

2014 Prius v



Built for you. And your family.

The perfect combination of fuel efficiency and space.

The 2014 Prius v offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo area is not only 50% larger than Prius, but also loaded with versatile features nearly everywhere you look. And Prius v delivers

outstanding fuel efficiency with a combined city highway rating of 4.5 L/100 km². Considering all of the benefits that Prius v has in store, it looks like the future is shaping up nicely. More Prius, more possibilities.



FRONT COVER/PAGE 2
The innovative Prius v with Touring Package shown in Clear Sky Metallic.



TECHNOLOGY AT YOUR FINGERTIPS
Prius v is brimming with available features that help you do everything from selecting a song from your MP3 player, using the voice activated Display Audio System, to parallel parking with just a simple touch of a button.



BLUETOOTH^{®3}
Hands-free Bluetooth^{®3} wireless technology allows you to operate your compatible cellphone with your hands safely on the wheel.



DRIVE MODE SELECT
Different modes for different types of driving. ECO mode helps reduce fuel consumption. EV mode runs solely on battery power for up to 1.6 km under certain conditions. And Power mode increases gas pedal response for enhanced acceleration.

PANORAMIC MOONROOF
The available panoramic view moonroof with power shades, offers an entirely new window to the world above.



ENERGY MONITOR
The Energy Monitor helps keep you continually apprised of the Hybrid Synergy Drive energy flow and how energy is efficiently managed and distributed.

Need a little space?

How about a lot of space.

Prius v is ready for anything. Its reclining rear seats and roomy leg and headroom make those especially long trips that much more relaxing. In addition to its cavernous cargo area, Prius v also offers a wealth of

smaller storage compartments, including a glove box, upper glove box, side opening centre console, front under-dash tray, sliding cupholder and storage space behind the rear seats.



VERSATILE REAR SEATING

The rear seats are precision engineered to offer an array of cargo configurations. For instance, the rear seats not only slide forward and backward, they can also be folded flat for longer loads.

RELAX AND UNWIND

Passengers in the back will feel like top priority, thanks to ample legroom and rear seats that recline for optimum comfort.

ADDITIONAL STORAGE

A storage compartment under the cargo area is ideal for items like gloves, a flashlight or even a first aid kit.



CARGO SPACE

Pop open the rear hatch and you'll unveil a full 971 litres (34.3 cu.ft.) of cargo space.

Safety you can count on.

In more ways than one.

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into the 2014 Prius v. You can breathe easy knowing that Prius v comes equipped with a host of safety features designed to help you avoid accidents in the first place and to protect you in the event that a collision is unavoidable.



DYNAMIC RADAR CRUISE CONTROL (DRCC)/ PRE-COLLISION SYSTEM (PCS)

The available Dynamic Radar Cruise Control senses a vehicle ahead and automatically adjusts your vehicle speed to allow for a safe and comfortable distance between vehicles. The available Pre-Collision System is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help you prepare for such a scenario.

SEVEN AIRBAGS

Prius v comes loaded with 7 standard airbags¹ including: dual-stage driver and front passenger airbags, a driver's knee airbag, front seat-mounted side airbags, and front & rear head/side curtain airbags.

ADVANCED PARKING GUIDANCE SYSTEM

Press the available Advanced Parking Guidance System button and an image of the desired parking spot appears on the navigation screen, with a box indicating the final position of the vehicle. Once the driver approves the position, Prius v virtually parks itself, only requiring soft braking by the driver to stop the vehicle in the intended parking spot.

VEHICLE PROXIMITY NOTIFICATION SYSTEM

When travelling below 20 km/h and running solely on electric power, the Vehicle Proximity Notification System emits a series of tones to help alert pedestrians of the vehicle's presence.



LED LIGHTS

The available LED headlamps produce a clean white light, offering extremely long life and require 20 to 30 percent less energy than traditional headlamps, further enhancing the overall efficiency of Prius v.

Prius v Features

INTERIOR

- ENTERTAINMENT & CONNECTIVITY
- 6.1" Touch Panel Display Audio, AM/FM/CD Player, MP3/WMA Playback
- USB Input Port, Auxiliary Input Jack
- Bluetooth[®] Hands-Free Phone Connectivity & Wireless Audio Streaming
- 6-Speakers
- Steering Wheel Bluetooth[®] & Audio Controls
- Backup Camera

COMFORT & CONVENIENCE

- Air Conditioning w/Automatic Climate Controls
- Cabin Air Filter, Rear Seat Heater Duct
- Power Door Locks
- Power Windows w/Auto Up/Down
- Outside Temperature Gauge, Dual Trip Odometer
- Multi-Information Display w/ECO Drive Monitor
- Dual Illuminated Vanity Mirrors
- 4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Controls
- Push Button Start
- Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)
- Cruise Control
- Carpet Floor Mats, All-Season Floor Mats
- Digital Clock
- Centre Console w/Armrest
- Front & Rear Cupholders, Door Map Pockets
- Front Seat Back Pockets, Dual Compartment Glove Box
- Door Integrated Bottle Holders
- Cargo Net, Cargo Lamp
- Accessory Power Outlet (12 V), Retained Accessory Power
- Map Lamps, Door Courtesy Lamps
- Illuminated Entry

SEATING & TRIM

- Front Bucket Seats
- Fabric Seat Material
- Driver Seat w/Recline, Fore/Aft & Cushion Height Adjustments
- Driver Seat Power Lumbar Support
- 60/40 Split Rear Bench Seat w/Slide, Recline, Fold-Down Seat Back & Centre Armrest
- All-Position Vertically Adjustable Headrests

EXTERIOR

- Front & Rear Splash Guards
- Rear Bumper Protector
- Chrome Grille
- Electric Rear Window Defroster w/Timer
- High Solar Energy Absorption Window Glass
- Heated, Power Adjustable Mirrors
- Colour-Keyed Door Handles & Mirrors
- Hybrid Blue Accented Emblems
- Variable Intermittent Wipers
- Intermittent Rear Window Wiper/Washer
- Light Emitting Diode (LED) Brakelamps
- Projector Style Halogen Headlamps

SAFETY

- STAR SAFETY SYSTEM™ – includes Vehicle Stability Control (VSC)², Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)³ & Smart Stop Technology (SST)⁴
- Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS)⁵
- Driver's Knee Airbag (SRS)¹
- Front Seat-Mounted Side Airbags (SRS)¹
- Front & Rear Head/Side Curtain Airbags (SRS)¹
- Front Seatbelt Pre-Tensioners & Force Limiters
- All-Position 3-Point Lap & Shoulder Belts
- Front Seatbelt Anchor Height Adjusters
- Driver & Front Passenger Whiplash-Injury-Lessening (WIL) Seats
- Anchor Points for Child Restraint Seats
- Child Protector Rear Door Locks
- Engine Immobilizer
- Remote Fuel Lid Release
- Driver & Passenger Seatbelt, Low Fuel, "Key Remind" Warning Indicators
- Direct Tire Pressure Monitoring System
- Vehicle Proximity Notification System

● = Standard ○ = Optional

Available Packages

Prius v Luxury Package

- Synthetic Leather-Wrapped Steering Wheel, 6.1" Touch Panel Display Audio w/Navigation,⁶ SiriusXM[®] Satellite Radio, Heated Front Seats, SoTex[®]-Trimmed Seats, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps

Prius v Touring Package

- Prius v Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Panoramic Resin Moonroof, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Leveling Headlamp System, Automatic Headlamp System

Prius v Touring & Technology Package

- Prius v Touring Package plus: 7" Touch Panel Display Audio w/Navigation,⁶ JBL[®] AM/FM/CD Player, MP3/WMA Playback, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Advanced Parking Guidance System

Genuine Accessories

- Block Heater
- Cargo Liner
- Hood Deflector
- Paint Protection Film
- Remote Engine Starter

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at the time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca or your Toyota Dealer is your best source for up-to-date information.

Prius v Specifications

MECHANICAL

- ENGINE
- Type
- 1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select

Compression Ratio

- 13.0:1

Hybrid System Net Power

- Net HP: 134 hp (100 kW)⁸

Electric Motor

- Permanent Magnet Synchronous Motor

HV Battery

- Sealed Nickel-Metal Hydride (Ni-MH)

DRIVETRAIN

- Drive Configuration
- Front Engine/Front Wheel Drive
- Hill-start Assist Control (HAC)

Transmission

- Automatic, Continuously Variable Transmission (CVT)

CHASSIS

- Suspension
- Front: Independent MacPherson Struts w/Stabilizer Bar
- Rear: Torsion Beam Type w/Stabilizer Bar

Brakes

- Power-Assisted, Ventilated Front Discs, Solid Rear Discs
- Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System

Steering

- Electric Rack & Pinion w/Variable Power Assist

Wheels & Tires

- 16" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks
- 17" Aluminum Alloy Wheels, Wheel Locks
- P205/60R16, All-Season Radials, Temporary Spare Tire
- P215/50R17, All-Season Radials, Temporary Spare Tire

⁽¹⁾ All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. ⁽²⁾ Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. ⁽³⁾ Toyota tests certain Bluetooth[®] capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth technology are available with bilingual compatibility. Please see your Toyota Dealer for details. ⁽⁴⁾ The Toyota Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your Owner's Manual and your Toyota Dealer for further details. ⁽⁵⁾ Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. ⁽⁶⁾ 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. ⁽⁷⁾ Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions, 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. ⁽⁸⁾ The maximum output indicates engine plus HV battery output.

DIMENSIONS

- Length: 4615 (181.7)
- Width: 1775 (69.9)
- Height (Unloaded): 1575 (62.0)
- Wheelbase: 2780 (109.4)
- Track: Front: 1540 (60.6), Rear: 1545 (60.8)
- Headroom: Front: 1006 (39.6), Rear: 981 (38.6)
- Legroom: Front: 1049 (41.3), Rear: 911 (35.9)
- Shoulder Room: Front: 1421 (55.9), Rear: 1402 (55.2)
- Turning Circle: 11.0 (36.1)
- Ground Clearance: 145 (5.7)

WEIGHT & CAPACITIES

- Curb Weight: 1485 (3274)
- Seating Capacity: 5
- Cargo Capacity: 1906 (67.3) Behind Front Seats, 971 (34.3) Behind Rear Seats
- Fuel Capacity: 45 (9.9)

FUEL CONSUMPTION RATING²

- City/Highway/Combined L/100 km mpg (imperial gallon)
- 4.3/4.8/4.5 66/59/63

New vehicle warranty summary

– No deductibles – no transfer fees

COMPREHENSIVE COVERAGE
3 years or 60,000 km. This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS
5 years or 100,000 km. This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS
8 years or 130,000 km. This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

CORROSION PERFORATION
5 years/unlimited distance. This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

HYBRID-RELATED COMPONENTS** 8 years or 160,000 km. This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

**Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.



2014 Prius v comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

VSC VEHICLE STABILITY CONTROL
Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁵

TRAC TRACTION CONTROL
Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM
Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION
Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST
Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁶

SST SMART STOP TECHNOLOGY
Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁷

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit toyota.ca for more details.

Colours

EXTERIOR COLOUR OPTIONS



Please see your Toyota Dealer for details.

INTERIOR COLOUR OPTIONS

	Alpine White	Blizzard Pearl	Classic Silver Metallic	Magnetic Grey Metallic	Black	Barcelona Red Metallic	Sea Glass Pearl	Clear Sky Metallic	Blue Ribbon Metallic
Prius v	Dark Grey Fabric	Dark Grey SofTex [®]	Dark Grey Fabric or SofTex [®]	Dark Grey Fabric or SofTex [®]	Dark Grey Fabric or SofTex [®]	Bisque Fabric or SofTex [®]	Dark Grey Fabric or SofTex [®]	Dark Grey Fabric or SofTex [®]	Dark Grey Fabric or SofTex [®]



Prius c



Prius



Prius Plug-in



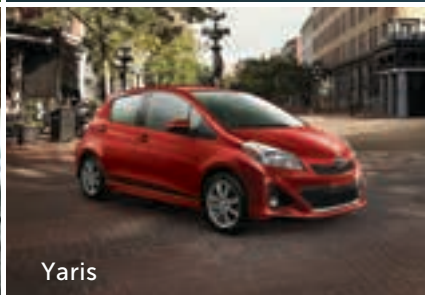
Prius v



Camry Hybrid



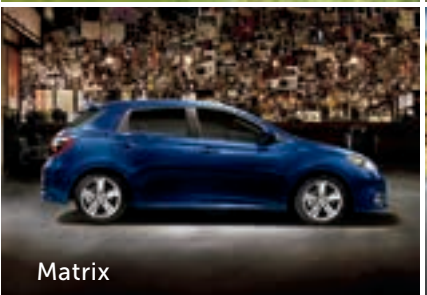
Highlander Hybrid



Yaris



Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



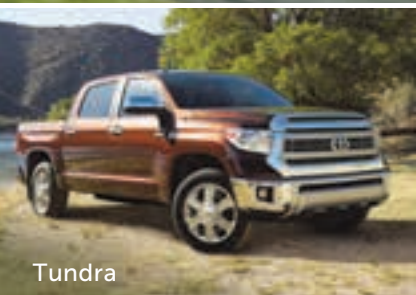
4Runner



Sequoia



Tacoma



Tundra

At Toyota quality, safety and sustainability are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit toyota.ca.



Toyota recognizes its duty to safeguard the environment. Please recycle.
PRINTED IN CANADA C0002-0514E-25 6.5M

