





2011 PRIUS

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This brochure is based upon information available at time of printing, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions.

Please see the TRD catalog, visit www.trdusa.com or call 800-688-5912 for a complete list of TRD products and warranty information.

Whether you're interested in enhancing performance, styling, or protection, only Genuine Toyota Accessories give you complete confidence and peace of mind in your decision to customize your Toyota.

Why? Only Genuine Toyota Accessories are tested and approved for use on each Toyota vehicle. Only Genuine Toyota Accessories are specifically designed and engineered to comply with Toyota's safety and reliability standards. And, when purchased at the same time as your new vehicle, only Genuine Toyota Accessories are backed by Toyota's 3-year/36,000-mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.

To learn more about the benefits of Genuine Toyota Accessories compared with non-Genuine accessories, please visit www.toyota.com/genuine or contact your Toyota dealer.



Be Genuine.



BLU LOGIC® HANDS-FREE SYSTEM

Enjoy the ultimate convenience of essentially “hands-free” cell phone use—and comply with most state regulations restricting the use of cell phones while driving—courtesy of the BLU Logic® hands-free system. BLU Logic integrates with your factory audio system, allowing you to answer your incoming calls with the push of a button, while outgoing calls are as simple speaking into the fixed microphone provided. The system also delivers music streaming capability on most enabled phones.

Visit blulogicupdate.com for a list of compatible devices.

OTHER MODELS:

CARS AVALON CAMRY COROLLA MATRIX PRIUS VENZA YARIS

SUVS & VAN 4RUNNER FJ CRUISER HIGHLANDER LAND CRUISER RAV4 SEQUOIA SIENNA

TRUCKS TACOMA TUNDRA



VIP SECURITY – RS3200 PLUS

The VIP RS3200 Plus (Vehicle Intrusion Protection) is a complete vehicle security system with alarm, glass breakage sensor and keyless entry including remote lock/unlock. Your Prius security system activates immediately if the glass is broken or if forced entry of a side door (or the trunk) is attempted. The system also includes a wide range of convenience features including: remote rearming/relocking, door ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter.



REMOTE ENGINE STARTER

Enjoy the luxury of having your vehicle ready and waiting with a comfortable interior temperature on cold winter mornings or hot summer afternoons, courtesy of the VIP Remote Engine Starter. This clever accessory allows you to start the engine—and to activate the air conditioner, heater, defroster and defogger functions—before entering your vehicle. It's fully integrated into your factory security/keyless entry system, so there's no need for an additional remote.



SATELLITE RADIO

Celebrate freedom from static and ensure you always have the perfect soundtrack for the streets at your fingertips with XM Radio. With over 170 channels, XM brings you more of what you love. Get commercial-free music plus all of your favorite sports, news, talk and entertainment along with dedicated channels for instant traffic and weather reports. Everything worth listening to is now on XM.

Functioning XM Radio requires a compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com. XM Radio U.S. service only available in the 48 contiguous United States and the District of Columbia.

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2011 PRIUS **EXTERIOR** ACCESSORIES



HYBRID SYNERGY DRIVE WINDOW GRAPHIC

Designed to help bring attention on the road to the Prius, the "Hybrid Synergy Drive" window sticker features white lettering on a clear sticker. It is best suited to be placed on the rear window below the Center High-Mount Stop Light, but can also be placed on side windows if preferred. Exterior mounted.



REAR BUMPER APPLIQUÉ

Keep the top surface of your rear bumper free of scrapes and scratches and preserve your Prius' "like new" appearance with this durable clear polyurethane rear bumper appliqué. The rear bumper appliqué includes a pearl-coat Prius logo for a custom look. Simple, pressure-sensitive installation.



LOWER DOOR MOLDINGS

Lower door moldings add a touch of elegance to your vehicle's appearance. All lower door moldings feature a high quality factory finish and are engineered specifically for your Prius, ensuring a precise fit.

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DOOR EDGE GUARDS

Help protect your Prius' vertical door edges from dings and paint chips with exclusive, body color-matched Genuine Toyota door edge guards. Constructed from roll-formed stainless steel, our door edge guards are encapsulated in body color-matched Thermoplastic Compound (TPC). They are custom fabricated and employ a compression fit for secure adhesion to vehicle's door edges without the need for chemical adhesives or mechanical fasteners. These door edge guards resist cracking, fading and peeling and can help maintain your vehicle's resale value.



WHEEL LOCKS

Constructed of forged, thoroughly hardened and tempered steel for structural integrity, with triple-nickel or zinc plating, these wheel locks provide inexpensive, dependable protection against wheel and tire theft. All wheel locks are precision weight-balanced to the stock lug nut weight, eliminating the need for rebalancing after installation.

PAINT PROTECTION FILM

Help protect your Prius' factory paint from sand, stones, insects and other road debris that can chip and scratch the finish with paint protection film. Constructed from durable, colorless urethane and nearly invisible, it can be applied to the frontal impact areas of the vehicle including the hood and fenders. Quick and easy to install, the paint protection film helps maintain a like-new appearance.



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2011 PRIUS **INTERIOR** ACCESSORIES

ILLUMINATED DOOR SILLS

Light up your ride with these sleek illuminated door sill enhancements. Beyond adding a customized touch to your Prius, you'll also be protecting your interior door sills from scuffs, scrapes and scratches. Designed for precision fit and finish, the door sill enhancements feature blue Light Emitting Diode (LED) illumination of the Prius and Hybrid Synergy Drive logos.



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CARGO ORGANIZER

The carpeted cargo organizer helps you arrange and keep various items—such as packages, emergency assistance kit, first aid kit, flashlight and more—secure. Designed to be placed in the concealed compartment beneath the Prius' floor in the rear of the vehicle, it provides you with a convenient, out-of-view place to store essential items. Quick, simple installation.

**CARGO NET, ENVELOPE**

Keep your cargo area organized and protected from spills with this cargo net, designed to hold a variety of everyday items—from groceries to athletic gear—helping to ensure they don't shift around or tip over. Made of a durable mesh netting, the cargo net attaches to defined points in the rear cargo area, making it easily accessible. It installs in seconds and folds flat for storage.

**CARGO TOTE**

The collapsible soft-sided cargo tote is designed to hold a variety of smaller everyday items, helping to ensure they don't shift around or tip over in your cargo area. For added convenience, the tote includes removable plastic divider panels that hold items upright. It also features two carrying handles for easy loading and unloading, folds flat when not in use, and pops up easily when needed.

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FOLDING CARPETED CARGO MAT

Designed to protect your cargo area from premature wear, the cargo mat is made from highly resilient nylon that's resistant to fading, oils and chemicals for unsurpassed durability. The foldable design helps provide easier access to the sub-floor storage compartment. It's color-coordinated to your vehicle's interior and features an embroidered logo. Plus, the sturdy rubber-backed construction prevents sliding.



ALL-WEATHER CARGO MAT

Molded for an exact fit for maximum coverage and unrivaled protection of your Prius' carpeting, the all-weather cargo mat features a multi-dimensional surface and perimeter "lip" to contain dirt, debris and liquids—helping to keep your valuable cargo clean, dry and stain-free. A non-slip "nibbed" backing keeps the mat in place, while a custom-molded Prius logo provides an added touch of personalization.

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FIRST AID KIT

This soft-sided, black PVC zipper case is designed to mount inside the cabin or cargo area, ensuring practical first aid supplies are always close at hand. Contents include tweezers/ magnifier, insect sting pads, towelettes, adhesive bandages, butterfly strips, sterile gauze, stretch bandage with metal clips, muslin sling, adhesive tape, scissors and an emergency blanket.



EMERGENCY ASSISTANCE KIT

This durable nylon kit features tools and supplies for handling minor emergency situations and repairs, without having to wait for a tow truck or repair service. Contents include booster cables, tire pressure gauge, hose clamp/tape, pocket tool and work gloves—plus essential emergency supplies such as survival wrap blankets, poncho, flashing LED lights, flashlight/ lantern and water bag.

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CARPET FLOOR MATS

Custom-tailored for a precise fit to your Prius' floor pattern, the carpet floor mats are constructed of high-grade plush nylon carpet, are color-coordinated to your vehicle's interior and include an embroidered Prius logo to help ensure you've got the right mat for your vehicle. Positive retention clips and an aggressive non-slip backing help keep the mats in position, protecting your original factory carpet from premature wear and stains. They're also removable and easy to clean.

To avoid 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.
- This floor mat was designed specifically for use in this model and model year vehicle and SHOULD NOT be used in any other vehicle.



ASHTRAY KIT

Featuring a UV protected plastic cup and hinged lid that fits snugly inside the Prius' cup-holder, this self-contained unit offers an easily removable ashtray. Convenient for both driver and passenger use, it helps prevent flyaway ash.



AUTO-DIMMING MIRROR

Relieving you from the glare of headlights from behind your vehicle, the auto-dimming mirror automatically reduces the reflection rate of your inside mirror to dampen glare and help improve your rear view during nighttime driving. The inside mirror also conveniently displays a compass in the upper right-hand corner of mirror.

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Accessories Not Shown

Ground Effects Kit
(Available Spring 2011)

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