

# 2018 PRIUS PRIME



TOYOTA

# PLUG INTO THE FUTURE



## THE 2018 PRIUS PRIME. THE MOST ADVANCED AND EFFICIENT TOYOTA HYBRID EVER.

With the power to run in either EV or hybrid driving modes, the 2018 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 continues our quest to reach more efficient mobility, without compromise.

# 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 DISPLAY<sup>4</sup>** The available 11.6" Touch Panel Display<sup>4</sup> with Navigation<sup>5</sup> 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)<sup>11</sup> alerts.

**INTELLIGENT CLEARANCE SONAR<sup>16</sup>** 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 ASSIST<sup>16</sup>** The available Intelligent Parking Assist<sup>16</sup> 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.



### SELECT 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



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.<sup>19</sup> 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 minutes<sup>20</sup> to charge fully using a standard household outlet and less than half that time<sup>21</sup> 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.<sup>22</sup> 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.



Toyota  
Safety  
Sense

## WE ALL DESERVE TO ARRIVE SAFE

At Toyota, we believe that no matter what the destination, everyone deserves to arrive safely. That's why we created Toyota Safety Sense™ (TSS)<sup>11</sup> – an advanced suite of innovative safety features designed to help protect drivers, passengers, pedestrians (TSS-P only) and people in other vehicles from harm. TSS is comprised of active features such as Pre-Collision System (PCS),<sup>12</sup> Lane Departure Alert (LDA)<sup>13</sup> and Automatic High Beams (AHB)<sup>15</sup> and are standard on virtually all models. TSS represents the latest milestone in our long history of creating advancements and innovations in safety that have helped prevent crashes and protect people.

### STANDARD TOYOTA SAFETY SENSE™ (TSS-P)<sup>11</sup>

**DYNAMIC RADAR CRUISE CONTROL<sup>14</sup>** 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.

**PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION<sup>12</sup>** 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) may also help to detect pedestrians and help prevent or mitigate a collision.

**LANE DEPARTURE ALERT WITH STEERING ASSIST<sup>13</sup>** 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.

**AUTOMATIC HIGH BEAMS<sup>15</sup>** Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beams (AHB) can switch between high and low beams for you.

#### SAFETY FEATURES

Toyota Star Safety System™

8 Airbags<sup>1</sup>

Available Blind Spot Monitor<sup>10</sup>

Available Rear Cross-Traffic Alert<sup>10</sup>

Available Rain-Sensing Variable Intermittent Wipers

# INNOVATIONS FOR LIFE



Prius Prime Technology Package shown in Hypersonic Red.

Select Features

Interior

Entertainment & Connectivity

7" Touch Panel Display Audio <sup>4</sup> w/Navigation <sup>5</sup>	●	–
11.6" Touch Panel Display Audio <sup>4</sup> w/Navigation <sup>5</sup>	–	●
SiriusXM® Satellite Radio, Gracenote® Album Cover Art	●	●
USB Input Port, Auxiliary Input Jack, Bluetooth® <sup>3</sup> Hands-Free Phone Connectivity/Wireless Audio Streaming/Phone Book Access/Siri Eyes Free® <sup>6</sup>	●	●
Text-to-Voice Capabilities, AM/FM Cache Radio	●	●
6-Speakers	●	●
Shark Fin Type Antenna	●	●
Steering Wheel Bluetooth® <sup>3</sup> & Audio Controls	●	●
Backup Camera	●	●
Dual 4.2" Multi-Information Display w/ECO Drive Monitor	●	●
Qi Wireless Charging w/Charge Indicator Light	–	●

Comfort & Convenience

Air Conditioning, Automatic Climate Control	●	●
Power Door Locks w/Key Lockout Protection	●	●
Power Windows w/Auto Up/Down	●	●
Dual Vanity Mirrors	●	●
Push Button Start, Smart Key System	●	●
Leather-Wrapped Steering Wheel	●	●
3-Spoke, Heated, Tilt & Telescopic Steering Wheel	●	●
UV Glass Protection	●	●
Lightweight Cargo Area Tonneau Cover	●	–
Tonneau Cover	–	●
Illuminated Entry	●	–
Illuminated Entry w/Step Lamp	–	●
Accessory Power Outlet (12 V)	●	●


Seating & Trim

Heated Front Bucket Seats	●	●
Fabric Seat Material	●	–
SofTex® Trim Seats	–	●
Manual 6-Way Driver Seat	●	–
Power 8-Way Driver Seat	–	●
Manual 4-Way Passenger Seat	●	●
Driver & Front Passenger Seats w/Recline, Vertical, Fore/Aft Adjustments	●	●
Driver Seat Cushion Height Adjustment	●	●
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●	●

Exterior

Side Window Defoggers w/Laminated Glass	●	●
Electric Rear Window Defroster w/Timer	●	●
Heated, Power Adjustable Colour-Keyed Mirrors	●	●
Driver Door Handle Touch Sensor Lock/Unlock	●	●
Front Passenger Door & Rear Hatch Handle Touch Sensor Lock/Unlock	–	●
Variable Intermittent Wipers	●	●
LED Daytime Running Lights (Low Beam)	●	●
Quad LED Headlamps, LED Rear Tail Lamps	●	●

Safety



Toyota Safety Sense™ (TSS-P)<sup>11</sup> – includes Pre-Collision System w/Pedestrian Detection (PCS w/PD),<sup>12</sup> Lane Departure Alert w/Steering Assist (LDA w/SA),<sup>13</sup> Dynamic Radar Cruise Control (DRCC)<sup>14</sup> & Automatic High Beams (AHB)<sup>15</sup>

<b>STAR SAFETY SYSTEM™</b>	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 Passenger Seat Cushion Airbag (SRS) <sup>1</sup>		●	●
Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>		●	●
Front & Rear Side Curtain Airbags (SRS) <sup>1</sup>		●	●
Rear High-Mounted Stop Lamp w/LED		●	●
Low Washer Fluid, Door Ajar, Headlamps On, Driver & Front Passenger Seatbelt Warning, Key Remind Warning Indicators		●	●
Direct Tire Pressure Monitoring System		●	●
Engine Immobilizer		●	●
Cruise Control		●	●

Available Package

Technology Package

JBL® Audio, 10-Speakers, Colour Head-Up Display, Auto-Dimming Rear View Mirror w/HomeLink,®<sup>23</sup> Blind Spot Monitor (BSM),<sup>10</sup> Rear Cross-Traffic Alert (RCTA),<sup>10</sup> Intelligent Clearance Sonar w/Intelligent Parking Assist,<sup>16</sup> Rain-Sensing Variable Intermittent Wipers, LED Fog Lamps

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

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

Mechanical

Engine

<b>Type</b>	1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence, Hybrid Synergy Drive	●	●
<b>Hybrid System Net Power</b>	Net HP: 121 hp (90 kW) <sup>17</sup>	●	●
<b>Electric Motor</b>	Permanent Magnet AC Synchronous Motor	●	●
	Lithium-ion	●	●

Drivetrain

<b>Drive Configuration</b>	Front Engine/Front Wheel Drive	●	●
<b>Transmission</b>	Electronically controlled Continuously Variable Transmission	●	●
	Drive Mode Select (EV/ECO/Power Modes)	●	●

Chassis

<b>Brakes</b>	Power-Assisted, Ventilated Front Discs, Solid Rear Discs	●	●
	Integrated Regenerative Braking System	●	●
<b>Steering</b>	Electric Power Steering	●	●
<b>Wheels &amp; Tires</b>	15" Aluminum Alloy Wheels, Wheel Locks w/Full Wheel Covers	●	●
	P195/65R15 All-Season Tires	●	●

Capacities

<b>Seating Capacity</b>	4	●	●
<b>Cargo Capacity</b>	<i>litres (cu.ft.)</i> 360 (12.7)	●	●
<b>Fuel Capacity</b>	<i>litres (imperial gallon)</i> 43 (9.5)	●	●

Fuel Consumption Rating<sup>2</sup> (HV)

City/Highway/Combined	<i>L/100 km</i>	<i>mpg (imperial gallon)</i>	●	●
	4.3/4.4/4.3	55.2/53/54.2	●	●


Fuel Consumption Rating<sup>18</sup> (EV)

City & Highway Combined	<i>L<sub>e</sub>/100 km</i>	<i>mpg<sub>e</sub></i>	●	●
	1.8	133.3	●	●

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](http://toyota.ca) or your Dealer for details on colour configurations.

Interior Colour

- PRIUS PRIME
- BLACK FABRIC
- PRIUS PRIME UPGRADE
- 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.*

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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.



TOYOTA