

2012

Prius v



 **TOYOTA**
make things better

make things better.

Three words that influence everything we do at Toyota. They shape our commitment to safety and reliability, proven by the fact that 80% of Toyotas built in the past 20 years are still on the road today*.



They are words that inspire innovation, with breakthrough technologies like our Hybrid Synergy Drive and the Star Safety System™. They shape our commitment to this country, from our Canadian manufacturing plants, to the programs we support in communities big and small. At Toyota, we all strive to make things better, in our products, our services and in the lives of our customers. It's how we approach everything we do, every day.



If there was ever a car that stood for Toyota's desire to make things better, it would be Prius. And now, we think we've made it even better – with the all-new 2012 Toyota Prius v. It is the newest member of the Prius family, recognized worldwide as the standard for hybrid vehicles. And it truly is the hybrid for everyone. It features the class-leading fuel efficiency that you've come to expect from a Prius, but with more room to fit everything you need. And of course, it has cutting-edge technology and features throughout the vehicle, including the Star Safety System™. The 2012 Toyota Prius v. More Prius. More possibilities.

Prius v

Meet the all new 2012 Toyota Prius v, a new addition to the Prius family that offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo area is not only larger, but also loaded with versatile features nearly everywhere you look. And Prius v delivers the highest fuel efficiency of any sport or crossover utility vehicle.

FUEL CONSUMPTION²

4.3 City/4.8 Highway L/100 km
1.8-litre, 4-cylinder with Hybrid Synergy Drive

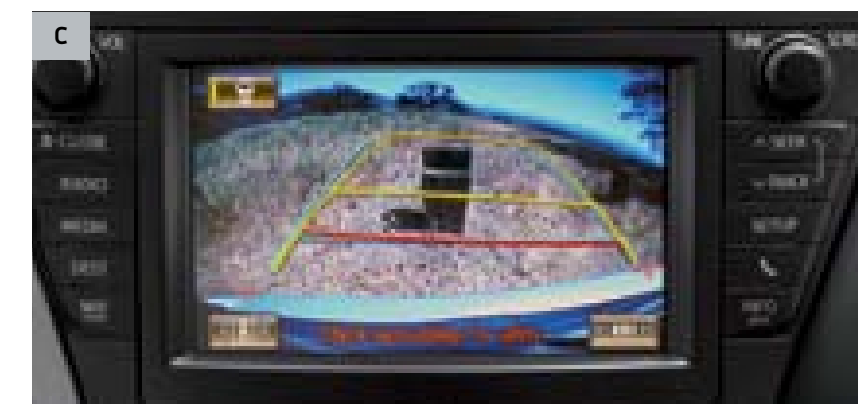
SELECT FEATURES

- 134 hp hybrid system net power.⁵
- Sealed Nickel-Metal Hydride HV battery.
- Continuously Variable Transmission.
- Power-assisted, ventilated front disc and solid rear disc brakes.
- 6.1-inch Display Audio System, AM/FM CD/MP3/WMA player, 6-speakers, Bluetooth^{®3} capability, USB audio input.
- Steering wheel audio and climate controls.
- Automatic climate control.
- ECO drive monitor.
- Reclining 60/40 split rear seat.
- Power windows with auto up/down for all-positions.
- Roof-mounted spoiler.
- Cruise control.
- Push Button Start, Smart Key System.
- Projector-style halogen headlamps.

A. The innovative Prius v shown in Clear Sky Metallic.



B. Prius v is brimming with available features that help you do everything from selecting a song from your MP3 player, using the voice activated audio display system, to parallel parking with just a simple touch of a button. **C.** When backing up, the area behind Prius v that's visible to the camera, is displayed on the touch-screen of the Display Audio System. **D.** The available resin panoramic view moonroof with power shades, offers an entirely new window to the world above.



BLUETOOTH® CONNECTIVITY
Standard hands-free Bluetooth® wireless technology.



In addition to its cavernous cargo area, Prius v offers a wealth of smaller storage compartments for items like gloves, a flashlight or even travel guides.

Pop open the rear hatch-style door on the Prius v and you'll unveil a full 0.97m³ (34.3 cu.ft.) of cargo space.



The accommodating Prius v will make rear-seat passengers feel like they're top priority with its comfy plush seating. The rear seats are precision engineered to offer a remarkable array of custom seating and cargo configurations. For instance, the rear seats not only slide forward and backward, but also recline.

The seats are available in a supple SofTex material trim, whose manufacturing process generates fewer CO₂ Emissions and Volatile Organic Compounds (VOCs) than conventional synthetic leather.



Hybrid Synergy Drive

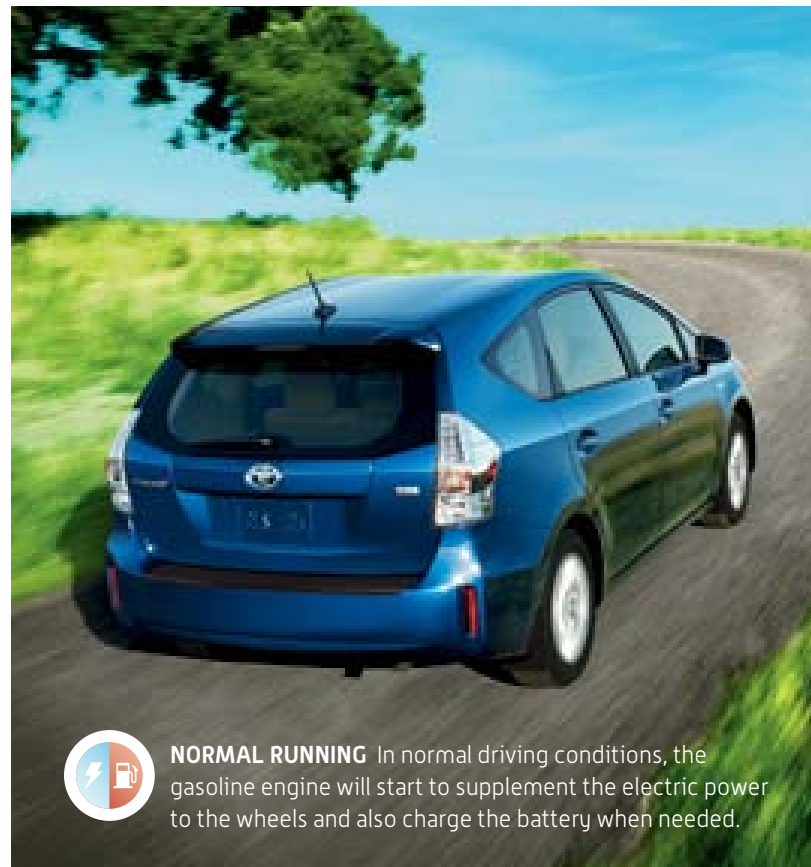
Toyota's Hybrid Synergy Drive combines driving pleasure with lower emissions. Toyota Hybrids produce nearly 70% fewer smog-forming emissions than typical new conventional vehicles⁹ and offer economy and energy efficiency by combining gas and electric power. Toyota's Hybrid Synergy Drive automatically determines the vehicle's proper power distribution to ensure strong acceleration, a smooth response and top fuel economy.



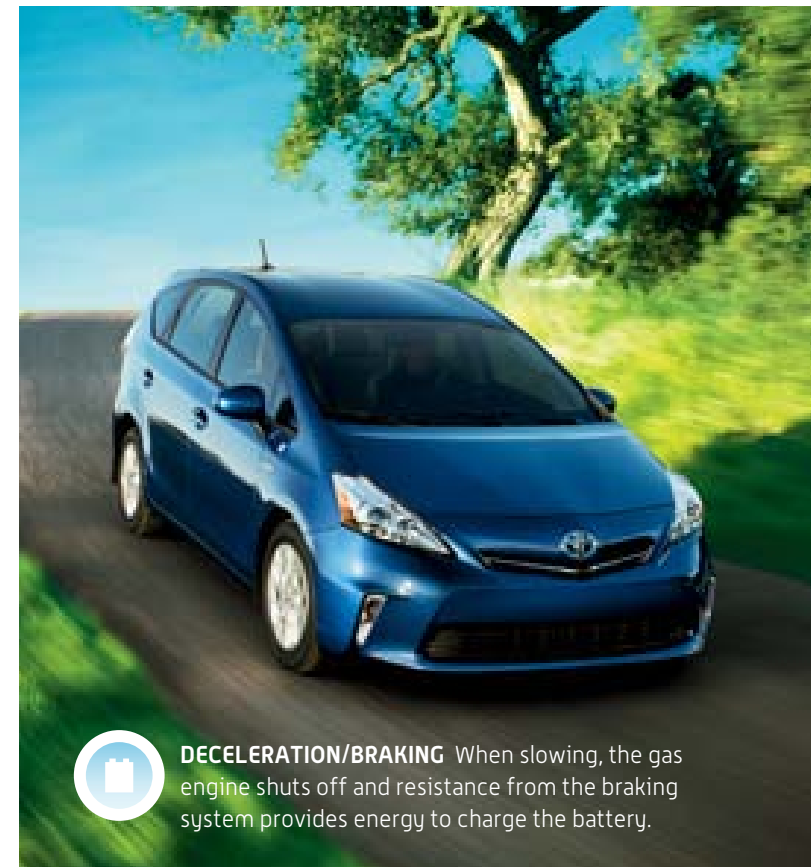
FEEDBACK TO THE DRIVER A set of digital readouts located on the ECO driver monitor provides constant feedback to the driver. You can instantaneously monitor your fuel consumption or use the Hybrid System indicator to help optimize your fuel efficiency.



STARTING From initial "light" or "moderate" acceleration to low speeds, the Prius is powered solely by a high-torque electric motor.^A



NORMAL RUNNING In normal driving conditions, the gasoline engine will start to supplement the electric power to the wheels and also charge the battery when needed.



DECELERATION/BRAKING When slowing, the gas engine shuts off and resistance from the braking system provides energy to charge the battery.



FULL ACCELERATION Under full throttle acceleration, both the gasoline engine and the electric motor are committed to providing power to the wheels.

STOPPING When the Prius comes to a stop, its gasoline engine shuts off to conserve fuel and reduce emissions.^B



ELECTRIC MOTOR The compact, lightweight electric motor is powerful and capable of propelling the Prius v without help from the gasoline engine.



GENERATOR The electric motor can also act as a generator by recapturing kinetic energy to help charge the hybrid battery.



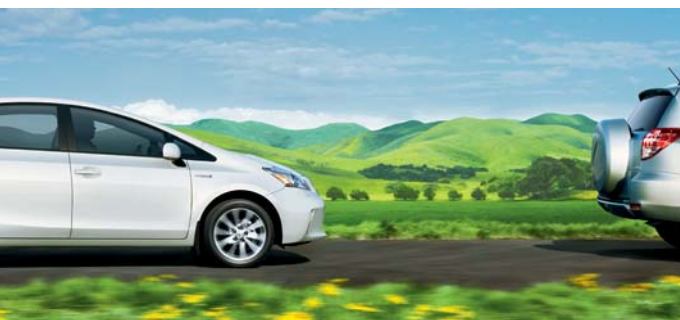
GASOLINE ENGINE The gasoline engine employs the Atkinson Cycle which optimizes the durations of the engines four strokes to maximize fuel efficiency.

The Prius v offers 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 kms under certain conditions. And Power mode increases gas pedal response for enhanced acceleration.



Safety

Toyota's commitment to continuous improvement is especially evident in the many safety technologies integrated into the 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 of a collision.



DYNAMIC RADAR CRUISE CONTROL/ PRE-COLLISION SYSTEM (PCS) The available Dynamic Radar Cruise Control senses the 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 reduce collision damage.



1. CRUMPLE ZONES are structurally engineered to absorb and dissipate the energy of a collision by a process known as controlled deformation.

2. SEVEN AIRBAGS¹ come standard on the Prius v, which include both driver and front passenger airbags and a knee airbag to further enhance the driver's protection.

3. WHIPLASH-INJURY-LESSENING (WIL) seatbacks are designed to help reduce injury. In certain low-speed, rear-end collision, WIL seatbacks are engineered to yield in a controlled fashion, reducing the motion differential between head and torso.

4. 3-POINT SEATBELTS are featured in all seating positions, complete with adjustable seatbelt anchors and a driver's belt Emergency Locking retractor.

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

6. TIRE PRESSURE MONITOR SYSTEM evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.



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

STAR SAFETY SYSTEM™

2012 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. The 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 and Smart Stop Technology (SST).⁷

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 v colours



040 Alpine White^c



070 Blizzard Pearl^d



1F7 Classic Silver Metallic^{c,d}



1G3 Magnetic Grey Metallic^{c,d}



202 Black^{c,d}



3R3 Barcelona Red Metallic^{A,B}



787 Clear Sky Metallic^{c,d}



8T5 Blue Ribbon Metallic^{c,d}

Interior colour options

^A Bisque Fabric.

^C Dark Grey Fabric.

Please see your Toyota Dealer

^B Bisque SofTex.

^D Dark Grey SofTex.

for details.

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 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.

Accessories

Personalize your vehicle to enhance its appearance and performance with Toyota Accessory Parts. Your Toyota Dealer can help you select the right accessories to suit your individual style. Many of Toyota's Accessory Parts can be residualized or advanced through Toyota Financial Services when purchased at the time of a new vehicle sale, and all are backed by a Toyota Warranty. To view a complete list of accessories specifically designed for your vehicle, visit customizeyourtoyota.ca, your local Dealer or toyota.ca.

All-Season Mats

Block Heater

Hood Deflector

Remote Engine Starter

Discover more with Toyota

At Toyota, our goal is to continuously make things better for you. That's why we offer a wide range of programs and services before and after your vehicle purchase designed to help make your Toyota experience the best it can be.



Fewer emissions and pollutants.¹ More kilometres on less fuel. And designed with power and performance in mind. Available in Prius, Prius v, Camry and Highlander, these latest generation Toyota hybrids offer you the best of all worlds.



Toyota Dealers are dedicated to making the experience of owning a Toyota both satisfying and rewarding. With Toyota Genuine Parts and factory-trained technicians, only your Toyota Dealer can deliver the quality service experience that you and your Toyota deserve.



If you're looking at leasing or financing, we're here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at www.toyotafinancialservices.ca.



Enhance your Toyota ownership experience by joining Club Toyota – a complimentary and exclusive online service for Toyota owners. Benefit from an abundance of interactive services, and information conveniently at your fingertips. Register today at clubtoyota.ca.



With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more. It's affordable peace of mind. Consult your Toyota Dealer for details.



The Toyota Mobility program is dedicated to addressing the transportation needs of Toyota Owners who have a disability, or know a family member with a disability or mobility issue. The program offers cash assistance, resource information and financing for adaptive equipment for their vehicle.



All new Toyota cars and trucks include a full tank of gas, roadside assistance and floor mats.

Committed to Canadians, today and tomorrow.



Being a leader in the automotive industry does not simply begin and end with making great vehicles. It also means being a leader in the community. Toyota Canada and its dealerships across Canada fund the Toyota Canada Foundation, a non-profit organization that works to make a difference for Canadians, through direct community involvement supporting the environment, education and safety.

Through initiatives as diverse as the Toyota Earth Day Scholarship Program, Scientists in School, the Traffic Injury Research Foundation, and even the Toyota Volunteer Training Days program with Special Olympics Canada, the Toyota Canada Foundation is committed to Canadian communities, today and tomorrow.

To learn more, visit us at toyota.ca.



¹Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

2012 Prius v Features

INTERIOR	Prius v
6.1" Display Audio System, AM/FM CD/MP3/WMA Player, 6-Speakers, Audio Auxiliary Input Jack, USB Audio Input, Bluetooth®3 Capability	●
Backup Camera	●
Air Conditioning w/Automatic Climate Controls	●
Cabin Air Filter, Rear Seat Heater Ducts	●
Front Bucket Seats	●
Fabric Seat Material	●
Driver & Front Passenger Seat w/Recline, Fore/Aft Adjustments	●
Driver Seat 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	●
Power Door Locks w/Anti-Lockout Feature	●
Power Windows w/Auto Up/Down	●
Outside Temperature Gauge, Dual Trip Odometer	●
Eco Drive Monitor w/Multi-Information Display	●
Dual Illuminated Vanity Mirrors	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Audio & Climate Controls	●
Carpeting, Carpet Floor Mats	●
Cargo Area Carpet, Tonneau Cover	●
Push Button Start	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	●
Cruise Control	●
Digital Clock	●
Centre Console w/Armrest	●
Door Map Pockets	●
Front Seat Back Pockets	●
Front & Rear Cup Holders	●
Door Integrated Bottle Holders	●
Dual Compartment Glove Box	●
Cargo Net	●
Luggage Belt	●
Cargo Lamp, Map Lamps	●
Accessory Power Outlet (12v), Retained Accessory Power	●
Illuminated Entry	●

EXTERIOR	Prius v
16" Aluminum Alloy Wheels, Wheel Locks	●
Front & Rear Splash Guards	●
Rear Bumper Protector	●
Rear Spoiler	●
Chrome Grille	●
Electric Rear Window Defroster w/Timer	●
High Solar Energy Absorption Window Glass	●
Power Adjustable Heated Mirrors	●
Colour-Keyed Door Handles & Mirrors	●
Hybrid Blue Accented Emblems	●
Variable Intermittent Wipers	●
Intermittent Rear Window Wiper/Washer	●
Projector Style Halogen Headlamps	●
Light Emitting Diode (LED) Taillamps	●

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 Airbag Supplemental Restraint System (SRS) ¹	●
Front Seat-Mounted Side Airbags (SRS) ¹	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●
Driver Knee Airbag (SRS) ¹	●
Front Seatbelt Pre-Tensioners & Force Limiters	●
All-Position 3-Point Lap & Shoulder Belts	●
Front Seatbelt Anchor Height Adjusters	●
Active Front Headrests w/Whiplash Protection	●
Anchor Points for Child Restraint Seats	●
Child Protector Rear Door Locks	●
Engine Immobilizer	●
Remote Fuel Lid Release	●
Vehicle Approach Notice	●
Tire Pressure Monitoring System	●

Available Packages

	Prius v
Luxury Package	○
Leather-Wrapped Steering Wheel, 6.1" Display Audio System w/Navigation ⁴ , Heated Front Seats, Integrated XM® Satellite Radio, SofTex-Trimmed Seats, Integrated Garage Door Opener, Resin Panoramic Moonroof, Smart Key System (Front Door Handle & Rear Hatch Touch Lock/Unlock Sensors), Auto-Dimming Rear View Mirror, Driver & Front Passenger Footwell Lamps	●
Touring Package	○
Luxury Package plus: P215/50R17 All-Season Radials Tires, 17" Aluminum Alloy Wheels, Fog Lamps, LED Headlamps, Headlamp Washers, Auto-Leveling Headlamp System, Automatic Headlamp System	●
Touring & Technology Package	○
Touring Package plus: 7" Display Audio System w/Navigation ⁴ JBL® AM/FM CD/MP3/WMA Player, 8-Speakers, Pre-Collision System, Dynamic Radar Cruise Control, Intelligent Parking Assist	●

2012 Prius v Specifications

MECHANICAL	Prius v
Engine	1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection
Compression Ratio	13.0:1
Hybrid System Net Power	Net Horsepower: 134 hp (100 kW) ⁸
Electric Motor	Permanent Magnet Synchronous Motor
HV Battery	Sealed Nickel-Metal Hydride (Ni-MH)
Suspension	Front: Independent MacPherson Gas Struts w/Stabilizer Bar Rear: Torsion Beam Type w/Stabilizer Bar
Drivetrain	Front-Wheel Drive, Traction Control (TRAC)
	Vehicle Stability Control (VSC) ⁵
	Hill-start Assist Control (HAC)
Transmission	Automatic, Continuously Variable Transmission (CVT)
Brakes	Power-Assisted, Ventilated Front Discs, Solid Rear Discs, Anti-lock Brake System (ABS) w/Electronic Brake-force Distribution (EBD) & Brake Assist (BA) ⁶
	Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB2)
Steering	Electric Rack & Pinion w/Variable Power Assist
Tires	P205/60R16, All-Season Radials, Temporary Spare Tire
	P215/50R17, All-Season Radials, Temporary Spare Tire

DIMENSION	mm (in.)	Prius v
Length	4615 (181.6)	●
Width	1775 (69.8)	●
Height (Unloaded)	1575 (62.0)	●
Wheelbase	2780 (109.4)	●
Track	Front: 1540 (60.6) Rear: 1545 (60.8)	●
Seating Capacity	5	●
Headroom	Front: 1006 (39.6) Rear: 981 (38.6)	●
Legroom	Front: 1049 (41.3) Rear: 911 (35.8)	●
Shoulder Room	Front: 1421 (55.9) Rear: 1402 (55.2)	●
Ground Clearance	145 (5.7)	●
CURB WEIGHT	kg (lb.)	
	1485 (3273)	●
CARGO CAPACITY	m ³ (cu.ft.)	
	0.97 (34.3) Behind Rear Seats	●
	1.9 (67.3) Behind Front Seats	●
COEFFICIENT OF DRAG	cd	
	0.29	●
TURNING CIRCLE	m (ft.)	
	11.0 (36.1)	●
FUEL CAPACITY	litres (gal)	
	45 (9.9)	●
FUEL CONSUMPTION RATING ⁹		
City/Highway/Combined	L/100 km	mpg (imperial gallon)
	4.3/4.8/4.6	66/59/61

^[1] All Toyota vehicles shown in this brochure, have Supplemental Restraint Systems (SRS) which, depending on the model, may include driver and front passenger airbags, a driver's knee airbag, front seat-mounted side airbags or side curtain airbags. For important safety information about the Supplemental Restraint System in a vehicle, please see the Owner's Manual or contact your local Toyota Dealer.

^[2] These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Government of Canada publication *EnerGuide Fuel Consumption Guide*.

^[3] Toyota tests certain phones for compatibility with Bluetooth technology. Some vehicles equipped with Bluetooth technology are available with bilingual capability. 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 service coverage available in your area. 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. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available in every city. 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.

^[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 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.

^[8] The maximum output indicates engine plus HV battery output.

^[9] Compared against similarly equipped conventional gasoline powered vehicles. Based on North American sales data and Federal Tier 2 engine emission requirements.

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Yaris Hatchback



Camry



Camry Hybrid



RAV4



Sequoia



Yaris



Venza



Prius v



Highlander



Tacoma



Corolla



Avalon



Prius



FJ Cruiser



Tundra



Matrix



Sienna



Highlander Hybrid



4Runner



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make things better



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