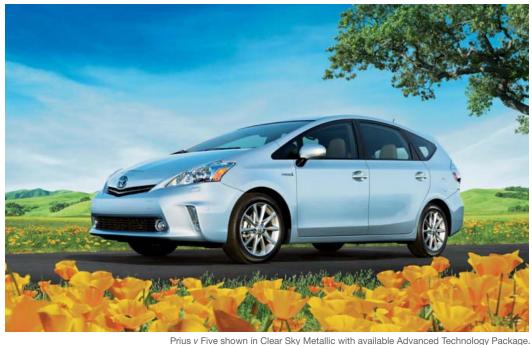
# <sup>2012</sup> Prius *V*







Prius v Five interior shown in Misty Gray SofTex with available Advanced Technology Package.

No, your eyes do not deceive you: That's the iconic and highly aerodynamic shape of the Toyota Prius, only bigger. It's the 2012 Prius v, a new addition to the Prius Family offering all the proven benefits of Prius, plus lots of added cargo volume. With the highest combined fuel efficiency of any SUV, crossover utility vehicle or wagon, a Super Ultra Low Emission Vehicle (SULEV) rating<sup>2</sup> and loads of versatile features everywhere, it looks like the future is shaping up nicely. 2012 Toyota Prius v. Moving Forward.



#### TOP STANDARD AND AVAILABLE FEATURES3

Display Audio with integrated backup camera<sup>4</sup> display LED headlamps with integrated fog lamps 60/40 split sliding reclining fold-down rear seats Available Premium HDD Navigation<sup>5</sup> with Entune TM6 and JBL®

1. Among applicable hybrid and gas models within EPA Midsize Cars, Station Wagon and SUV classes. EPA-estimated 44 city/40 highway/42 combined mileage for Prius v. Actual mileage will vary. 2. See footnote 26 in Disclaimers section. 3. Features listed not available on all model grades. 4. See footnote 3 in Disclaimers section. 5. See footnote 1 in Disclaimers section. 6. See footnote 2 in Disclaimers section.

INTERIOR COLOR CHOICES WHEELS

**FABRIC** 

PRIUS v TWO, THREE



SOFTEX PRIUS v FIVE







- 1 16-in. 10-spoke alloy wheels with full wheel covers and P205/60R17 tires
- 2 17-in. 10-spoke alloy wheels with P215/50R17 tires

**EXTERIOR/INTERIOR COLOR COMBINATIONS** 





**DARK GRAY** 

BISQUE

**BLUE RIBBON METALLIC** 



CLEAR SKY METALLIC



DARK GRAY

**BARCELONA RED METALLIC** 

MISTY GRAY

BISQUE

BLACK



BLIZZARD PEARL (extra-cost color)



DARK GRAY

**MISTY GRAY** 

MAGNETIC GRAY METALLIC

CI	ACCIO	CILVED	BALLTA	1110

PACKAGE		TWO	THREE	FIVE
Advanced Technology Package	Premium HDD Navigation¹ with Entune™² and JBL® — includes 7-in. touch-screen with split-screen capability and integrated backup camera³ display, AM/FM CD player with MP3/WMA playback capability, eight JBL® GreenEdge™ speakers including amplifier, SiriusXM Satellite Radio¹ capability (includes three-month trial subscription to XM Select Package), HD Radio™⁵ with iTunes® Tagging,⁵ auxiliary audio jack, USB² port with iPod® connectivity and control, vehicle information, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology	ct		Р
	Entune <sup>™2</sup> — includes Bing,™ iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic,™ NavWeather,™ Fuel, and Sports & Stocks. Access to Entune <sup>™2</sup> services is complimentary for three years. See toyota.com/entune for details.	_	_	Р
	Safety Connect®10 — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. Complimentary one-year trial subscription.	_	_	Р
	Dynamic Radar Cruise Control (DRCC) <sup>11</sup>	_	-	Р
	Pre-Collision System (PCS) <sup>12</sup>	_	_	Р
	Advanced Parking Guidance System (APGS) <sup>13</sup>	_	_	Р
	Panoramic View Moonroof with power sliding sunshades	_	_	Р

# Features14

Projector-beam halogen headlamps with auto level control, auto on/off feature and headlamp cleaners	TWO	THRE	FIVE
Integrated fog lamps	s	S	_
ED tail and stop lamps Color-keyed heated power outside mirrors with folding feature S S S S W Color-clouding glass windshield Hybrid Synergy Drive* blue accent badges S S S B Pear window delogger with LED center high-mount stop lamp Panoramic View Moonroof with power sliding sunshades  NTERIOR  NTERIOR  Single-dail automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls S S S S power lumbar support; 4-way adjustable fold-flat front passenger seat Display Audio — includes 6.1-in, touch-screen with integrated backup camera* display, AMFM CD player with MP3VMAP hybrack capability, six speakers, sunsiding vaudio play with seather power for the seat with seather before the seats with seather before the seats with seather fold-flat front passenger seat SofTex-trimmed broth seats with seatback pockets; 6-way adjustable driver's seat value of the control, vehicle information with customizable children and support (4-way adjustable fold-flat front passenger seat SofTex-trimmed broth seats with seatback pockets; 6-way adjustable driver's seat value of the control, vehicle information with customizable seatings, and soft of the proper seat of the seat with seatback pockets; 6-way adjustable driver's seat value of the control, vehicle information with customizable seatings, and seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seating with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with seat seat with center armost and adjustable headership with se	_	_	S
Color-keyed heated power outside mirrors with folding feature  \$ \$ \$ \$ \$ Rearyolier with LED center high-mount stop lamp Panoramic View Moonroof with power sliding sunshades  \$ \$ \$ Rearyolier with LED center high-mount stop lamp Roof-mounted antenna  **NTERIOR**	S	S	S
Hybrid Symeray Drive* blue accent badges  S S S Rear spoiler with LD center high-mount stop lamp Panoramic View Moonroof with power sliding sunshades  NTERIOR  Single-dial automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls  S S S power lumbar support; 4-way adjustable fold-flat front passenger seat Display Audio — includes 6.1-in, touch-screen with integrated backup camera* display, AMFM CD player with MP3VMMA playback capability, six speakers, saudiary audio jack, USB* port with Piod** connectivity and control, vehicle information with customizable  S P S S S Power lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable drive with prover lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable drive with prover lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable driver with prover lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable driver with prover lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable driver with prover lumbar support; 4-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable fold-flat front passenger seat Soffex-trimmed betted front seats with seatback pockets; 6-way adjustable fold-flat front passenger seat seats with se	S	S	S
NTERIOR	S	S	S
Single-dial automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls  S S S  Display Audio — includes 61-in. Touch-screen with integrated backup camera? display, AMFM CD player with MPaWAMA playback capability, six peakers, auxiliary audio jack, USB? port with IPOd® connectivity and control, vehicle information with customizable settings, and and-angle-interpolate phone capability, phone book access and music streaming via Bluetocth® vireless technology.  By Display Audio — includes 5 In. In touch-screen with IPOd® connectivity and control, vehicle information with customizable subscription to XM Selet Package, In D Radio™ capability, six peakers, SifusXM Satelline Padrodar, and Control, vehicle information with customizable subscription to XM Selet Package, In D Radio™ with ITUses glagging auxiliary audio jack, USB? port with IPOd® connectivity and control, vehicle information with customizable subscription to XM Selet Package, In D Radio™ screen with ITUSE glagging auxiliary plant of the very search of the very searc	S	S	S
Single dial automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity, sensor and push-button controls.  S S S S MCFM Compressor, humidity, sensor and push-button controls.  MCFM CD player with MF2MVM playback capability, est posteries, audillary audio jack, USEP port with MF2MVMA playback and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with medical self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with self-step book access, advanced voice recognition and music streaming via Bluetoothies with medical self-step book access and value via the self-step book access and value via t	S	S	S
electric compressor, humidity sensor and push-button controls  S S S  S power lumbar support; 4-way adjustable fold-flat front passenger seat  Display Audio in Includes 6.1-in, touch-screen with integrated backup camera' display,  AMFAN (CD player with MP3/WMA) playback capability, six speakers, auxiliary audio jack,  USB port with Pode** connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access and music streaming  S  Display Audio with Navigation' and Enthology and the process of t			
Display Audio — Includes 6.1-in. touch-screen with integrated backup cameral display, AMFIM CD player with MP3WMA playback capability, shore packers, audiliary audio jack, USB1 port with iPode <sup>iii</sup> connectivity and control, vehicle information with customizable settings, and hands-free phone capability, byto beno book access and music streaming via Biluetooth** wireless technology  Display Audio and Padrosi** properties the control of the properties of the p			
AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USP port with IPode® connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access and music streaming so possess so may be subjected to the subscription to XM Select Package). HO Radio "6" with ITUNES" Tagging" auxiliary audio jack, USP port with IPOGE® connectivity and control, vehicle information with customizable settings, hands-free phone capability, sit player to the process possess and music streaming value functions and music streaming value functions with subscription to XM Select Package). HO Radio "6" with ITUNES" Tagging" auxiliary audio jack, USP port with IPOGE® connectivity and control, vehicle information with customizable settings, hands-free phone capability, sit player set seeming value functions and music streaming value functions and	S r'e coat	S	
USB's port with IPoda® connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access and music streaming show the Navigation* and Enture **\textitor* = includes 6.1-in. touch-screen with integrated backup cameria* display, AM/FM CD player with MP3/WMA playback integrated backup cameria* display, AM/FM CD player with MP3/WMA playback subscription to MX Select Package). HD Radio** with Tiruse** Tagging* auxiliary audio jack, USB* port with IPoda® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth** wireless technology  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests adjustable headrests adjustable headrests.  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests adjustable headrests.  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests.  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests.  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests.  Front. and rear-door storage pockets with sculpted bottle holders adjustable headrests.  Front. and rear-door storage pockets with sculpted bedaution client and Enture in the sculpted bedaution and subscription of the sculpted bedaution and period provided in the properties of the provided provided in the provided in the provided provided in the provided provided in the provided provided in the provided in the provided in the provided provided in the provided in t	- Seat	_	s
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Joseph Audio with Navigation* and Entune*** — includes 6.1-in. touch-screen with integrated backup camera* display, AMFM CD player with MF3/WMA playback capability, sinch taging* capability, find leads there-month trial subscription to XM Sepalets, Sinuse/MS Satellite Radio* capability, find includes three-month trial subscription to XM Sepalets, Sinuse/MS Satellite Radio* capability, find includes three-month trial subscription to XM Sepalets, Sinusers, real-time infor including traffic, weather, fully prices, sports and stocks. Apps available spring 2012 at no charge include liherartacio, Movie Tickets com and Open flabel* Access to Entune** — s s presents and stocks. Apps available spring 2012 at no charge include liherartacio, Movie Tickets com and Open flabel* Access to Entune** — s s s presents and stocks. Apps available spring 2012 at no charge include liherartacio, Movie Tickets com and Open flabel* Access to Entune** — s s s provided to the services is complimentary for three years. See toyota.com/entune for details. — s s s presents and stocks apps available spring 2012 at no charge include liherartacio, Movie Tickets com and Open flabel* Access to Entune** — includes Bing** with Entune** and Bil* — includes 7-in, touch-screen with spiti-screen capability and integrated backup camera* display, AMFM CD player with IMP3/WMA playback capability, eight LBIs* GreenEdge/ speakers with mamplifer, SirusxM Satellite Radio* capability, includes three-month trial subscription to XM select Package, I) Pone book access, advanced voice recognition and music streaming via Bluetooth** with Tiune** Tagging* available with ambility and playback capability, eight LBIs* GreenEdge/ speakers with mamplifer, SirusxM Satellite Radio* capability, includes three-month trial subscription to XM select Package, I) Pone book access, advanced voice recognition and music streaming via Bluetooth** with Tiune** Tagging* available with a player** (Pod** of the provided streaming via Bluetooth** with Tiune** (Pod** of the provided strea			
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audio jack, USB' port with iPod® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Fremium HDD Navigation in with Enturel® and Bluetooth® wireless technology  Fremium HDD Navigation in with Enturel® and Bluetooth® services is complimentary for three years. See toyota.com/enture for details.  Fremium HDD Navigation in with Enturel® and JBL® — includes Final place includes blight years and stocks. Apps available spring 2012 at no charge include literated how the fixed score and Open Table® Access to Enturel® services is complimentary for three years. See toyota.com/enture for details.  Fremium HDD Navigation in with Enturel® and JBL®— includes 7-in. touch-screen with spill-screen capability, eight JBL® Generalge® passes with amplifier, spirius AWAM palyaback capability, eight JBL® Generalge® passes with amplifier, spirius AWAM palyaback capability, eight JBL® Generalge® proposes with similar places and passes an	ind		_
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voice recognition and music streaming via <i>Bluetoothe</i> * wireless technology – S S Cruise control Enturian**Derincitudes Bing** man Panadora** real-time info including fraffic, weather, fuel prices, sports and stocks. Apps available spring 2012 at no charge include literathadio, Movie Tickets, com and Open Flable* Access to Enturian**Derivative services is complimentary for three years. See toyota.com/enture for details.  Premium HDD Navigation**With Enturian**Derivative for details.  Premium HDD Navigation**With Enturian**Derivative for details.  Premium HDD Navigation**Unit Enturian**Derivative for details.  Premium HDD Navigation**Unit Enturian**Derivative for details.  Premium HDD Navigation**Unit Enturian**Derivative for details.  S S Driver and front passenger Advanced Airbag System**  Premium HDD Navigation**Unit Pure years. See toyota.com/enture for details.  S S Cruise control Dynamic Radar Cruise Control (DRCC)**ID Digital instrumentation with speedometer, fuel gauge, odometer, tripmeters, Hybrid indicator, hybrid battery state-of-charge indicator, instant/average fuel economy, dis to empty, shift-position indicator and EV*PicCO/POWER mode indicators in Complication with Turney and Liber of the enturiant of the optical part of the optica	_	_	Р
Entune <sup>™®C</sup> – includes Bing <sup>™</sup> and Pandora®; real-time info including traffic, weather, full prices, sports and stocks. Apps available spring 2012 at no charge include illearRadio, MovieTickets.com and OpenTable® Access to Entune <sup>™®C</sup> services is complimentary for three years. See toyota.com/entune for details.  Premium HDD Navigation¹ with Entune <sup>™®C</sup> and JBL®—includes 7-in, touch-screen with split-screen capability and integrated backup camera² display, AMFM CD player with MP3/WMA playback capability (includes three-moth trial subscription to XM Satellite Radio¹ capability (includes three-moth trial subscription to XM Select Package), HD Radio¹ ontol, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® with Entone Navigation of the years. See toyota.com/entune for details.  Power door locks with shift-linked automatic locking feature with anti-lockout feature search keyless entry system with lock, two-stage unlock and panic functions search key System³ on of three doors with Push Button Start and remote illuminated entry smart Key System³ on of three doors with Push Button Start and remote illuminated entry smart Key System³ on of three doors with Push Button Start and remote illuminated entry smart Key System³ on office (FRAC), Anti-lock Brake System (ABS), Electronic Brake-force bustures and front passenger Advanced Airbag System³ on for (ERAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BAI)³ and Smart Stop Fector (BAC). Profit Prof	S	S	S
illearRadio, MoveTickets.com and OpenTable® Access to Entune™s services is compilimentary for three years. See tyota.com/entune for details.  — S S S Premium HDD Navigation¹ with Entune™s and JBL®—includes 7-in. touch-screen with split-screen capability and integrated backup camera³ display, AM/FM CD player with MP3-WMA playback capability, eight JBL® GreenEdge™ speakers with amplifier, SiriusXM Satellite Radio¹ capability (includes three-month trial subscription to XM Select Package). HD Radio¹™s with Intense® Tagging² auxiliary audio jack, USB² port with IPod® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Entune™e - includes Bing² May HaerRadio¹ auxiliary audio jack, USB² port with IPod® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Entune™e - includes Bing² May HaerRadio¹ acquale auxiliary audio jack, USB² port with IPod®® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Entune™e - includes Bing² May May Haer Advanced via Package auxiliary audio jack, USB² port with IPod®® connectivity and control, vehicle information with customizable settings, hands-free phone capability (includes three-month trial subscription to XM Select Package). The front and two rear cup holders  Electronic shift lever with Hybrid Syneary bride the Hybrid Syneary brine with Hybrid Syneary brine electronic shift lever with Hybrid Syneary brine with Hybrid Syneary Brine with Hybrid Syneary Brine with Hybrid Syneary Br	_	_	Р
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Select Package), HD Radio <sup>TMS</sup> with Times® Tagging® auxiliary audio jack, USB7 port with IPod®s connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Entune™2 – includes Bing™ iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic;™4 NavWeather;™ Fuel, and Sports & Stocks. Access to Entune™2 services is complimentary for three years. See toyota.com/entune for details. – P P P P P P P P P P P P P P P P P P			S
with iPod®s connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology  Entune™2 – includes Bing™ iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic;™ NavWeather;™ Fuel, and Sports & Stocks. Access to Entune™2 services is complimentary for three years. See toyota.com/entune for details. – P  Power door locks with shift-linked automatic locking feature with anti-lockout feature \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	S	S	S
Three front and two rear cup holders    Passenger-side dual glove compartment	s	s	s
Entune <sup>TM2</sup> — includes Bing; <sup>M</sup> iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic; <sup>MA</sup> NavWeather; <sup>TM</sup> Fuel, and Sports & Stocks. Access to Entune <sup>TM2</sup> services incomplimentary for three years. See toyota.com/entune for details. — — P Power door locks with shift-linked automatic locking feature with anti-lockout feature \$ \$ \$ \$ Remote keyless entry system with lock, two-stage unlock and panic functions \$ \$ \$ \$ Smart Key System <sup>15</sup> on driver's door with Push Button Start and remote illuminated entry \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$  Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$  Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$  Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$ \$  Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry \$ \$ \$ \$  Front and rear ener	S	S	S
XM Data Services including NavTraffic, MayWeather, Puel, and Sports & Stocks. Access to Entune Power door locks with shift-linked automatic locking feature with anti-lockout feature \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	S	S	S
to Entune™2 services is complimentary for three years. See toyota.com/entune for details. — — P Power door locks with shift-linked automatic locking feature with anti-lockout feature S S S Remote keyless entry system with lock, two-stage unlock and panic functions S S S Smart Key System¹⁵ on driver's door with Push Button Start and remote illuminated entry S Smart Key System¹⁵ on three doors with Push Button Start and remote illuminated entry — — S Smart Key System¹⁵ on three doors with Push Button Start and remote illuminated entry — — S Power windows with auto up/down, jam protection in all positions and retained-power features S S S S SAFETY AND CONVENIENCE  STAR Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC);¹⁵ SAFETY SYSTEM Distribution (EBD), Brake Assist (BA)¹⁵ and Smart Stop Technology (SST)²o S S S S Driver and front passenger Advanced Airbag System²¹ — s Safety Connect®¹o — includes Emergency Assistance, Stolen Vehicle Locator,	s	S	S
Power door locks with shift-linked automatic locking feature with anti-lockout feature \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	S	s	S
Remote keyless entry system with lock, two-stage unlock and panic functions  Smart Key System <sup>15</sup> on driver's door with Push Button Start and remote illuminated entry  Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry  Power windows with auto up/down, jam protection in all positions and retained-power features  SAFETY AND CONVENIENCE  STAR  Star Safety System  Star	S	s	s
Smart Key System <sup>15</sup> on driver's door with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry Smart Key System Illuminated vanity mirrors  Rear dome lamp and cargo area lamp  Retractable assist grips at all doors  Front and rear energy-absorbing crumple zones  Side-impact door beams  Tire Pressure Monitor System (TPMS) <sup>23</sup> Safety Connect <sup>®10</sup> – includes Emergency Assistance, Stolen Vehicle Locator,	s	S	S
Smart Key System <sup>15</sup> on three doors with Push Button Start and remote illuminated entry s Power windows with auto up/down, jam protection in all positions and retained-power features  S S S  SAFETY AND CONVENIENCE  SAFETY SYSTEM  Star Safety System <sup>TM</sup> - includes Enhanced Vehicle Stability Control (VSC), Safety System Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), and Smart Stop Technology (SST), S S S  Driver and front passenger Advanced Airbag System <sup>21</sup> Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS), Safety Connect Side - impact door beams  Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS), Safety Connect Side - impact door beams  Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact door beams  Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact door beams  Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact door beams  Tire Pressure Monitor System (TPMS) Safety Connect Side - impact	S	S	S
Power windows with auto up/down, jam protection in all positions and retained-power features  S S S  Retractable assist grips at all doors  Retractable assist grips at all doors  Retractable assist grips at all doors  Front and rear energy-absorbing crumple zones  Side-impact door beams  Tiraction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)¹¹ and Smart Stop Technology (SST)²0 S S S  Driver and front passenger Advanced Airbag System²¹  Safety Connect®¹0 — includes Emergency Assistance, Stolen Vehicle Locator,	S	S	s
SAFETY AND CONVENIENCE  STAP Star Safety System — includes Enhanced Vehicle Stability Control (VSC), 18 Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology (SST) s s s  Driver and front passenger Advanced Airbag System s s s s  Driver and front passenger Advanced Airbag System s s s s  Safety Connect 10 — includes Emergency Assistance, Stolen Vehicle Locator,	s	s	s
STAR Safety System™— includes Enhanced Vehicle Stability Control (VSC),¹¹⁵  Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force SAFETY SYSTEM Distribution (EBD), Brake Assist (BA)¹¹⁵ and Smart Stop Technology (SST)²⁰ s s s  Driver and front passenger Advanced Airbag System²¹  S S S  S S  Safety Connect®¹¹0— includes Emergency Assistance, Stolen Vehicle Locator,			
Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force SAFETY SYSTEM  Distribution (EBD), Brake Assist (BA) <sup>19</sup> and Smart Stop Technology (SST) <sup>20</sup> s s s  Driver and front passenger Advanced Airbag System <sup>21</sup> s s s  Safety Connect <sup>®10</sup> — includes Emergency Assistance, Stolen Vehicle Locator,			
SAFETY SYSTEM Distribution (EBD), Brake Assist (BA) <sup>19</sup> and Smart Stop Technology (SST) <sup>20</sup> S S S  Driver and front passenger Advanced Airbag System <sup>21</sup> S S S  Safety Connect <sup>®10</sup> — includes Emergency Assistance, Stolen Vehicle Locator,	s	s	S
Driver and front passenger Advanced Airbag System <sup>21</sup> S S S  Safety Connect <sup>®10</sup> – includes Emergency Assistance, Stolen Vehicle Locator,	S	S	S
Safety Connection — Includes Emergency Assistance, Stolen venicle Locator,	S	S	S
Driver and north passenger seat-mounted side ambays, univers knee ambay and properties Accietance and Automatic Collision Notification Available by subscript			
front and rear side curtain airbags <sup>21</sup> S S S S Complimentary one-year trial subscription.	ion.	_	Р
Driver and front passenger Whiplash-Injury-Lessening (WIL) <sup>22</sup> seats  S S Pre-Collision System (PCS) <sup>12</sup>	_	_	Р
Driver and front passenger seatbelt warning sensor  S S S Advanced Parking Guidance System (APGS) <sup>13</sup>	_	_	Р
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR)  Hill Start Assist Control (HAC) <sup>24</sup>	S	S	S
and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger seatbelts s s s  Adjustable front acet aboutles and bary divisor and front accounts (1716)  Engine immobilizer <sup>25</sup>	S	S	S
Adjustable front seat shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters  S S S  Vehicle Proximity Notification System (VPNS)	s	S	S
LATCH (Lower Anchors and Tethers for CHildren) for outboard rear seating positions only s s s	S	S	S
Child-protector rear door locks  S S S			
Energy-absorbing collapsible steering column S S S S S S S S S S S S S S S S S S S	tion nackage		

# **Specifications**

MECHANICAL AND PERFORMANCE	PRIUS v	
GASOLINE ENGINE		
Īype	1.8-Liter aluminum DOHC 16-Valve Variable Valve Timing with intelligence (VVT-i), EV¹6/ECO/POWER modes; 98 hp @ 5200 rpm (73 kW @ 5200 rpm); 105 lbft. @ 4000 rpm (142 N∙m @ 4000 rpm); 134 hybrid system net hp (100 kW)	
Bore x stroke	3.17 in. x 3.48 in.	
compression ratio	13.0:1	
duction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	
nition system	Electronic, with Toyota Direct Ignition (TDI)	
mission rating	Super Ultra Low Emission Vehicle (SULEV) <sup>26</sup>	
LECTRIC MOTOR		
lotor type	Permanent magnet AC synchronous motor	
ower output	80 hp (60 kW)	
orque	153 lbft. (207 N∙m)	
oltage	650V maximum	
RACTION BATTERY		
ype	Sealed Nickel-Metal Hydride (Ni-MH) <sup>27</sup>	
ower output	36 hp (27kW)	
oltage	201.6V	
RANSMISSION		
ype	Electronically controlled Continuously Variable Transmission (ECVT)	
DRIVETRAIN		
	E IME ID:	
ype	Front-Wheel Drive	
ODY CONSTRUCTION		
/pe	Reinforced unitized body	
USPENSION		
ype	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension	
TEERING		
ype	Electric Power Steering (EPS); power-assisted rack-and-pinion	
urning circle diameter, curb to curb (ft.)	36.1; 38.1 (Prius <i>v</i> Five)	
RAKES	5611, 6611, k. 1145 1 1 1 1 5 1	
ype	Power-assisted ventilated front disc brakes; solid rear disc brakes with integrated regenerative braking and Star Safety System™	
XTERIOR DIMENSIONS (in.)	r ower-assisted vertiliated from disc brakes, solid rear disc brakes with integrated regenerative braking and ottal order, dystem	
	22 2/22 2/24 7	
verall height/width/length	62.0/69.9/181.7	
/heelbase	109.4	
rack (front/rear)	60.6/60.8	
linimum running ground clearance	5.7	
oefficient of drag (Cd)	0.29	
NTERIOR DIMENSIONS (front/rear) (in.)		
ead room	39.6/38.6	
houlder room	55.9/55.2	
lip room	53.5/53.5	
eg room	41.3/35.9	
/EIGHTS AND CAPACITIES		
urb weight (lb.)	3274	
assenger volume (cu. ft.)	97.2	
Cargo volume <sup>28</sup> (cu. ft.)	34.3	
uel tank (gal.)	11.9	
Seating capacity	5	
TIRES		
Spare — Temporary	Standard	
//ILEAGE ESTIMATES (mpg city/highway/combined) <sup>29</sup>	***	
	A4/40/40	
	44/40/42	

#### **ACCESSORIES**

Add a personal touch to your Prius *v* with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

Alloy wheel locks
All-weather floor mats<sup>30</sup>
Ashtray cup
Cargo net
Cargo tote
Carpet floor mats<sup>30</sup>
Emergency assistance kit
First aid kit
Folding carpeted cargo mat
Hybrid Synergy Drive® window sticker
Mudguards
Paint protection film
Rear bumper appliqué
Remote Engine Starter
VIP Security — Glass Breakage
Sensor (GBS)<sup>31</sup>













#### **TOYOTA FINANCIAL SERVICES**



Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.\*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)† is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

\*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

†Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

#### 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.

#### **DISCLAIMERS**

1. Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your Navigation System Owner's Manual or contact XM for details. 2. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select Entune™ apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Not all apps and data services are available initially. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding apps and services. 3. 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. 4. XM services require a subscription after trial period, and are sold separately or as a package. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM 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. 5. HD Radio™ Technology manufactured under license from iBiguity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD. HD Radio and "Arc" logos are proprietary trademarks of iBiguity Digital Corporation U.S. and Foreign Patents. a registered trademark of Apple, Inc. All rights reserved. 7. May not be compatible with all mobile phones, MP3/WMA players and like models. 8. iPod® is a registered trademark of Apple Inc. All rights reserved. 9. 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. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on tovota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. 10. Available on select Toyota models. 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. One-year trial subscription available only with new vehicle purchase of Safety Connect®-equipped vehicles. Additional subscription terms available: charges vary by subscription term selected. 11. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your Owner's Manual for important instructions and cautions. 12. 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. 13. The Advanced Parking Guidance System requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. 14. 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. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. 15. 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. 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. 17. HomeLink® is a registered trademark of Johnson Controls, Inc. 18. 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. 19. 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. 20. 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 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. 21. 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/warnings. 22. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 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 your Owner's Manual for details. 24. Hill Start Assist Control (HAC) 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. Please see your Owner's Manual for further details, 25. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at www.aloa.org 26. Meets Tier-2/Bin-3 Federal emissions standard. 27. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 28. Cargo and load capacity limited by weight and distribution. 29. 2012 EPA-estimated mileage. Actual mileage will vary. 30. 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 retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 31. Available for vehicles with factory security.

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.

### TOYOTA DEALERS IN YOUR AREA:

# **Brunswick Toyota**

Distance: 2.13 miles 3041 Center Road Brunswick OH, 44212 Phone: (330) 273-3300