

2017

PRIUS C



TOYOTA

GREAT THINGS CAN COME IN SMALL, HYBRID PACKAGES



PRIUS c WAS CREATED WITH THE BIG CITY IN MIND.

As the smallest member of the Prius family, Prius c makes the most out of every situation. Its low centre of gravity design and 9.6 metre turning circle not only deliver agile and responsive handling but also make parking in the most challenging of spaces incredibly easy. With its combined fuel efficiency rating of 5.1 L/100 km, you can make short work of getting uptown, even when you're all the way downtown. Complementing its

bold and sleek compact design is a modern and stylish interior with a surprising amount of space. Whether you're heading out for a night of fun or you're configuring the seats to transport all of your gear, Prius c will always make the most out of any situation. Best of all, knowing that over 85% of Toyotas sold in Canada in the last 20 years are still on the road today¹⁴ means you can rely on discovering the city with the Prius c for years to come.

Prius c shown in Sparkling Sea Metallic.

FRONT COVER Prius c Technology shown in Absolutely Red.



HAVE YOU
DRIVEN THE FUTURE
YET?

Tomorrow's road will be nothing like today's. Thankfully, Toyota has been developing new mobility solutions for urban environments that will carry us all forward for many years to come. One example is the iRoad, an innovative, ultra-compact trike that provides the convenience of a motorcycle with the comfort and stability of a car. Like the Prius c, it showcases Toyota's expertise in innovative, low impact mobility solutions for our changing world. Tomorrow's roads belong to nimble and efficient vehicles – the kind that Toyota continues to innovate and develop.



COMFORTABLY DO IT ALL



Prius c shown in Blue Streak Metallic.



GET THE MOST OUT OF EVERY DRIVE.

Your world is full of possibilities, so get comfortable as you explore them all with the 2017 Prius c. Its intelligent interior is tailored around what is important to you. Smart accents and premium materials make sure you and your 4 passengers always travel in style. And its long list of convenient tech lets you stream your favourite playlist, connect with friends, find destinations, and even monitor your driving and fuel consumption habits.

AVAILABLE FEATURES

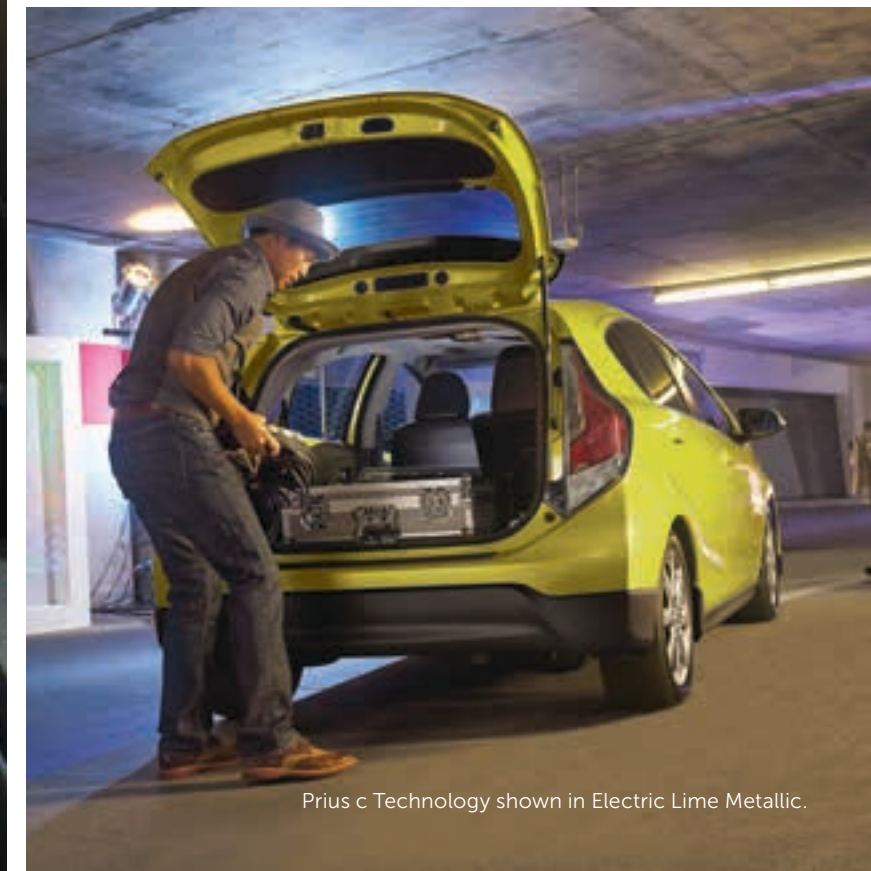
- Display Audio System⁴ w/Navigation⁵
- Multi-Information Display w/ECO Monitor
- Touch Tracer Display
- Push Button Start/Smart Key System
- Power Moonroof
- Power Adjustable Heated Mirrors
- Heated Front Seats w/SofTex[®] Trim



**FITS IN
WHEREVER YOU GO**

**IT MAY LOOK SMALL,
BUT IT'S FILLED WITH BIG IDEAS.**

Prius c features a spacious interior that easily adapts to your ever-changing needs. With its 5-door access, available 60/40 split fold-down rear seats, and 484 litres of cargo space (behind rear seats), Prius c is flexible and versatile enough to accommodate all that the city has in store for you.



Prius c Technology shown in Electric Lime Metallic.

SAFETY

DESIGNED AROUND YOU

Toyota
Safety
Sense

PEACE OF MIND TO MAKE EVERY DRIVE MORE ENJOYABLE.

The road can be unpredictable. That's why the 2017 Prius c comes standard with our newly developed Toyota Safety Sense System™ (TSS-C).¹³ This next stage in Toyota's active safety technology is designed to help support your awareness and decision making on the road, so that you can drive more and worry less. A vehicle that thinks about safety with you? Now that's technology anyone can appreciate.



AUTOMATIC HIGH BEAMS¹¹ Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beam can switch between high and low beams for you.



PRE-COLLISION SYSTEM⁹ Provides collision avoidance or collision mitigation support in speed ranges where frontal collisions are likely to occur.



LANE DEPARTURE ALERT¹⁰ Alerts you if you start to drift out of your lane when visible lane markings are detected.



STANDARD FEATURES

Star Safety System™ includes Vehicle Stability Control,⁶ Traction Control, Anti-Lock Brake System, Electronic Brake-force Distribution, Brake Assist,⁷ and Smart Stop Technology.⁸

9 standard Airbags¹ including driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, front and rear head/side curtain airbags, and front seat cushion airbags.

AVAILABLE FEATURES

Backup Camera
Driver & Front Passenger Whiplash-Injury-Lessening Seats
Tire Pressure Monitoring System
Vehicle Proximity Notification System

Prius c shown in Absolutely Red.

SELECT FEATURES

INTERIOR

ENTERTAINMENT & CONNECTIVITY

6.1" Touch Panel Display Audio, ⁴ AM/FM/CD Player	●	–
6.1" 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	●	●
4-Speakers	●	–
6-Speakers	–	●
Steering Wheel Bluetooth® ³ & Audio Controls	●	●
Backup Camera	–	●
Multi-Information Display	●	●

COMFORT & CONVENIENCE

Air Conditioning w/Automatic Climate Control	●	●
Power Door Locks	●	●
Power Windows w/Driver Side Auto-Up/Down	●	●
Touch Tracer Display	–	●
Push Button Start	–	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Control	●	●
Tonneau Cover	–	●

SEATING & TRIM

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

EXTERIOR

Power Moonroof	–	●
Rear Spoiler	●	●
Heated, Power Adjustable Mirrors	●	●
Intermittent Front Wipers	●	–
Variable Intermittent Front Wipers	–	●
Intermittent Rear Window Wiper/Washer	●	●

SAFETY



Toyota Safety Sense™ (TSS-C)¹³ – includes Pre-Collision System (PCS),⁹ Lane Departure Alert (LDA)¹⁰ & Automatic High Beam (AHB)¹¹



Star Safety System™ – includes Vehicle Stability Control (VSC),⁶ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)⁷ & Smart Stop Technology (SST)⁸

Driver & Front Passenger Airbags (SRS) ¹	●	●
Driver's Knee Airbag (SRS) ¹	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●
Front Seat Cushion Airbags (SRS) ¹	●	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●
Driver & Front Passenger Whiplash-Injury-Lessening Seats	●	●
Tire Pressure Monitoring System	●	●
Cruise Control	–	●
Vehicle Proximity Notification System	●	●

AVAILABLE PACKAGE

UPGRADE PACKAGE

15" Aluminum Alloy Wheels, 6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Front Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats, All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, SofTex® Covered Instrument Panel, Front Passenger Seat Back Pocket, Backup Camera

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.

Block Heater
Body Side Mouldings
Cargo Net
Hood Deflector
Paint Protection Film
Rear Bumper Protector

MECHANICAL

ENGINE

Type
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence, Electronic Fuel Injection, EV/ECO Modes

Hybrid System Net Power
Net HP: 99 hp (74 kW)¹⁵

HV Battery
Sealed Nickel-Metal Hydride

DRIVETRAIN

Hill-start Assist Control (HAC)¹²

Transmission
Electronically controlled Continuously Variable Transmission

CHASSIS

Brakes
Power-Assisted, Ventilated Front Discs, Rear Drums
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System

Steering
Electric Rack & Pinion w/Variable Power Assist

Wheels & Tires
15" Steel Wheels w/Full Wheel Covers
15" Aluminum Alloy Wheels, Wheel Locks
P175/65R15 All-Season Tires, Temporary Spare Tire

CAPACITIES

Seating Capacity	5	●	●
Cargo Capacity	<i>litres (cu.ft.)</i> 484 (17.1)	●	●
Fuel Capacity	<i>litres (imperial gallon)</i> 36 (7.9)	●	●


FUEL CONSUMPTION RATING²

City/Highway/Combined	<i>L/100 km</i>	<i>mpg (imperial gallon)</i>		
	4.9/5.5/5.1	58/51/55	●	●

COLOUR SECTION

EXTERIOR COLOUR

082 MOONGLOW (A,B,C)	1F7 CLASSIC SILVER METALLIC (A,B,C)
1G3 MAGNETIC GREY METALLIC (A,B,C)	209 BLACK SAND PEARL (A,B,C)
3P0 ABSOLUTELY RED (A,B,C)	588 ELECTRIC LIME METALLIC (B,C)
8T7 BLUE STREAK METALLIC (A,B,C)	8V7 SPARKLING SEA METALLIC (B,C)

 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) 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. (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) The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. (10) Lane Departure Alert is designed to read lane markers under certain conditions and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. (11) 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. (12) HAC is designed to help minimize backward rolling on steep ascents. This system is not a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. (13) 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. (14) Based on IHS Automotive Canadian Vehicles in Operation and New Registrations MY 1997-2016 as of June 30, 2016. (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.

Toyota Canada Inc. Every effort has been made to ensure the specifications and equipment shown are accurate based on information available at time of printing. In some cases, certain changes in production capacity, standard equipment, options or product delays may occur which would not be reflected in this brochure. Toyota Canada Inc. reserves the right to make these changes without notice or obligation. The Toyota website toyota.ca – or your Toyota Dealer is your best source for up-to-date information.

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®¹⁶ Miles when you purchase, test drive, or service your vehicle at a Toyota Dealership. Speak to your Dealer for full details.





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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