

2014 Prius/Prius Plug-in



Driving change

without changing driving.

Toyota's iconic hybrid, the 2014 Prius has shown that there can be consensus among many different types of drivers. Those who demand fuel efficiency, and those who need to get from point A to B quickly. Those intrigued by highly advanced technology, and those who insist on proven reliability. Those interested in reducing their carbon footprint, and those who are hesitant to sacrifice practicality in order to do it. With all that Prius has to offer, it may well be the one form of transportation that we can all agree upon.



MULTI-INFORMATION DISPLAY

The Multi-Information Display provides the driver with valuable information on a variety of vehicle functions and systems, including fuel consumption history, average fuel economy, distance to empty, average speed, trip distance, energy monitor, Hybrid System Indicator and ECO Savings Record.

DISPLAY AUDIO SYSTEM WITH NAVIGATION⁴

Take the guesswork out of venturing into the unknown with the available voice-activated 6.1-inch touch-screen HDD navigation system⁴ which lets you map your whereabouts with the simple touch of a finger.

SOFTTEX[®] SEATS

The seats in Prius are available with a supple SofTex[®] material trim—it's manufacturing process generates fewer CO₂ emissions and Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.



Prius shown in Blizzard Pearl.



ELECTRONIC SHIFT LEVER



BLUETOOTH[®] CONNECTIVITY



AVAILABLE 8-WAY POWER ADJUSTABLE DRIVER'S SEAT



AVAILABLE JBL[®] AUDIO SYSTEM



AMPLE CARGO SPACE

Forward-looking features.

Literally.

Inside and out, an array of user-friendly innovations work together seamlessly to enhance an already amazing driving experience. For instance, on hot days, Prius can start cooling itself before you even get in, by simply using your key fob to activate the available remote A/C system.

All without turning the engine on. Its iconic streamlined profile is aerodynamically designed to achieve a slick 0.25 drag coefficient. Of course, this wind-slipping shape also helps deliver an impressive combined fuel consumption rating of 3.8 L/100 km.



SMART KEY SYSTEM

With the Smart Key in your pocket or purse, the doors of Prius unlock when you touch the driver's door handle, and the engine starts with the push of a button.

SOLAR ROOF PANEL

When parked in direct sunlight, the available high-tech Solar Roof Panels can power a fan that brings in cooler outside air, ventilating the cabin close to the ambient outside temperature.



Prius with Touring Package shown in Blizzard Pearl.



EV/ECO/POWER MODE

Prius offers three different modes for different types of driving. EV mode drives solely on battery power for up to 1.6 km under certain conditions. Eco mode helps maximize fuel economy. Power mode increases gas pedal sensitivity for additional get-up-and-go.



TOUCH TRACER DISPLAY

Touching the steering wheel-mounted controls will bring up the Touch Tracer Display, which lets you adjust cabin temperature settings, audio mode and volume.

BACKUP CAMERA

When you're backing up, the area behind the vehicle that's visible to the camera is displayed on the touch-screen of the audio system's display.

LED LIGHTS

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

Prius Plug-in Hybrid.

Fewer emissions and fewer trips to the pump.

It's the same world-renowned Prius but with a twist – the ability to drive on electric power alone. Thanks to its Lithium-ion Battery, the 2014 Prius Plug-in can travel on electric power alone for up to 25 km in city driving and can be charged in just 3 hours using a standard 120 V outlet. Since it's also a hybrid, you'll never have

to worry about having the power to get where you're going and back again. When the battery runs low, the system automatically switches to Hybrid Mode, which is capable of operating in gas-mode only, electric-mode only or a seamless combination of the two.



Prius Plug-in with Technology Package shown in Clearwater Blue Metallic.



CHARGE PORT WITH ILLUMINATION
The Charge Port features a Battery Charger Indicator that lets you know if your battery is done charging. A built-in timer also allows you to set when the vehicle starts charging or when a full charge should be complete.



RELAXED AND RECHARGED
Prius Plug-in offers an enviable list of standard features that include a 6.1" Display Audio System with Navigation⁴, Heated Front Seats, Auto Dimming Rear View Mirror, and a host of other features that will leave you wishing your trip was just a little longer.

Genuine Accessories

Personalize your Prius and Prius Plug-in to enhance both their appearance and performance. Many of Toyota's Genuine Accessories can be residualized or advanced through Toyota Financial Services when purchased at the same time as your new vehicle, and yes, they are all backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit accessories.toyota.ca or your local Dealer.



Prius

- Block Heater
- Hood Deflector
- Illuminated Door Sill Protectors
- Paint Protection Film
- Rear Bumper Protector
- Remote Engine Starter

TRD ACCESSORIES

- TRD Oil Cap
- TRD Oil Filter

Prius Plug-in

- Block Heater
- Hood Deflector
- Paint Protection Film

Colours

EXTERIOR COLOUR OPTIONS



070 Blizzard Pearl



1F7 Classic Silver Metallic



202 Black



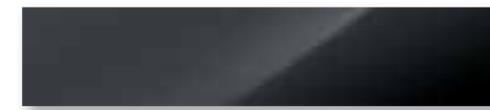
3R3 Barcelona Red Metallic



781 Sea Glass Pearl



8S6 Nautical Blue Metallic



8V1 Winter Grey Metallic



8W1 Clearwater Blue Metallic

Please see your Toyota Dealer for details.

INTERIOR COLOUR OPTIONS

	Blizzard Pearl	Classic Silver Metallic	Black	Barcelona Red Metallic	Sea Glass Pearl	Nautical Blue Metallic	Winter Grey Metallic	Clearwater Blue Metallic
Prius	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 Plug-in	Dark Grey Fabric or SofTex®	Dark Grey Fabric or SofTex®			Dark Grey Fabric or SofTex®		Dark Grey Fabric or SofTex®	Dark Grey Fabric or SofTex®

Safety.

360° of peace of mind.

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into the 2014 Prius and Prius Plug-in. A sophisticated network of safety innovations, such as available Dynamic Radar Cruise Control and Pre-Collision Systems were designed to help you avoid accidents in the first place. In the event that a collision is unavoidable, the Supplemental Restraint System features 7 airbags to help give you the protection you need. Call it all-around peace of mind.



DYNAMIC RADAR CRUISE CONTROL/ PRE-COLLISION SYSTEM

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 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.



1. CRUMPLE ZONES

Front and rear energy-absorbing crumple zones and a collapsible steering column are designed to help dissipate impact forces in a collision and help protect occupants.

2. AIRBAGS¹

Prius and Prius Plug-in come equipped with standard dual stage driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, and front & rear head/side curtain airbags.

3. 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.

4. LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) are included on all outboard second-row seats.

5. DIRECT TIRE PRESSURE MONITOR SYSTEM

The tire pressure monitor system evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

STAR SAFETY SYSTEM™

2014 Prius and Prius Plug-in come 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.

Prius/Prius Plug-in Features

INTERIOR

ENTERTAINMENT & CONNECTIVITY

	Prius	Prius Plug-in
6.1" Touch Panel Display Audio, AM/FM/CD Player, MP3/WMA Playback	●	–
6.1" Touch Panel Display Audio w/Navigation ⁴ , AM/FM/CD Player, MP3/WMA Playback	–	●
SiriusXM® Satellite Radio	–	●
USB Input Port, Auxiliary Input Jack	●	●
Bluetooth ^{®3} Hands-Free Phone Connectivity & Wireless Audio Streaming	●	●
6-Speakers	●	●
Steering Wheel Bluetooth ^{®3} & Audio Controls	●	●
Advanced Voice Recognition	–	●
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	●	●
Touch Tracer Display	●	●
Auto Dimming Rear View Mirror	–	●
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)	●	●
Front Passenger Door Handle Touch Lock/Unlock Sensor	–	●
Cruise Control	●	●
Carpet Floor Mats, All-Season Floor Mats	●	●
Digital Clock	●	●
Overhead Console Box	●	●
Centre Console w/Armrest	●	●
Front & Rear Cupholders, Door Map Pockets	●	●
Front Seat Back Pockets, Dual Compartment Glove Box	●	●
Tonneau Cover, Cargo Lamp, Map Lamps	●	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●
Keyless Entry, Illuminated Entry	●	●

SEATING & TRIM

Front Bucket Seats w/Fabric Seat Material	●	●
Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments, Driver Cushion Height Adjustment	●	●
Heated Front Seats	–	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●
All-Position Vertically Adjustable Headrests	●	●

EXTERIOR

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™ Star Safety System™ – includes Vehicle Stability Control (VSC) ⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁶ & Smart Stop Technology (SST) ⁷	●	●
Dual-Stage Driver & Front Passenger Airbags Supplemental Restraint System (SRS) ¹	●	●
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 Active Headrests	●	●
Anchor Points for Child Restraint Seats	●	●
Child Protector Rear Door Locks	●	●
Engine Immobilizer	●	●
Remote Fuel Lid Release	●	●
Driver & Passenger Seatbelt, Low Fuel, "Key Remind", Door Ajar, Warning Indicators	●	●
Direct Tire Pressure Monitoring System	●	●
Vehicle Proximity Notification System	●	●

Available Packages

Prius Moonroof Upgrade Package

6.1" Touch Panel Display Audio w/Navigation,⁴ SiriusXM® Satellite Radio, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels, Remote A/C System

Prius Touring Package

6.1" Touch Panel Display Audio w/Navigation,⁴ SiriusXM® Satellite Radio, Integrated Garage Door Opener, P215/45R17 All-Season Radial Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto Levelling Headlamp System, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power 8-Way Driver Seat, Heated Front Seats, SofTex®-Trimmed Seats

Prius Technology Package

7" Touch Panel Display Audio w/Navigation,⁴ JBL® AM/FM/CD Player, MP3/WMA Playback, SiriusXM® Satellite Radio, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, Heated Front Seats, SofTex®-Trimmed Seats, Integrated Garage Door Opener, Smart Key System (Front Passenger Door Handle Touch Lock/Unlock Sensor), Power Moonroof w/Solar Panels, Rear Bumper Protector, Remote A/C System

Prius Plug-in Technology Package

7" Touch Panel Display Audio w/Navigation,⁴ JBL® AM/FM/CD Player, MP3/WMA Playback, 8-Speakers, Power 8-Way Driver Seat, Pre-Collision System, Dynamic Radar Cruise Control, SofTex®-Trimmed Seats, LED Headlamps, Headlamp Washers, Auto-Levelling Headlamp System, Fog Lamps

Prius/Prius Plug-in 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)

Lithium-ion

DRIVETRAIN

Drive Configuration

Front Engine/Front Wheel Drive

Transmission

Automatic, Continuously Variable Transmission (CVT)

CHASSIS

Suspension

Front: Independent MacPherson Struts w/Stabilizer Bar

Rear: Torsion Beam Type

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

15" Aluminum Alloy Wheels w/Full Wheel Covers, Wheel Locks

17" Aluminum Alloy Wheels

P195/65R15, All-Season Radials

P215/45R17, All-Season Radials

DIMENSIONS

	<i>mm (in.)</i>	Prius	Prius Plug-in
Length	4480 (176.4)	●	●
Width	1745 (68.7)	●	●
Height (Unloaded)	1490 (58.7)	●	●
Wheelbase	2700 (106.3)	●	●
Track	Front: 1525 (60.0)	●	●
	Rear: 1520 (59.8)	●	●
Headroom	Front: 980 (38.6)	●	●
	Rear: 955 (37.6)	●	●
Legroom	Front: 1080 (41.7)	●	●
	Rear: 914 (36.0)	●	●
Shoulder Room	Front: 1394 (54.9)	●	●
	Rear: 1349 (53.1)	●	●
Turning Circle	<i>m (ft.)</i>	●	●
	10.4 (34.1)		
Ground Clearance	140 (5.5)	●	●

WEIGHT & CAPACITIES

Curb Weight	<i>kg (lb)</i>	●	–
	1380 (3042)		
	1435 (3165)	–	●
Seating Capacity	5	●	●
Cargo Capacity	<i>litres (cu.ft.)</i>		
	612 (21.6) Behind Rear Seats	●	●
Fuel Capacity	<i>litres (gal)</i>		
	40 (8.8)	–	●
	45 (9.9)	●	–

FUEL CONSUMPTION RATING (HV)²

City/Highway/Combined	<i>L/100 km</i>	<i>mpg (imperial gallon)</i>		
	3.7/4.0/3.8	76/71/74	●	●

FUEL CONSUMPTION RATING (EV)⁹

City/Highway/Combined	<i>L/100 km</i>	<i>mpg. (imperial gallon)</i>		
	2.0/1.9/2.0	139/149/144	–	●

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.

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at 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.

(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 Navigation System 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. **(9)** Fuel Consumption for Prius Plug-in is based on Government of Canada test methods. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. L/100 km represents the electric equivalent L/100 km. Your actual results will vary for many reasons including temperature, driving conditions, and how you drive and maintain your vehicle.



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 C0002-0524E-25 8M

