

2017

PRIUS



TOYOTA

TODAY MEETS TOMORROW

ADVANCED TECHNOLOGIES, STYLE AND DESIGN. RIGHT NOW.

The 2017 Prius continues the story of the most influential vehicle of our generation. From the way it looks to the way it drives, it surprises at every turn. Its sleek and dramatic exterior is striking from every angle. But those lines aren't just for show. The aerodynamic shape of the Prius helps reduce wind resistance for greater performance and fuel efficiency, delivering a combined fuel efficiency rating of 4.5 L/100 km. And with a premium and spacious interior packed with intuitive technology, the Prius is more fun to drive than ever.

PAGE 2/FRONT COVER
Prius Touring shown in
Hypersonic Red.

LEADERS IN HYBRID TECHNOLOGY FROM THE BEGINNING

Hybrids are popular these days, but for Toyota they are more than a passing trend. Toyota began its journey as a leader in hybrid technology 20 years ago with Prius, the world's first mass-produced hybrid. Now in its 4th generation, nearly 6 million Prius hybrids have been sold around the world. And today, Toyota offers six different hybrid vehicles, all featuring the world's most proven and advanced hybrid system. That's the same technology that helped the Toyota TS040 win the 2014 FIA World Endurance Championship. And that's why Toyota intends to be a hybrid leader for many tomorrows to come.

DESIGNED AROUND YOU

FEEL COMFORTABLE? THAT'S NO ACCIDENT.

When you sit in the Prius, an interesting thing happens. You feel totally comfortable and at ease. Almost like whoever designed it, designed it just for you. And actually, that would be correct. We've created an inviting space that was designed from the driver out. One that perfectly balances comfort, convenience, and style. With a centre console that has been specifically contoured to give everyone more room up front. Plus a smart seat design that makes the back seats relaxing and spacious. To top it off, there's plenty of cargo space for whatever you need to bring. So load up. Stretch out. And enjoy the drive.



Prius shown in Classic Silver Metallic.

AVAILABLE FEATURES

Power Moonroof	Automatic Climate Control
Power Adjustable Heated Mirrors	LED Lighting
Heated Front Seats	60/40 Split Rear Bench Seats
SofTex® Trimmed Seats	



AVAILABLE FEATURES

Display Audio System⁴ w/ Navigation⁵

Steering Wheel Bluetooth^{®3} & Audio Controls

Siri Eyes Free^{®6}

Multi-Information Display w/ECO Monitor

Push Button Start/Smart Key System

TECHNOLOGY AT YOUR FINGERTIPS

YOU WON'T HAVE TO LOOK FAR, OR REACH FAR, FOR SMART TECHNOLOGY.

We could have stopped with the Prius' striking, futuristic look. But to really build a car that can propel you into tomorrow, we went much more than skin deep. That's why the 2017 Prius features an impressive set of technological features that actually make driving easier, and life more manageable. The cockpit-inspired dash is loaded with functional tech that is remarkably intuitive and simple to use. So you can navigate through busy streets and tight spaces just as easily as you'd navigate through your playlist – all with the touch of a button. All technology should be so simple – and so useful.



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 reversing, 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.



SAFETY FEATURES TO KEEP EVERY DRIVE THE SAFEST IT CAN BE.

Over the years, promoting a safe driving environment has always been one of Toyota's top priorities. That's why the 2017 Prius comes standard with Toyota Safety Sense™ (TSS-P)¹⁰ – our next stage in Toyota's active safety technology. Simply put, TSS-P helps create in-the-moment safety that supports your awareness and decision making on the road. A vehicle that thinks about safety with you? Now that's technology anyone can appreciate.



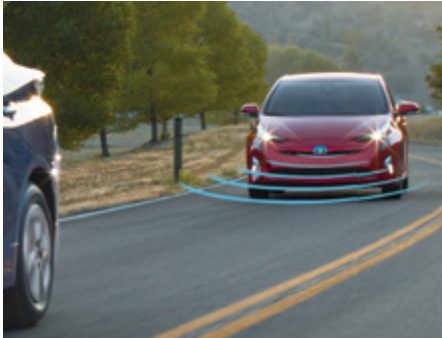
PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION¹² Provides collision avoidance or collision mitigation support in speed ranges where frontal collisions are likely to occur. In certain conditions, the Pre-Collision System with Pedestrian Detection (PCS w/PD)¹² may also help to detect pedestrians and help prevent or mitigate a collision.



AUTOMATIC HIGH BEAMS¹⁵ Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beam (AHB)¹⁵ can switch between high and low beams for you.



LANE DEPARTURE ALERT WITH STEERING ASSIST¹³ Alerts you if you start to drift out of your lane when visible lane markings are detected. The Steering Assist function may also provide small corrective steering inputs.



DYNAMIC RADAR CRUISE CONTROL¹⁴ 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.

STANDARD FEATURES

Star Safety System™ includes Vehicle Stability Control,⁷ Traction Control, Anti-Lock Brake System, Electronic Brake-force Distribution, Brake Assist,⁸ and Smart Stop Technology.⁹

8 Airbags¹ include 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.

AVAILABLE FEATURES

- Blind Spot Monitor¹⁰
- Rear Cross-Traffic Alert¹⁰
- Backup Camera
- Rain-Sensing Variable Intermittent Wipers
- Direct Tire Pressure Monitoring System
- Vehicle Proximity Notification System

SAFETY EVERYWHERE



Prius Touring shown in Blue Crush Metallic.

Select Features

Interior

Entertainment & Connectivity

6.1" Touch Panel Display Audio, ⁴ AM/FM/CD Player	●	–	–
7.0" Touch Panel Display Audio ⁴ 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-Voice 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	●	●	●
Power Door Locks	●	●	●
Power Windows w/Auto Up/Down	●	●	●
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	●	●	●
Tonneau Cover, Cargo Net, Cargo Lamp, Map Lamps	●	●	●


Seating & Trim


Fabric Trimmed Seats	●	●	–
Softex® Trimmed Seats	–	–	●
Heated 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

Power Slide/Tilt Moonroof	–	●	–
Rear Spoiler	●	●	●
Electric Rear Window Defroster w/Timer	●	●	●
Power Adjustable Heated Mirrors	●	●	●
Variable Intermittent Front Wipers	●	●	●
Intermittent Rear Window Wiper/Washer	●	●	●
LED Daytime Running Lights	●	●	●
LED Headlamps & Tail Lamps	●	●	●
Fog Lamps	–	–	●

Safety

	Toyota Safety Sense™ (TSS-P) ¹¹ – includes Pre-Collision System w/Pedestrian Detection (PCS w/PD), ¹² Lane Departure Alert w/Steering Assist (LDA w/SA), ¹³ Dynamic Radar Cruise Control ¹⁴ & Automatic High Beam (AHB) ¹⁵			
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	Star Safety System™ – includes Vehicle Stability Control (VSC), ⁷ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁸ & Smart Stop Technology (SST) ⁹			
	Driver & Front Passenger Airbags (SRS) ¹	●	●	●
	Driver's Knee Airbag (SRS) ¹	●	●	●
	Front Seat-Mounted Side Airbags (SRS) ¹	●	●	●
	Front Passenger Seat Cushion Airbag (SRS) ¹	●	●	●
	Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●	●
	Direct Tire Pressure Monitoring System	●	●	●
	Vehicle Proximity Notification System	●	●	●

Available Package

PRIUS TECHNOLOGY ADVANCED PACKAGE	–	○	–
Power 8-Way Driver's Seat w/Lumbar Support, Softex® Trimmed Seats, Integrated Garage Door Opener, Blind Spot Monitor (BSM), ¹⁰ Rear Cross-Traffic Alert (RCTA), ¹⁰ Auto-Dimming Rear View Mirror, Intelligent Clearance Sonar w/Intelligent Parking Assist, ¹⁶ Colour Head-Up Display, Rain-Sensing Variable Intermittent Wipers, Side Laminated Glass, Tire Repair Kit (Delete Spare Tire)			

Genuine Accessories

Toyota's Genuine Accessories are custom designed and built to fit your specific Toyota vehicle and are backed by a Toyota Warranty. For a complete list of vehicle-specific accessories, visit accessories.toyota.ca or your local Dealer.

Alloy Wheels
Block Heater
Bodyside Moulding
Cargo Liner
Door Sill Protectors
Hood Deflector
Illuminated Door Sill Protectors
Paint Protection Film
Rear Bumper Appliqué
Rear Bumper Protector
Roof Rack
Shifter Appliqué
Side Window Deflectors
START+ Long Range Remote Engine Starter
Tub-Style All-Season Floor Mats

Mechanical

ENGINE				
Type				
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence, EV/ECO/Power Modes	●	●	●	
Hybrid System Net Power				
Net HP: 121 hp (90 kW) ¹⁷	●	●	●	
Electric Motor				
Permanent Magnet AC Synchronous Motor	●	●	●	
HV Battery				
Sealed Nickel-Metal Hydride	●	–	–	
Lithium-ion	–	●	●	

Drivetrain

Drive Configuration	Front Engine/Front Wheel Drive	●	●	●
Transmission	Electronically controlled Continuously Variable Transmission	●	●	●

Chassis

Brakes	Power-Assisted, Ventilated Front Discs, Solid Rear Discs	●	●	●
	Integrated Regenerative Braking System	●	●	●
Steering	Electric Rack & Pinion w/Variable Power Assist	●	●	●
Wheels & Tires	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 (Delete Spare Tire)	–	○	–

Capacities

Seating Capacity	5	●	●	●
Cargo Capacity	litres (cu.ft.)			
	697 (24.6)	●	●	●
	Behind Rear Seats			
	776 (27.4)	–	○	–
	w/Tire Repair Kit			
Fuel Capacity	litres (imperial gallon)	●	●	●
	43 (9.5)			

Fuel Consumption Rating²

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


Colour Section

Exterior Colour

070 BLIZZARD PEARL	1F7 CLASSIC SILVER METALLIC	1G3 MAGNETIC GREY METALLIC
218 MIDNIGHT BLACK METALLIC	3T7 HYPERSONIC RED	8W7 BLUE CRUSH METALLIC

Interior Colour

PRIUS	PRIUS TECHNOLOGY	PRIUS TOURING
BLACK FABRIC	BLACK FABRIC	HARVEST BEIGE FABRIC
	BLACK Softex®	HARVEST BEIGE Softex®

 Not all exterior and interior colour options are available for every model. Visit toyota.ca or your Dealer for details on colour configurations.

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. (6) Siri Eyes Free® is a trademark of Apple Inc., registered in the US and other countries. (7) 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 VSC system effectiveness. (8) 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. (9) 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. (10) 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. (11) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the TSS systems may not work as intended. (12) The TSS Pre-Collision System is designed to help avoid or reduce the impact speed and damage in certain frontal collisions only. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrians, driver input and weather, light and road conditions. (13) Lane Departure Alert with Steering Assist is designed to read lane markers under certain conditions and provide visual and audible alerts and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. (14) Dynamic Radar Cruise Control is designed to assist the driver and is not a collision-avoidance system or a substitute for safe and attentive driving practices. System effectiveness depends on many factors such as weather, traffic and road conditions. (15) Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn it off. (16) 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 affect 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. (17) The maximum output indicates engine plus HV battery output. (18) ®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.

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.*

Test Drive and Earn Aeroplan® Miles Today



You can earn Aeroplan®¹⁸ Miles when you purchase, test drive, or service your vehicle at a Toyota Dealership.

Speak to your Dealer for full details.

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PRIUS c



PRIUS



PRIUS PRIME



PRIUS v



YARIS HATCHBACK



YARIS SEDAN



COROLLA iM



COROLLA



CAMRY



AVALON



86



SIENNA



RAV4



HIGHLANDER



4RUNNER



SEQUOIA



TACOMA



TUNDRA

YOU CAN RELY ON EVERY TOYOTA TO GET YOU WHEREVER YOU NEED TO GO TODAY.
AND WITH OUR COMMITMENT TO SAFETY, RELIABILITY, AND VALUE,
WE'LL BE ON THE ROAD WITH YOU FOR MANY YEARS TO COME.



Toyota recognizes its duty to safeguard the environment. Please recycle.
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