signal indicators	NA	NA	NA	NA	S
Unique contrast color rearview mirror	NA	NA	S	NA	NA
MOONROOF					
Power tilt/slide moonroof with sliding sunshade	NA	NA	NA	O	S

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
POWER POINTS					
One front 12V auxiliary power outlet	S	S	S	S	S
SEATS					
Fabric-trimmed front seats; 4-way adjustable driver's seat; 4-way adjustable front passenger seat	S	NA	NA	NA	NA
Fabric-trimmed two-tone front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket	NA	S	S	S	NA
SofTex®-trimmed heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket	NA	NA	NA	NA	S
Fold-down rear seat	S	NA	NA	NA	NA
60/40 split fold-down rear seats	NA	S	S	S	S
Driver and front passenger Whiplash-Injury-Lessening (WIL) seats ¹²	S	S	S	S	S
STEERING WHEELS					
Tilt/telescopic steering wheel with steering wheel controls	S	S	S	S	NA
SofTex®-trimmed tilt/telescopic steering wheel with steering wheel controls	NA	NA	NA	NA	S
STORAGE AREAS					
Soft-touch center console with armrest and storage compartment	NA	S	S	S	S
Glove compartment	S	S	S	S	S
TRIM - EXTERIOR					
Rear spoiler	S	S	S	S	S
Unique contrast color accents including power outside mirrors, lower grille, under headlamps, and door lower window trim	NA	NA	S	NA	NA
Custom Persona Series badge	NA	NA	S	NA	NA
WINDOWS, GLASS & WIPERS					
Power windows with driver-side one-touch auto up/down	S	S	S	S	S
Intermittent rear window wiper	S	S	S	S	S

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
FEATURES - SAFETY					
AIRBAGS					
9 airbags ¹³ — includes driver and front passenger Advanced Airbag System ¹³ , driver and front passenger seat-mounted side airbags ¹³ , driver knee airbag ¹³ , driver and front passenger seat cushion airbags ¹³ , and front and rear side curtain airbags ¹³	S	S	S	S	S
BRAKING SYSTEMS					
Star Safety System™ - includes Vehicle Stability Control (VSC) ²⁰ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹⁹ and Smart Stop Technology (SST) ²⁵	S	S	S	S	S
Power-assisted ventilated front disc brakes; rear drum brakes and Star Safety System™	S	S	S	S	S
Regenerative braking	S	S	S	S	S
Hill Start Assist Control (HAC) ¹⁴	S	S	S	S	S
LIGHTS					
Single LED projector low and high-beam headlights	S	S	S	S	S
Front seat maplights	S	S	S	S	S
Integrated LED fog lights	NA	NA	NA	NA	S
LED tail and stoplights	S	S	S	S	S
Cargo area light	NA	S	S	S	S
Daytime Running Lights (DRL) with on/off feature	S	S	S	S	S
SECURITY					
Star Safety System™ — includes Vehicle Stability Control (VSC) ²⁰ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹⁹ and Smart Stop Technology (SST) ²⁵	S	S	S	S	S

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
Toyota Safety Sense™ C - includes Pre-Collision System (PCS) ³ , Lane Departure Alert (LDA) ⁴ and Auto High Beams (AHB) ⁵	NA	NA	NA	O	O
Remote keyless entry system with illuminated entry	S	S	S	NA	NA
Smart Key System ⁸ on front doors and liftgate with Push Button Start, remote keyless entry system, and illuminated entry	NA	NA	NA	S	S
Vehicle Proximity Notification System (VPNS) ¹⁵	S	S	S	S	S
Engine immobilizer	NA	S	S	S	S
SEATBELTS & CHILD RESTRAINT SYSTEM					
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
FEATURES - PERFORMANCE					
ENGINES					
1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)	S	S	S	S	S
Push Button Start	NA	NA	NA	S	S
EV ¹⁶ /ECO modes	NA	S	S	S	S
STEERING					
Electric Power Steering (EPS); power-assisted rack-and-pinion	S	S	S	S	S
SUSPENSION					
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension	S	S	S	S	S
TRANSMISSIONS					
Electronically controlled Continuously Variable Transmission (ECVT)	S	S	S	S	S
WHEELS & TIRES					
15-in. steel wheels with wheel covers and P175/65R15 tires	S	S	NA	S	NA

FEATURES

	PRIUS c ONE	PRIUS c TWO	PERSONA SERIES SPECIAL EDITION	PRIUS c THREE	PRIUS c FOUR
15-in. 8-spoke alloy wheels with P175/65R15 tires	NA	NA	NA	O	S
15-in. 8-spoke black alloy wheels with P175/65R15 tires	NA	NA	S	NA	NA
16-in. 8-spoke alloy wheels with P195/50R16 tires	NA	NA	NA	NA	O
Temporary spare tire	S	S	S	S	S
Tire Pressure Monitor System ¹⁷	S	S	S	S	S

OPTIONS & PACKAGES

OPTIONS

CODE	MSRP	OPTION	AVAILABILITY
AW	\$0	15" 8-Spoke Alloy Wheels with P175/65R15	Prius c Four [1207]
AL	\$690	16" Aluminum Wheels with P195/50R16 Tires ¹⁰	Prius c Four [1207]
FG	\$0	Dark Blue/Black Interior Fabric	Prius c Two [1203]
FM	\$0	Light Blue Gray/Black Interior Fabric	Prius c Two [1203], Three [1205]
PC	\$395	Special color ¹⁰	Prius c One [1201], Two [1203], Three [1205], Four [1207]
SE	\$0	Special Edition	Persona Special [1208]
SG	\$0	Special Green Edition	Persona Special [1208]

PACKAGES

CODE	MSRP	PACKAGES	AVAILABILITY
MR	\$1,540	Deluxe Moonroof and Safety Package - includes power tilt/slide moonroof with sliding sunshade, 15-in. 8-spoke alloy wheels with P175/65R15 tires, and Toyota Safety Sense™ C which includes Pre-Collision System (PCS) ³ , Lane Departure Alert (LDA) ⁴ and Auto High Beams (AHB) ⁵	Prius c Three [1205]
AW	\$690	Wheel and Safety Package - includes 15-in. 8-spoke alloy wheels with P175/65R15 tires and Toyota Safety Sense™ C which includes Pre-Collision System (PCS) ³ , Lane Departure Alert (LDA) ⁴ and Auto High Beams (AHB) ⁵	Prius c Three [1205]
AL	\$990	Upgraded Wheel and Safety Package - includes 16-in. 8-spoke alloy wheels with P195/50R16 tires and Toyota Safety Sense™ C, which includes Pre-Collision System (PCS) ³ , Lane Departure Alert (LDA) ⁴ and Auto High Beams ⁵	Prius c Four [1207]

SPECIFICATIONS

SPECIFICATIONS

	PRIUS c TWO	PRIUS c THREE	PERSONA SERIES SPECIAL EDITION	PRIUS c FOUR	PRIUS c FIVE
DIMENSIONS - EXTERIOR					
Wheelbase (in.)	100.4	100.4	100.4	100.4	100.4
Overall Length (in.)	157.3	157.3	157.3	157.3	157.3
Overall Width (in.)	66.7	66.7	66.7	66.7	66.7
Overall Height (in.)	56.9	56.9	56.9	56.9	56.9
Track, front/rear (in.)	58.3/58.1	58.3/58.1	58.3/58.1	58.3/58.1	58.3 (15-in wheels) 58.1 (16-in wheels)
Coefficient of Drag (Cd)	0.28	0.28	0.28	0.28	0.28
DIMENSIONS - INTERIOR					
Seating Capacity	5	5	5	5	5
Head Room (in.), front	38.6	38.6	38.6	38.6	37.9
Head Room (in.), rear	37.0	37.0	37.0	37.0	36.4
Head Room (in.), front with moonroof	37.9	37.9	37.9	37.9	37.9
Head Room (in.), rear with moonroof	36.4	36.4	36.4	36.4	36.4
Leg Room (in.), front	41.7	41.7	41.7	41.7	41.7
Leg Room (in.), rear	35.0	35.0	35.0	35.0	35.0
Shoulder Room (in.), front	52.3	52.3	52.3	52.3	52.3
Shoulder Room (in.), rear	51.7	51.7	51.7	51.7	51.7
Hip Room (in.), front	51.0	51.0	51.0	51.0	51.0
Hip Room (in.), rear	50.8	50.8	50.8	50.8	50.8
DRIVE SYSTEM					
Type	Front-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive

SPECIFICATIONS

	PRIUS c TWO	PRIUS c THREE	PERSONA SERIES SPECIAL EDITION	PRIUS c FOUR	PRIUS c FIVE
ENGINE					
Type	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i)
Horsepower (hp @ RPM)	73 @ 4800	73 @ 4800	73 @ 4800	73 @ 4800	73 @ 4800
Torque (lb.-ft. @ RPM)	82 @ 4000	82 @ 4000	82 @ 4000	82 @ 4000	82 @ 4000
Timing (Chain/Belt)	Chain	Chain	Chain	Chain	Chain
Engine Oil - Type	Synthetic	Synthetic	Synthetic	Synthetic	Synthetic
Engine Oil - Weight	0W-20	0W-20	0W-20	0W-20	0W-20
ELECTRIC MOTOR / BATTERY					
Type	Permanent magnet AC synchronous motor	Permanent magnet AC synchronous motor	Permanent magnet AC synchronous motor	Permanent magnet AC synchronous motor	Permanent magnet AC synchronous motor
Electric Motor Horsepower (hp)	60	60	60	60	60
Torque (lb.-ft.)	125	125	125	125	125
Hybrid Battery Pack - Type	Sealed Nickel-Metal Hydride (Ni-Mh)	Sealed Nickel-Metal Hydride (Ni-Mh)	Sealed Nickel-Metal Hydride (Ni-Mh)	Sealed Nickel-Metal Hydride (Ni-Mh)	Sealed Nickel-Metal Hydride (Ni-Mh)
Hybrid Battery Pack - Voltage (volts)	144	144	144	144	144
Hybrid Battery Pack - Horsepower rating (hp)	25.9	25.9	25.9	25.9	25.9
Hybrid System ¹⁶ Net Power (hp)	99	99	99	99	99
FUEL FACTS					
MPG (EPA-est. city/hwy/combined) ²	53/46/50 ²	53/46/50 ²	53/46/50 ²	53/46/50 ²	53/46/50 ²
Fuel Tank Capacity (gal.)	9.5	9.5	9.5	9.5	9.5

SPECIFICATIONS

	PRIUS c TWO	PRIUS c THREE	PERSONA SERIES SPECIAL EDITION	PRIUS c FOUR	PRIUS c FIVE
Recommended Fuel	Regular	Regular	Regular	Regular	Regular
SAFETY					
Advanced Airbag System ¹³	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger
Knee Airbag ¹³	Driver	Driver	Driver	Driver	Driver
Seat-Mounted Side Airbags ¹³	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger
Side-Cushion Airbags ¹³	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger	Driver and front passenger
Side-Curtain Airbags ¹³	2-row	2-row	2-row	2-row	2-row
Seatbelts, driver	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor
Seatbelts, front passenger	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor	3-point with Emergency Locking Retractor (ELR), pretensioner with force limiter and adjustable shoulder anchor
Seatbelts, all rear passengers	3-point with ELR and Automatic Locking Retractors (ALR)	3-point with ELR and Automatic Locking Retractors (ALR)	3-point with ELR and Automatic Locking Retractors (ALR)	3-point with ELR and Automatic Locking Retractors (ALR)	3-point with ELR and Automatic Locking Retractors (ALR)

SPECIFICATIONS

	PRIUS c TWO	PRIUS c THREE	PERSONA SERIES SPECIAL EDITION	PRIUS c FOUR	PRIUS c FIVE
STEERING					
Type	Electric Power Steering (EPS); power-assisted rack-and-pinion	Electric Power Steering (EPS); power-assisted rack-and-pinion	Electric Power Steering (EPS); power-assisted rack-and-pinion	Electric Power Steering (EPS); power-assisted rack-and-pinion	Electric Power Steering (EPS); power-assisted rack-and-pinion
Turning Circle Diameter, curb-to-curb (ft.)	31.4	31.4	31.4	31.4	31.4 (15-in. wheels) 37.4 (16-in. wheels)
SUSPENSION					
Type, front	Independent MacPherson strut with stabilizer bar	Independent MacPherson strut with stabilizer bar	Independent MacPherson strut with stabilizer bar	Independent MacPherson strut with stabilizer bar	Independent MacPherson strut with stabilizer bar
Type, rear	Torsion beam	Torsion beam	Torsion beam	Torsion beam	Torsion beam
TRANSMISSION					
Type	Electronically controlled Continuously Variable Transmission (ECVT)	Electronically controlled Continuously Variable Transmission (ECVT)	Electronically controlled Continuously Variable Transmission (ECVT)	Electronically controlled Continuously Variable Transmission (ECVT)	Electronically controlled Continuously Variable Transmission (ECVT)
WEIGHTS & CAPACITIES					
Curb Weight (lbs.)	2500	2500	2500	2500	2500
Passenger Volume (cu. ft)	87.4	87.4	87.4	87.4	87.4
Cargo Volume (cu. ft.)	17.1	17.1	17.1	17.1	17.1
WHEELS & TIRES					
Wheel Type - Standard	Steel	Steel	Aluminum-alloy	Steel	Aluminum-alloy
Wheel Type - Available	NA	NA	NA	Alloy	Aluminum-alloy
Wheel Size	15-in. x 6.0-in. (with covers)	15-in. x 6.0-in. (with covers)	15-in. x 6.0-in. (with covers)	15-in. x 6.0-in. (with covers)	15-in. x 6.0-in.
Wheel Size - Available	NA	NA	NA	15-in. x 6.0-in.	16-in. x 6.5-in.
Tire Type	All-season steel-belted radials	All-season steel-belted radials	All-season steel-belted radials	All-season steel-belted radials	All-season steel-belted radials



Let's
Go
Places

2016 PRIUS c

SPECIFICATIONS

	PRIUS c TWO	PRIUS c THREE	PERSONA SERIES SPECIAL EDITION	PRIUS c FOUR	PRIUS c FIVE
Tire Size - Standard	P175/65R15	P175/65R15	P175/65R15	P175/65R15	P175/65R15
Tire Size - Available	NA	NA	NA	NA	P195/50R16
Spare	Temporary	Temporary	Temporary	Temporary	Temporary

COMPETITIVE COMPARISONS

HYBRID MODELS	'16 TOYOTA PRIUS c FOUR	'16 FORD FOCUS TITANIUM HATCH	'16 MAZDA3 I 5-DOOR TOURING AT
MECHANICAL			
Engine	1.5L I4	2.0L I4	2.0L I4
Electric Motor	Permanent Magnet AC	NA	NA
Valve Configuration	DOHC	DOHC	DOHC
Horsepower @ RPM	73 @ 4800	160 @ 6500	155 @ 6000
Torque @ RPM	82 @ 4000	146 @ 4500	150 @ 4000
Electric Motor Horsepower @ RPM	60	NA	NA
Electric Motor Torque (lb.- ft.)	125	NA	NA
Hybrid System ¹⁶ -Net Power (hp)	99	NA	NA
Transmission Speeds	ECVT	6-speed	6-speed
Transmission (Automatic/Manual)	Automatic	Automatic	Automatic/Manual
Fuel Economy Est. City ²	53	26	30
Fuel Economy Est. Hwy ²	46	38	40
Fuel Economy Est. Combined ²	50	30	33
Fuel Capacity (gal.)	9.5	12.4	13.2
Suspension, Front	Independent	Independent	Independent
Suspension, Rear	Semi-independent	Independent	Independent
Electric Power Steering	Standard	Standard	Standard
SAFETY & SECURITY			
Number of Std. Equip. Airbags ¹³	9	9	6
Driver Knee Airbags ¹³	Standard	Standard	NA
Active Front Headrests ¹⁸	Standard	NA	NA
Brakes, Front	Disc	Disc	Disc
Brakes, Rear	Drum	Disc	Disc
4-Wheel ABS Brakes	Standard	Standard	Standard
Electronic Brake Assist ¹⁹	Standard	Standard	Standard
Vehicle Stability Control System ²⁰	Standard	Standard	Standard

COMPETITIVE COMPARISONS

HYBRID MODELS	'16 TOYOTA PRIUS c FOUR	'16 FORD FOCUS TITANIUM HATCH	'16 MAZDA3 I 5-DOOR TOURING AT
Traction Control System	Standard	Standard	Standard
COMFORT & CONVENIENCE			
EV ¹⁶ /ECO modes	Standard	NA	NA
Telescopic steering wheel	Standard	Standard	Standard
Bluetooth ^{®3} Wireless Technology ¹¹	Standard	Standard	Standard
Touch Tracer display	Standard	NA	NA
Navigation system ²¹	Standard	Available	Optional
USB Audio Input	Standard	Available	Standard
Integrated Multimedia System with Mobile Applications and Data Systems	Standard	Available	Available
DIMENSIONS, CAPACITIES & WEIGHTS			
Length (in.)	157.3	171.7	175.6
Width (in.)	66.7	71.8	70.7
Height (in.)	56.9	57.8	57.3
Wheelbase (in.)	100.4	104.3	106.3
Head Room, Front (in.)	37.9	38.3	37.6
Head Room, Rear (in.)	36.4	38	37.5
Leg Room, Front (in.)	41.7	43.1	42.2
Leg Room, Rear (in.)	35	33.2	35.8
Curb Weight (lbs.)	2,500	3,043	2,931
Cargo Volume, MFR (cu. ft.) ²²	17.1	19.9	20.2
Passenger Volume, (cu. ft.)	87.4	90	96.4
Seating, Maximum	5	5	5
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

COMPETITIVE COMPARISONS

HYBRID MODELS	'16 TOYOTA PRIUS <i>c</i> FOUR	'16 FORD FOCUS TITANIUM HATCH	'16 MAZDA3 I 5-DOOR TOURING AT
Rust Time (Months)	60	60	60
Rust Miles	Unlimited	Unlimited	Unlimited
Hybrid Component (Months)	96	NA	NA
Hybrid Component Miles	100,000	NA	NA

2016 FORD FOCUS TITANIUM HATCHBACK



2016 TOYOTA PRIUS c FOUR VS. 2016 FORD FOCUS TITANIUM HATCHBACK KEY ADVANTAGES

- **Better Fuel Economy Ratings²:** 2016 Prius c has EPA fuel economy estimates (city/hwy/combined) of 53/46/50 MPG, significantly more than the ratings achieved by the 2016 Ford Focus (27/37/31 MPG).
- **More Standard Airbags¹⁹:** Prius c provides nine; Focus has seven.
- **Full Suite of the Latest Technology:** For 2016, Prius c Three and Four offer a variety of standard features, such as a navigation system²¹ and the Entune® App Suite⁶. On Focus, navigation costs extra and SYNC® AppLink™ is only available on base S and SE trim levels. Plus AppLink allows voice control of integrated smartphone apps, whereas the Entune® App Suite⁶ features several apps integrated into Prius c's audio head unit.
- **Compact & Nimble:** Prius c is more than 14 in. shorter in length and has a smaller turning circle than Focus by about 4.5 ft. to help maneuver in tight areas.
- **No-Cost Scheduled Maintenance:** While both Prius c and Focus come standard with roadside assistance, only Prius c includes two years or 25,000 miles of no-cost scheduled maintenance thanks to ToyotaCare²³.
- **Cost of Ownership Estimates:** According to IntelliChoice.com, Prius c has lower 5-year cost-of-ownership estimates than Focus Hatchback. Plus all four Prius c models were rated "Excellent" values, while 2015 Focus Hatchback received one "Below Average" rating and two "Poor" ratings²⁶.

COMPETITIVE COMPARISONS

2016 FORD FOCUS TITANIUM CHALLENGES

- Lithium-ion battery
- Well-rounded performance
- SmartGauge® with EcoGuide – dual 4.2-in. cluster displays with 5-way steering-wheel mounted controls
- More horsepower and torque
- Ford SYNC® 3 AppLink product features the SmartDeviceLink platform, which should allow Ford to add apps more frequently
- More shoulder and hip room and larger cargo capacity²² behind rear seats
- 5-year/60,000-mile roadside assistance

COMPETITIVE COMPARISONS

2016 MAZDA3 5-DOOR I TOURING AT



2016 TOYOTA PRIUS c FOUR VS.
2016 MAZDA3 5-DOOR I TOURING AT
KEY ADVANTAGES

- **Stellar Fuel Economy²:** Prius c delivers 53/46/50 MPG, compared to Mazda3's 30/40/33 MPG ratings.
- **More Airbags Standard¹³:** Prius c has nine airbags; Mazda3 has only six.
- **Lower Cost of Ownership:** Compared to Mazda3, Prius c has a lower projected cost of ownership according to IntelliChoice.com, and receives an "Excellent" value rating across all trim levels. Mazda3 scores "Average" in this regard.
- **Better Connectivity:** Prius c Three and Four offer standard navigation²¹ via Entune™ Premium Audio with Navigation²¹ and App Suite⁶, with subscription-free access. Mazda3's Mazda Connect Infotainment System doesn't offer the same level of connectivity to today's popular apps.
- **ToyotaCare²³:** While Mazda3 includes 36-month/36,000-mile roadside assistance program, Prius c features ToyotaCare standard, which includes two years or 25,000 miles no-cost scheduled maintenance, and two years of 24/7 roadside assistance.

2016 MAZDA3 5-DOOR I TOURING AT CHALLENGES

- Optional Mazda Mobile Start on automatic models
- More power with both 2.0L and 2.5L engines
- More cargo room²² behind rear seats, at 20.2 cu. ft. vs Prius c's 17.1
- More head and leg room

DISCLOSURES

- 1 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.
- 2 2016 Prius c EPA 46/city, 53/hwy, 50/combined MPG estimates. Actual mileage will vary.
- 3 The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your Owner's Manual for further information.
- 4 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 more information.
- 5 Automatic high beams system operates at speeds above 25 mph. Situations such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn off. See Owner's Manual for details.
- 6 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.
- 7 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 handling 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, handling 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.
- 8 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.
- 9 The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.
- 10 Extra-cost option, requires Option (PC).
- 11 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.
- 12 Whiplash Injury Lessening front seats can help reduce the severity of whiplash injury in certain rear end collisions.
- 13 All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warning.
- 14 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.
- 15 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.
- 16 CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. EV mode works under certain conditions at low speeds for up to a mile. See Owner's Manual.
- 17 The Tire Pressure Monitor System alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your

DISCLOSURES

- Owner's Manual for details.
- 18 Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions.
 - 19 Electronic 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.
 - 20 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. Please see your Owner's Manual for further details.
 - 21 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 your navigation system Owner's Manual for details.
 - 22 Cargo and load capacity limited by weight and distribution.
 - 23 Covers normal factory scheduled service for 2 years or 25,000 miles, whichever comes first. See Toyota dealer for details and exclusions. Valid only in the continental U.S. and Alaska.
 - 24 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.
 - 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. Please see your Owner's Manual for further details.
 - 26 Based on 2015 Prius c and 2015 Ford Focus Hatchback information. 2015 IntelliChoice, www.IntelliChoice.com.
 - 27 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.
 - 28 iPod® is a registered trademark of Apple, Inc. All rights reserved.
 - 29 Advanced Voice Recognition capabilities vary by head unit.
 - 30 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.