

hybrid



TOYOTA

why hybrid



The reasons to choose a hybrid are as diverse as the lives we lead. And at Toyota, no matter your reason, there's a hybrid to help you get the most out of life. If you're wondering why you should consider a hybrid, there's no shortage of no-compromise reasons, from the intelligent design, long-range capability, diverse model offering, to the overall quality, durability, and reliability of an award-winning lineup.

YOU CAN DRIVE LIKE YOU ALWAYS HAVE.



HYBRID

The hybrid driving experience is similar to any typical gas-powered vehicle. Toyota's Hybrid Synergy Drive works seamlessly in the background, optimizing the combination of gas and electric power as you drive. Plus, fuelling a Toyota hybrid vehicle is identical to fuelling a conventional gas-powered vehicle — and there's no need to plug in.

HOW IT WORKS.



START-UP

In most conditions, only the electric motor is engaged, saving fuel and delivering instant torque with minimal emissions.



ACCELERATING & CRUISING

The gas engine and electric motor team up to provide the ideal mix of power for smooth, seamless acceleration. Excess energy created is used to help recharge the battery.



DECELERATING & BRAKING

The electric motor takes over. The regenerative braking system converts braking energy into electric energy to recharge the battery onboard the vehicle.



RESTING & REVERSING

When stopped, the gas engine shuts down to conserve fuel. But if the battery is running low, the gas engine automatically restarts for recharging power. In reverse, typically only the electric motor is needed. This selective use of electric-only power is part of what makes Toyota hybrids cleaner and more fuel efficient than conventional gas-powered vehicles.

YOU CAN ENJOY THE RIDE.

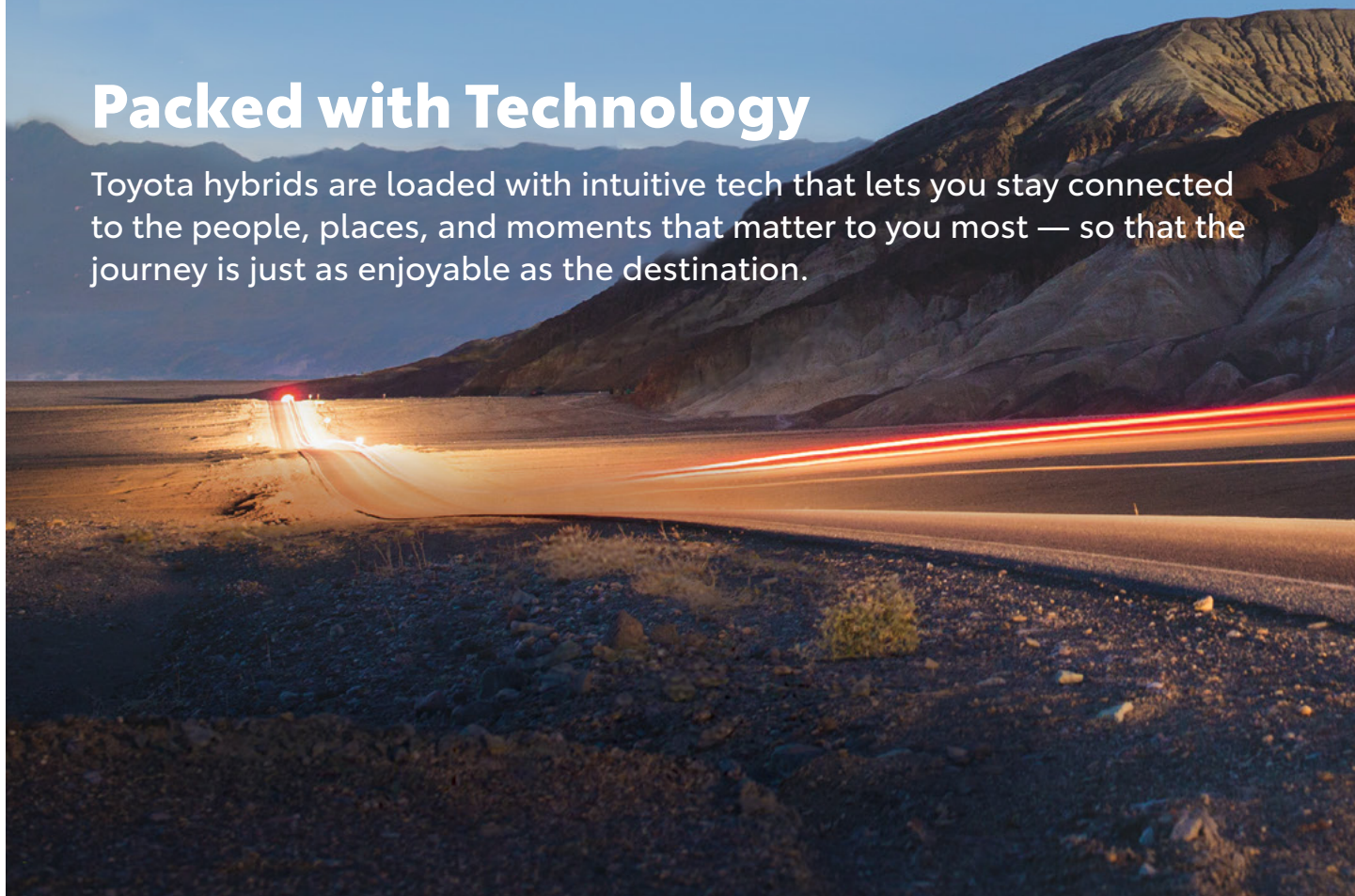
Track-Ready Performance

Imagine driving with the performance of a race car — in a hybrid. Toyota's TS050 hybrid race car won the 2018 Le Mans legendary 24-hour endurance championship — the same technology that powers Toyota's hybrid lineup.

Toyota hybrids don't compromise on power and performance. The instant torque of the electric motor helps vehicles accelerate off the line and out of corners quickly. Electric motors also add to the total horsepower rating. For example, the new RAV4 Hybrid delivers more horsepower and faster acceleration than its gas-powered model and seamlessly transitions between the electric motor and gas engine, resulting in better fuel economy and fewer trips to the pump. You'll love the ride.

Packed with Technology

Toyota hybrids are loaded with intuitive tech that lets you stay connected to the people, places, and moments that matter to you most — so that the journey is just as enjoyable as the destination.



YOU CAN GO THE DISTANCE.

Hybrids never have to be plugged in. Toyota's Hybrid Synergy Drive system recharges the battery itself, allowing you to drive and operate the same as a conventional gas-powered vehicle. Plug-in hybrid electric vehicles (PHEVs), such as the Prius Prime, can optionally be plugged in for extended electric range only.

YOU CAN PROTECT YOUR PLANET.

Driving a hybrid vehicle means you directly contribute to a reduction in overall CO₂ emissions.



YOU CAN SPEND YOUR MONEY ELSEWHERE.



Fuel Efficiency

Whether you're a city or highway driver, each model in Toyota's diverse hybrid lineup offers surprising performance at a higher rate of efficiency than the equivalent combustion model, helping your gas dollars go further.

No Additional Routine Maintenance

Toyota hybrids follow the same maintenance schedule as conventional gas-powered vehicles (every 6 months or 8,000 km).



Explore the hybrid calculator at toyota.ca/hybrids

**YOU CAN
REST ASSURED.**

Safety

All Toyota hybrids and their components, including cables and batteries have been designed and rigorously tested for life in Canada and adhere to Canada Motor Vehicle Safety Standards. Plus, Toyota Safety Sense™ comes standard on all our hybrid vehicles.

Batteries Designed to Last

Over 98% of Toyota hybrid vehicles sold in Canada since 2001 have never had their original battery replaced. And, when it does come time to replace your battery, you can do so through Toyota's battery recycling program, which recycles the used hybrid batteries.

Warranty

In addition to the 3-Year/60,000 km Basic Complete Vehicle Warranty, all hybrid components¹ including the battery are backed by an 8-Year/160,000 km warranty.

Expertise

Toyota hybrids were the first of their kind and have been in the global market for over 20 years. Since then, we've sold more than 12 million hybrid vehicles worldwide — more than any other manufacturer.

toyota.ca/hybrids



12 MILLION
TOYOTA HYBRIDS SOLD

IN THE
LAST

20
PLUS YEARS

YOU CAN CHOOSE THE ONE FOR YOU.



Prius Prime

The most advanced Toyota hybrid ever built. Go the distance by combining an optional plug-in capability with the familiarity of traditional gas power. 1,035km² total driving distance.



RAV4

Equal parts sport and utility, the all-new RAV4 is well-equipped, sharp-looking, and impressively athletic.



Camry

Power and style that will leave you breathless while you conquer every twist and turn.



Prius c

Fun to drive, agile, and versatile—it features striking styling, nimble dimensions, and standard Toyota Safety Sense™ C+.



Highlander

Never hear, “Are we there yet?” again. This level of safety, performance, and fun will keep your entire family content through every adventure.



Prius

From the sporty exterior to the high-tech, soft-touch interior, Prius has a powerful presence. Now available with AWD-e.



Corolla

Packaged to perfection. Introducing the newest hybrid member with sleek design, spirited driving and outstanding fuel efficiency.



DISCLAIMERS

(1) HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter. (2) Based on Natural Resources Canada 2018 Fuel Consumption Guide published ratings for both plug-in hybrid electric vehicles and battery-electric vehicles. Estimated combined range rating when fully charged and with a full tank of gas. Actual results will vary based on driving habits and other factors.

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

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