

2016

# PRIUS



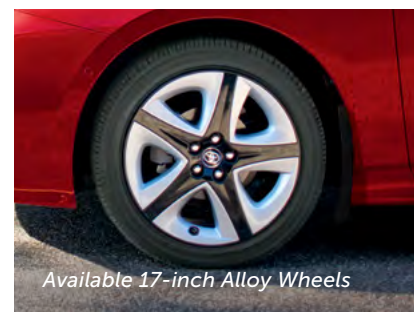
TOYOTA

# The Hybrid redefined.

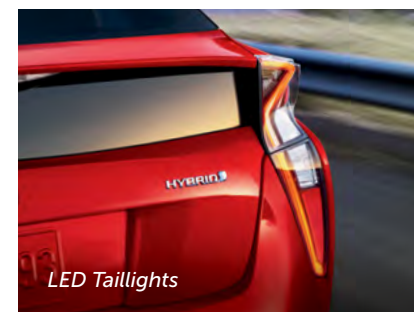
Everything you do today helps build a better tomorrow. Whether you're going to your favourite market or that little antique shop down the road, the all-new 2016 Prius lets you travel there in style. The redesigned exterior boasts an athletic stance and features a lower centre of gravity and rigid body for improved agility around the most demanding city streets. Prius was designed to turn heads, but it was also engineered to do so much more. It features an active grille shutter that automatically opens and closes to help optimize airflow and reduce warm-up time. It's sleek aerodynamic shape, stabilizing fins and underbody panels all work together to help reduce wind resistance and improve fuel efficiency with a 4.5L/100km rating. Best of all, Prius' rich heritage and the fact that over 85% of Toyotas sold in Canada in the last 20 years are still on the road today\* means that no matter where you're going today or tomorrow, have the confidence to get there with the 2016 Prius.



LED Lights



Available 17-inch Alloy Wheels



LED Taillights

FRONT COVER Prius Touring shown in Hypersonic Red.

\*Based on IHS Automotive: Polk Canadian vehicles in operation and new registrations MY 1996-2015 as of June 30, 2015.



Prius shown in Classic Silver Metallic.

# Hybrids. We always knew they'd go far.

Hybrid vehicles will be driving farther, and longer, for a long time to come. The proof? In 2014, Toyota's TSO40 won the FIA World Endurance Championship, making Toyota the first manufacturer to build a winning team around a hybrid powertrain. The FIA World Endurance Championship features eight races on four continents, including the legendary 24 hours at Le Mans. And the best part? The hybrid technology that powers TSO40 is similar to the one you'll find in the all-new Prius, so you can be sure you'll be driving far and wide for many tomorrows to come.





Display Audio System<sup>4</sup> with Navigation<sup>5</sup>

# Optimized for real life.

Your life moves fast. The weekdays are busy, and the weekend even more so. Thankfully, Prius was designed to make every day a little more manageable. Its array of smart and easy-to-use features help you to stay in command and control, so you can focus on the things that really matter – like all the fun you're going to have.



**Qi-COMPATIBLE WIRELESS CHARGING** No wires. Total convenience. With available Qi-compatible wireless smartphone charging, simply place your Qi-compatible smartphone or other compatible device on the nonslip surface to charge it up wirelessly.

**INTEGRATED BACKUP CAMERA** When you're in reverse, the standard backup camera helps by giving you a view of what the camera detects from the rear.

**COLOUR HEAD-UP DISPLAY** The available colour Head-Up Display uses aircraft-inspired technology to project important information right on the windshield. This full-colour display can show your speed, Hybrid System Indicator info and give turn-by-turn directions.

**DUAL MULTI-INFORMATION DISPLAY** The 4.2-inch colour dual Multi-Information Display screens are customizable, so you can keep an eye on the information that matters most to you. A quick glance can show you real-time driving data, tips to help you improve your ECO savings, and more.

# This is what the future feels like.

The all-new Prius perfectly balances comfort, convenience and style in one striking design. The interior features a reshaped centre console and smart seatback designs to give everyone even more room to relax and enjoy the ride. The available 8-way power adjustable driver's seat makes finding that perfect driving position incredibly easy, while the available heated front seats allow you to take in some much needed personalized comfort. And because your plans can change, Prius offers ample cargo space to help you keep up with whatever comes your way.



*Prius Touring shown in Hypersonic Red.*



*Available Moonroof*



*Available SofTex® Seats*



*Smart-flow Climate Control System*



*697 litres of Cargo Space (behind rear seats)*

Toyota  
Safety  
Sense

# Safety that speaks for itself.

The all-new 2016 Prius is equipped with eight standard airbags<sup>1</sup> and integrated features like the Star Safety System™ and the available Toyota Safety Sense™ (TSS-P). Our newly developed Toyota Safety Sense is an active safety package that combines Pre-Collision System with Pedestrian Detection (PCS/PD),<sup>10</sup> Lane Departure Alert with Steering Assist (LDA/SA),<sup>11</sup> Automatic High Beams (AHB)<sup>12</sup> and Dynamic Radar Cruise Control<sup>13</sup> to help assist you. TSS-P's comprehensive features create in-the-moment safety designed to support your awareness and decision making on the road.

**PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION<sup>10</sup>** The Pre-Collision System scans for potential vehicle and obstacle collisions, while the Pedestrian Detection (PCS/PD)<sup>10</sup> scans for pedestrians who come into Prius' path of travel.

**AUTOMATIC HIGH BEAMS<sup>12</sup>** The available Automatic High Beam system (AHB)<sup>12</sup> helps detect oncoming vehicles and, depending on the circumstances, automatically switches the high beams on and off, making it easier for other drivers on the road.

**LANE DEPARTURE ALERT WITH STEERING ASSIST<sup>11</sup>** Available Lane Departure Alert with Steering Assist (LDA/SA)<sup>11</sup> helps you stay in your lane. The system detects painted lane markings on the road and alerts you if you start to drift out of your lane.

**DYNAMIC RADAR CRUISE CONTROL<sup>13</sup>** Designed to improve your drive. Prius' available Dynamic Radar Cruise Control<sup>13</sup> works like conventional cruise control, but can do even more. Using forward sensing radar technology, the system can automatically adjust vehicle speed to help maintain a preset following distance between you and the vehicle directly in front of you.

**8 AIRBAGS<sup>1</sup>** Prius comes with a total of eight standard airbags<sup>1</sup> including: driver and front passenger airbags, driver's knee airbag, front seat-mounted side airbags, front passenger seat cushion airbag, and front and rear head/side curtain airbags.

Prius shown in Blue Crush Metallic.

## Prius Features

### INTERIOR

#### ENTERTAINMENT & CONNECTIVITY

	Prius	Prius Technology†	Prius Touring†
6.1" Touch Panel Display Audio,4 AM/FM/CD Player	●	–	–
7.0" Touch Panel Display Audio4 w/Navigation,5 AM/FM/CD Player	–	●	●
SiriusXM® Satellite Radio, Gracenote® Album Cover Art	–	●	●
USB Input Port, Auxiliary Input Jack, Bluetooth®3 Hands-Free Phone Connectivity/Wireless Audio Streaming/Phone Book Access	●	●	●
Text-to-Speech Capabilities, AM/FM Cache Radio	–	●	●
Voice Recognition	●	●	●
6-Speakers	●	●	●
Steering Wheel Bluetooth®3 & Audio Controls	●	●	●
Backup Camera	●	●	●
Multi-Information Display w/ECO Drive Monitor	●	●	●
Qi Wireless Charging	–	●	●

#### COMFORT & CONVENIENCE

Automatic Climate Control	●	●	●
Cabin Air Filter, Rear Seat Heater Ducts	●	●	●
Power Door Locks	●	●	●
Power Windows w/Auto Up/Down	●	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●	●
Dual Vanity Mirrors	●	●	●
4-Spoke, Tilt & Telescopic Steering Wheel	●	●	●
Push Button Start	●	●	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	●	●	●
Front Passenger Door Handle & Rear Hatch Touch Lock/Unlock Sensors	–	●	●
Overhead Console Box	●	●	●
Front Centre Console Box w/Armrest	●	●	●
Front & Rear Cupholders, Door Map Pockets	●	●	●
Front Seat Back Pockets	●	●	●
Tonneau Cover, Cargo Net, Cargo Lamp, Map Lamps	●	●	●
Accessory Power Outlet (12 V)	●	●	●

### INTERIOR (cont'd)


#### SEATING & TRIM


Fabric Trimmed Seats	●	●	–
SofTex®-Trimmed Seats	–	–	●
Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments	●	●	●
Driver Seat Cushion Height Adjustment	●	●	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●	●

### EXTERIOR

Electric Rear Window Defroster w/Timer	●	●	●
High Solar Energy Absorption Window Glass	●	●	●
Power Adjustable Heated Mirrors	●	●	●
Colour-Keyed Door Handles & Mirrors	●	●	●
Power Slide/Tilt Moonroof	–	●	–
Rear Spoiler	●	●	●
Variable Intermittent Front Wipers	●	●	●
Intermittent Rear Window Wiper/Washer	●	●	●
LED Daytime Running Lights	●	●	●
LED Headlamps & Taillights	●	●	●
Fog Lamps	–	–	●

### SAFETY


 Toyota Safety Sense™ (TSS-P) – includes Pre-Collision System w/Pedestrian Detection (PCS/PD), <sup>10</sup> Lane Departure Alert w/Steering Assist (LDA/SA), <sup>11</sup> Automatic High Beams (AHB), <sup>12</sup> & Dynamic Radar Cruise Control <sup>13</sup>	–	●	●
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 Star Safety System™ – includes Vehicle Stability Control (VSC), <sup>6</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>7</sup> & Smart Stop Technology (SST) <sup>8</sup>	●	●	●
Driver & Front Passenger Airbags (SRS) <sup>1</sup>	●	●	●
Driver's Knee Airbag (SRS) <sup>1</sup>	●	●	●
Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>	●	●	●

### SAFETY (cont'd)

Front Passenger Seat Cushion Airbag (SRS) <sup>1</sup>	●	●	●
Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>	●	●	●
All-Position Vertically Adjustable Headrests	●	●	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●	●
Front Seatbelt Anchor Height Adjusters	●	●	●
Anchor Points for Child Restraint Seats	●	●	●
Child Protector Rear Door Locks	●	●	●
Engine Immobilizer	●	●	●
Cruise Control	●	–	–
Direct Tire Pressure Monitoring System	●	●	●
Vehicle Proximity Notification System	●	●	●

### AVAILABLE PACKAGES

<b>PRIUS UPGRADE PACKAGE</b>  Toyota Safety Sense™ (TSS-P) – includes Pre-Collision System w/Pedestrian Detection (PCS/PD), <sup>10</sup> Lane Departure Alert w/Steering Assist (LDA/SA), <sup>11</sup> Automatic High Beams (AHB), <sup>12</sup> & Dynamic Radar Cruise Control <sup>13</sup>	○	–	–
<b>PRIUS TECHNOLOGY ADVANCED PACKAGE</b>	–	○	–

<b>PRIUS TECHNOLOGY ADVANCED PACKAGE</b>	–	○	–
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Power 8-Way Driver's Seat, Heated Front Seats, SofTex®-Trimmed Seats, Integrated Garage Door Opener, Blind Spot Monitor (BSM), <sup>9</sup> Rear Cross-Traffic Alert (RCTA), <sup>9</sup> Auto-Dimming Rear View Mirror, Intelligent Clearance Sonar w/Intelligent Parking Assist, <sup>14</sup> Colour Head-Up Display, Rain-Sensing Variable Intermittent Wipers, Side Laminated Glass, Tire Repair Kit (Delete Spare Tire)	–	○	–
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## Prius Specifications

### MECHANICAL

#### ENGINE

<b>Type</b>	1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	●	●	●
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<b>Compression Ratio</b>	13.0:1	●	●	●
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<b>Hybrid System Net Power</b>	Net HP: 121 hp (90 kW) <sup>15</sup>	●	●	●
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<b>Electric Motor</b>	Permanent Magnet AC Synchronous Motor	●	●	●
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<b>HV Battery</b>	Sealed Nickel-Metal Hydride (Ni-MH)	●	–	–
	Lithium-ion	–	●	●

#### DRIVETRAIN

<b>Drive Configuration</b>	Front Engine/Front Wheel Drive	●	●	●
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<b>Transmission</b>	Electronically controlled Continuously Variable Transmission (ECVT)	●	●	●
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#### CHASSIS

<b>Suspension</b>	Front: Independent, MacPherson Struts w/Stabilizer Bar	●	●	●
	Rear: Double-Wishbone Type w/Stabilizer Bar	●	●	●

<b>Brakes</b>	Power-Assisted, Ventilated Front Discs, Solid Rear Discs	●	●	●
	Integrated Regenerative Braking System	●	●	●

<b>Steering</b>	Electric Rack & Pinion w/Variable Power Assist	●	●	●
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<b>Wheels &amp; Tires</b>	15" Aluminum Alloy Wheels, Wheel Locks	●	●	–
	17" Aluminum Alloy Wheels, Wheel Locks	–	–	●
	P195/65R15 All-Season Tires, Temporary Spare Tire	●	●	–
	P215/45R17 All-Season Tires, Temporary Spare Tire	–	–	●
	Tire Repair Kit	–	○	–

### DIMENSIONS

	mm (in.)	Prius	Prius Technology†	Prius Touring†
<b>Length</b>	4540 (178.7)	●	●	●
<b>Width</b>	1760 (69.3)	●	●	●
<b>Height (Unloaded)</b>	1470 (57.9)	●	●	●
<b>Wheelbase</b>	2700 (106.3)	●	●	●
<b>Track</b>	Front: 1531 (60.3)	●	●	–
	Rear: 1534 (60.4)	●	●	–
	Front: 1510 (59.4)	–	–	●
	Rear: 1514 (59.6)	–	–	●
<b>Headroom</b>	Front: 1309 (51.5)	●	●	●
	Rear: 950 (37.4)	●	●	●
<b>Legroom</b>	Front: 1074 (42.3)	●	●	●
	Rear: 848 (33.4)	●	●	●
<b>Shoulder Room</b>	Front: 1397 (55.0)	●	●	●
	Rear: 1346 (53.0)	●	●	●
<b>Ground Clearance</b>	123 (4.8)	●	●	●
<b>Turning Circle</b>	<i>m (ft.)</i>	●	–	●
	10.4 (34.1)			

### WEIGHT & CAPACITIES

<b>Curb Weight</b>	<i>kg (lb)</i>	●	–	●
	1390 (3065)			
	1375 (3031)	–	●	–
<b>Seating Capacity</b>	5	●	●	●
<b>Cargo Capacity</b>	<i>litres (cu.ft.)</i>	●	●	●
	697 (24.6) Behind Rear Seats	●	●	●
	776 (27.4) w/Tire Repair Kit	–	○	–
<b>Fuel Capacity</b>	<i>litres (imperial gallon)</i>	●	●	●
	43 (9.5)			

### FUEL CONSUMPTION RATING<sup>2</sup>

City/Highway/Combined	L/100 km	mpg (imperial gallon)	Prius	Prius Technology†	Prius Touring†
	4.4/4.6/4.5	64/61/63	●	●	●

## Exterior Colour Options

070 BLIZZARD PEARL (A,B,D)	1F7 CLASSIC SILVER METALLIC (A,B,D)	1G3 MAGNETIC GREY METALLIC (A,B,D)
218 MIDNIGHT BLACK METALLIC (A,B,D)	3T7 HYPERSONIC RED (A,C,D)	8W7 BLUE CRUSH METALLIC (A,B,D)

## Interior Colour Options

<b>Prius:</b>	(A) BLACK Fabric
<b>Prius Technology:</b>	(B) BLACK Fabric or SofTex®
	(C) HARVEST BEIGE Fabric or SofTex®
<b>Prius Touring:</b>	(D) BLACK SofTex®

## Genuine Accessories

Alloy Wheels
Block Heater
Bodyside Moulding
Cargo Liner
Door Sill Protectors
Hood Deflector
Paint Protection Film
Rear Bumper Protector
Roof Rack

Visit [accessories.toyota.ca](http://accessories.toyota.ca) or your local Dealer 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. 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.

## Disclaimers

(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) Do not use the hands-free phone system if it will distract you. A compatible Bluetooth-enabled phone must first be paired. Phone performance depends upon software, coverage and carrier. (4) Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. (5) Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway; updates may be available at an additional cost from your Dealer. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details. (6) 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. (7) 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. (8) 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. (9) Do not rely exclusively on the Blind Spot Monitor System and Rear Cross-Traffic Alert System. They are not collision-avoidance systems or substitutes for safe and attentive driving. (10) The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. The Pedestrian Detection System is designed to detect the presence of a pedestrian ahead of the vehicle, to determine if impact with the pedestrian is imminent and to help reduce impact speed. Neither are a collision-avoidance system nor a substitute for safe and attentive driving. (11) Lane Departure Alert is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends upon many factors. (12) Automatic High Beam system operates at speeds above 40 km/h. Situations such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off. (13) Dynamic Radar Cruise Control is not a collision-avoidance system or a substitute for safe and attentive driving practices. (14) Intelligent Clearance Sonar is designed to assist drivers in avoiding potential collisions at speeds of 14 km/h or less. Certain vehicle and environmental conditions, including an object's shape or composition, may effect the ability of the intelligent clearance sonar to detect it. Intelligent Parking Assist requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. (15) The maximum output indicates engine plus HV battery output. (16) ®Aeroplan and the Aeroplan logo are registered trademarks of Aimia Canada Inc.

Details on the above features can be found in the Owner's Manual or contact your local Toyota Dealer.

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Prius c



Prius



Prius v



Camry Hybrid



RAV4 Hybrid



Highlander Hybrid



Yaris Hatchback



Yaris Sedan



Corolla



Camry



Venza



Avalon



Sienna



RAV4



Highlander



4Runner



Sequoia



Tacoma



Tundra

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