

2017

PRIUS PRIME



TOYOTA

PLUG INTO THE FUTURE

THE ALL-NEW 2017 PRIUS PRIME.

Introducing the most advanced and efficient Toyota hybrid ever. With the power to run in either EV or hybrid driving modes, the 2017 Prius Prime lets you travel farther and longer than ever before. Every last detail was meticulously engineered to create a dynamic and responsive driving experience. Its sculpted design and lightweight materials, combined

with its proven hybrid technology all work harmoniously to enhance performance while maximizing—and redefining efficiency. Easy to charge and exhilarating to drive, the Prius Prime represents the latest step in our continuous quest to reach more efficient mobility, without compromise.

Prius Prime Technology
shown in Magnetic Grey Metallic.

FRONT COVER
Prius Prime shown in
Titanium Glow.

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 transport us into the future. One example is the iRoad, an innovative, ultra-compact trike with the convenience of a motorcycle, as well as the comfort and stability of a car. Like the Prius Prime, it showcases Toyota's expertise in innovative, low-impact mobility solutions for our changing world. Tomorrow's roads belong to nimble, efficient vehicles – the kind that Toyota is designing and building right now.

ELEVATE YOUR DRIVE

INNOVATION WRAPPED IN CUTTING-EDGE STYLE.

The Prius Prime perfectly balances what you need and what you want in one stylish package. Inside and out, Prime has been purposefully designed with an uncompromising approach to give you the most out of every drive. The modern, spacious interior is crafted with premium materials and thoughtful touches that offer you a whole new level of comfort to enjoy. Best of all, Prime's intuitive technology conveniently simplifies everyday life by keeping you connected to the people and places that matter to you most.

11.6" TOUCH PANEL DISPLAY⁴ The available 11.6" Touch Panel Display⁴ with Navigation⁵ allows you to intuitively pinch, zoom, tap, and swipe similar to your smartphone experience.

HEAD-UP DISPLAY The available colour Head-Up Display uses aircraft-inspired technology to project important information onto the windshield, including current speed, energy monitor, turn-by-turn directions, battery charge, and Toyota Safety Sense™ (TSS-P)¹¹ alerts.

INTELLIGENT CLEARANCE SONAR¹⁶ When parking, this available system scans for stationary objects like walls or posts that are within close proximity. If the system anticipates a collision, it will emit an audible and visible alert, reduce engine or motor output, and automatically apply the brakes if needed to bring Prime to a halt.

INTELLIGENT PARKING ASSIST¹⁶ The available Intelligent Parking Assist¹⁶ helps you navigate and conquer those difficult parking situations with just the push of a button. The system automatically controls the steering, while you control the gas and brake.



FEATURES

- Multi-Information Display
- Available JBL® Premium Audio System
- Backup Camera
- Available Qi-Compatible Wireless Smartphone Charging
- Heated Front Seats
- Heated Steering Wheel
- 60/40 Split Fold-Down Rear Seats



THE FUTURE HAS NEVER LOOKED SO GOOD

Prius Prime shown in Blue Magnetism.

USE LESS TO GET MORE.

Prime's streamlined design isn't just for turning heads. Its aerodynamic shape, low, wide stance, and high strength lightweight materials, like Toyota's-first carbon-fibre-reinforced polymer rear hatch, all work together to reduce drag and improve fuel efficiency. And like every Toyota hybrid, Prius Prime is powered by Toyota's Hybrid Synergy Drive powertrain, which seamlessly combines gasoline and electric power through a continuously variable transmission. With a full tank and a full electric charge, Prime delivers a class-leading total combined driving range of 1,035 km.¹⁹ Best of all, you can choose to plug it in, gas it up, or both. Based on your driving habits and road conditions, Prime can run on gasoline or electric motor alone, or a combination of both to help optimize ride comfort and increase fuel efficiency.

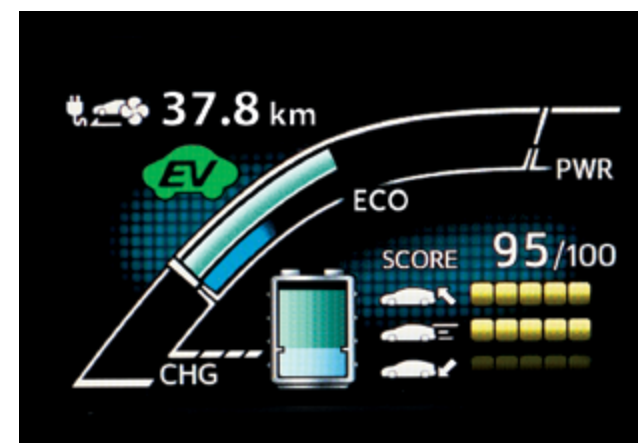
EASY CHARGING Plug the supplied charging cable into any home outlet to recharge the 8.8 kWh battery pack. The Prius Prime has one of the shortest charge time in its class - 5 hours and 30 minutes²⁰ to charge fully using a standard household outlet and less than half that time²¹ using a 240 V outlet.

CHARGE SCHEDULING Charge scheduling gives you the option to charge during off-peak hours to help reduce electricity costs and support efficient grid usage in your community. Simply program your preferred charge start or departure time so Prime can be topped off and ready to roll when you are.

EV MODE Prius Prime features a Toyota-first dual motor generator drive system that gives the Prime a fun acceleration feel. The Prime is also able to drive at full highway speeds on the electric motor alone.²² To help you see your fuel efficiency in action, the system's output and regeneration status are clearly displayed in real-time on the MID.

HV/EV AUTO DRIVE MODES Prime also offers two other driving modes so that the driver stays in control: EV Auto Mode and HV Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to optimize your efficiency. HV Mode efficiently combines the gas engine and electrical power from the HV battery to drive Prime.

PREDICTIVE EFFICIENT DRIVE This available intelligent technology helps boost fuel efficiency by learning your routine stopping patterns. When approaching a recorded stop, an icon will display and suggest the optimal time to release the accelerator. Regenerative braking also activates sooner to recover more energy for the hybrid battery.





FEATURES THAT WATCH OUT FOR YOUR SAFETY.

Over the years, promoting a safe driving environment has always been one of Toyota’s top priorities. That’s why the 2017 Prius Prime comes standard with Toyota Safety Sense™ (TSS-P)¹¹ – 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 Assist¹³ 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
Rain-Sensing Variable Intermittent Wipers

INNOVATIONS FOR LIFE



Prius Prime Technology shown in Hypersonic Red.

Select Features

Interior

Entertainment & Connectivity

7.0" Touch Panel Display Audio ⁴ w/Navigation, ⁵ AM/FM/CD Player	●	–
11.6" Touch Panel Display Audio ⁴ w/Navigation, ⁵ JBL® AM/FM	–	●
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/Siri Eyes Free® ⁶	●	●
6-Speakers	●	–
10-Speakers	–	●
Steering Wheel Bluetooth® ³ & Audio Controls	●	●
Backup Camera	●	●
Multi-Information Display w/ECO Drive Monitor	●	●
Colour Head-Up Display	–	●
Qi Wireless Charging	–	●

Comfort & Convenience

Automatic Climate Control	●	●
Power Door Locks	●	●
Power Windows w/Auto Up/Down	●	●
4-Spoke, Heated, 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	–	●
Intelligent Clearance Sonar w/Intelligent Parking Assist ¹⁶	–	●


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 Adjustable Heated Mirrors	●	●
Variable Intermittent Front Wipers	●	–
Rain-Sensing Variable Intermittent Front Wipers	–	●
Intermittent Rear Window Wiper/Washer	●	●

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	●	●
	Blind Spot Monitor (BSM) ¹⁰	–	●
	Rear Cross-Traffic Alert (RCTA) ¹⁰	–	●

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.

- 15" Alloy Wheels
- Block Heater
- Body Side Moulding
- Mud Guards
- Rear Bumper Appliqué
- Roof Rack - Cross Bars
- Side Window Deflectors

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	●	●
	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	●	●
	P195/65R15 All-Season Tires, Temporary Spare Tire	●	●

Capacities

Seating Capacity	4	●	●
Cargo Capacity	litres (cu.ft.)		
	560 (19.8) Behind Rear Seats	●	●
Fuel Capacity	litres (imperial gallon)		
	43 (11.3)	●	●

Fuel Consumption Rating² (HV)

City/Highway/Combined	L/100 km	mpg		
	4.3/4.4/4.3	55.2/53/54.2	●	●

Fuel Consumption Rating¹⁸ (EV)

City & Highway/Combined	L _e /100 km	mpg _e		
	1.8	133.26	●	●

Colour Section

Exterior Colour

070 BLIZZARD PEARL	1G3 MAGNETIC GREY METALLIC
3T7 HYPERSONIC RED	4X1 TITANIUM GLOW
791 BLUE MAGNETISM	

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

Interior Colour

- PRIUS PRIME
- BLACK FABRIC
- PRIUS PRIME TECHNOLOGY
- BLACK SofTex®

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®²³ 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



COROLLA iM



C-HR



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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