



03 PRIUS

Prius shown in Aqua Ice Opalescent.

Some cars claim to stir your soul, but can one actually redeem it? The 2003 Toyota Prius can. How, you ask? Well, it starts with the Toyota Hybrid System, an ingenious marriage of a gas engine and an electric motor. Using technology that sounds straight from a sci-fi novel, the system incorporates just the right amount of each to produce an optimum power source for virtually any driving condition.

The result is a vehicle with the practicality of a regular car, but with dramatically lower emissions. And that's just the beginning. Prius is all about efficiency, to the tune of approximately 566 miles per tank.¹ In fact, the gas engine even shuts off instead of idling when the vehicle comes to a stop. And during deceleration, a regenerative braking system captures otherwise wasted kinetic energy to recharge the vehicle's batteries. All this, and Prius never needs to be plugged in for recharging. No wonder it's been rated a Super Ultra Low Emission Vehicle (SULEV),² and why after four years more than 100,000 are already on the road worldwide. Move forward with one of the most socially conscious vehicles on the planet. The environment will thank you. And so will your soul.

¹Based on city driving of 52 mpg. See Specifications page for more information on mileage estimates.

²California Air Resources Board SULEV-rated. For more information, please visit www.arb.ca.gov.

STANDARD FEATURES

- Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights
- Liquid crystal multi-information display panel with energy monitoring, outside temperature and audio status modes
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with engine immobilizer
- Power windows with driver's window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Driver and front passenger air bag Supplemental Restraint System (SRS)¹
- Rear-seat Child Restraint System (CRS) lower anchor points and top tether anchors (LATCH)
- Internal trunk-release handle
- Remote trunk, hood and fuel-filler door releases
- Deluxe AM/FM ETR/Cassette with 4 speakers
- 12-volt auxiliary power outlet
- CFC-free 2-way flow automatic climate control with air filtration
- Center console with storage and dual front and rear cup holders
- Fabric-trimmed rear bench seat with separate headrests
- Fabric-trimmed 4-way adjustable front seats with adjustable headrests and seat-back pockets
- Fabric-trimmed door panels with storage pockets
- Digital quartz clock
- Tilt steering wheel
- Dual sun visors with driver and passenger vanity mirrors
- P175/65R14 low rolling-resistance tires on 14" aluminum alloy wheels
- Color-keyed rear spoiler
- Aerodynamic multi-reflector halogen headlamps
- Color-keyed front and rear bumpers and door handles
- Dual color-keyed power remote outside mirrors
- Washer-linked variable intermittent windshield wipers
- Tinted thermal absorption glass with ceramic rear window sunshade
- Heavy-duty electric rear window defroster

AVAILABLE OPTIONS

- Cruise control
- Touch-screen DVD navigation system²
- Driver and front passenger seat-mounted side-impact air bag Supplemental Restraint System (SRS)¹
- Daytime Running Lights (DRL)

¹The Toyota driver, front passenger and front seat-mounted side-impact air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side-impact air bags are designed to inflate in severe side-impact collisions. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the air bag modules and do not lean against the door. Do not put objects in front of an air bag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

²The Toyota touch-screen DVD 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. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographical updates available at an additional cost. See your navigation system Owner's Manual and your Toyota dealer for further details.

COLORS



Super White



Golden pearl



Silver Strata Metallic



Aqua Ice Opalescent



Electric Green Mica



Brilliant Blue Pearl



Black

All colors—Gray interior.

SPECIFICATIONS
Toyota Hybrid System (THS)
Gasoline engine

Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.5 liters (1,497 cc)
Bore x stroke	75.0 mm x 84.7 mm
Compression ratio	13.0:1
Valvetrain	Double overhead cam (DOHC) 16-valve with Variable Valve Timing with intelligence (VVT-i)
Induction system	Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Horsepower	70 hp @ 4,500 rpm
Torque	82 lb.-ft. @ 4,200 rpm
Emissions rating	Super Ultra Low Emission Vehicle (SULEV) ¹

Electric Motor/Generator/Power Storage

Motor type	Permanent magnet
Power output	44 hp @ 1,040–5,600 rpm
Torque	258 lb.-ft. @ 0–400 rpm
Battery type	Sealed Nickel-Metal Hydride (Ni-MH) ²
Output	273.6 V (228 1.2-V cells)
Hybrid system net horsepower	98 hp

Mechanical/Performance

Transmission	Electronically controlled continuously variable transmission (ECVT)
Suspension	
Front	Independent MacPherson strut with stabilizer bar
Rear	Torsion beam with stabilizer bar
Steering	Rack-and-pinion with electric power-assist
Turning circle (ft.)	31.5
Brakes	Power-assisted ventilated front disc/rear drum with Anti-lock Brake System (ABS) and regenerative braking

Exterior Dimensions (IN.)

Overall height	57.6
Overall width	66.7
Overall length	169.6
Wheelbase	100.4
Track (front/rear)	58.1/58.3
Coefficient of drag (Cd)	0.29
Ground clearance	4.9

Interior dimensions front/rear (IN.)

Head room	38.8/37.1
Shoulder room	52.8/52.2
Hip room	50.7/51.9
Leg room	41.2/35.4

Weights and Capacities

Curb weight (lbs.)	2,765
Seating capacity	5
Passenger volume (cu. ft.)	88.6
Cargo volume (cu. ft.)	11.8
Fuel tank (gal.)	11.9

Tires

Standard	P175/65R14 low rolling-resistance tires on aluminum alloy wheels
Spare	Temporary

Mileage Estimates (mpg city/highway/combined)³

52/45/48

¹California Air Resources Board SULEV-rated. For more information please visit www.arb.ca.gov.

²Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing.

³MPG figures based on 2002 EPA estimates for city/highway/combined mileage. Actual results may vary.

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 printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).

1-800-GO-TOYOTA

Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-GO-TOYOTA and tell us your story.

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