



PRIUS

THE PRIUS STORY BEGAN IN 1997
THE FIRST MAINSTREAM HYBRID
TOOK DRIVING TO A NEW LEVEL
NOW IT'S TIME FOR THE NEXT CHAPTER

THE ORIGINAL HYBRID CHOSEN BY PIONEERS





DEFINING THE FUTURE LEADING THE WAY

REDEFINING HYBRID FOR OVER 20 YEARS

The car that defined Hybrid more than two decades ago is still redefining it today. Prius combines intelligent design and technology to deliver dynamic performance and excellent handling, making this a car that is as fun to drive as it is efficient. Enjoy a tranquil driving experience, that always puts you at ease.

SPECIFICATIONS

HYBRID

1.8 l Petrol Hybrid e-CVT 2WD

Power	122 hp
Fuel consumption*	4.6 l/100 km (61.4 mpg)
CO ₂ emissions*	104 g/km
Acceleration 0–100 km/h	10.9 seconds

Figures displayed are for Prius tested under the new WLTP World harmonised Light Vehicle Test Procedure) test cycle.

The 1.8 litre engine provides a smooth and responsive driving experience.

The car recharges its battery as you drive, so you don't have to plug it in.

e-CVT = electronically controlled Continuously Variable Transmission

* Combined cycle using WLTP data.



CONTEMPORARY DESIGN INTELLIGENT DRIVE

THE CLEAN LINES OF AN EYE-CATCHING SILHOUETTE

This is a car with a contemporary look that matches its advanced capabilities. The design keeps the iconic triangular Prius silhouette, with distinctly modern clean lines designed to optimise airflow. The result is a car that's as pleasing to the eye as it is a pleasure to drive.

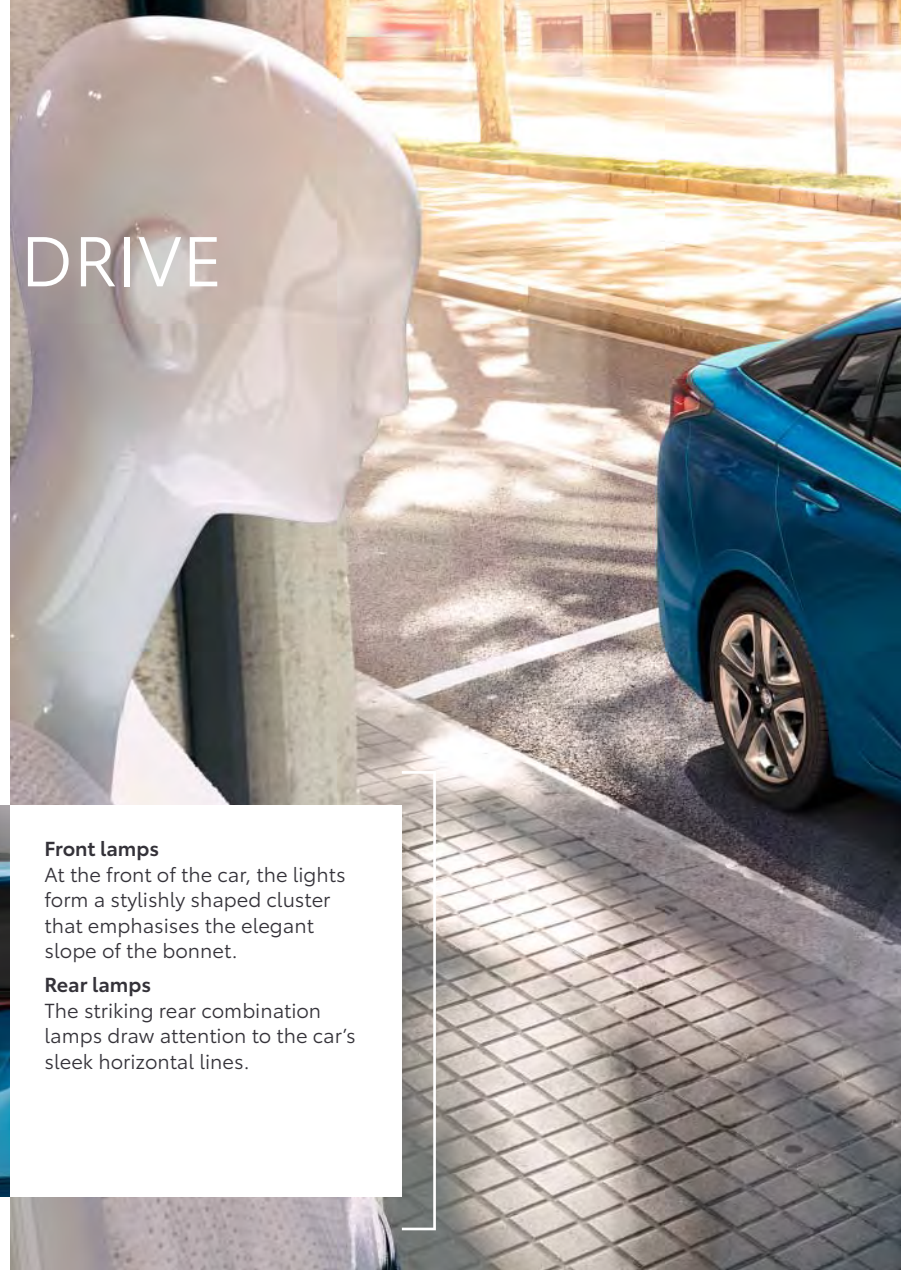


Front lamps

At the front of the car, the lights form a stylishly shaped cluster that emphasises the elegant slope of the bonnet.

Rear lamps

The striking rear combination lamps draw attention to the car's sleek horizontal lines.





GENUINE COMFORT AND INTUITIVE TECHNOLOGY

A CABIN DESIGNED FOR EVERYDAY DRIVING

When it comes to creating an inviting space, every detail counts. The Prius cabin combines quality materials with clean, contemporary design, while ergonomic seats come with stylish new fabrics. A large Head Up Display projects speed, hybrid data and radar-assisted warnings for vehicle distance directly onto the windscreen, while the intuitive Toyota Touch® 2 with Go system makes entertainment and navigation simple. Enjoy further connectivity capabilities with Apple CarPlay™ and Android Auto™*.



Dual-zone climate control

Smart climate control uses sensors to direct airflow only to the seats that are occupied.

Wireless charger*

A large wireless charging tray lets you keep compatible devices charged without the need for cables.

* Requires compatible mobile phone.



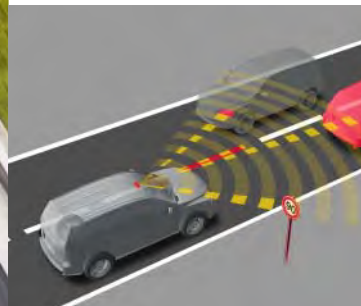
INTERIOR

KEEPING YOU INFORMED TO HELP YOU RESPOND

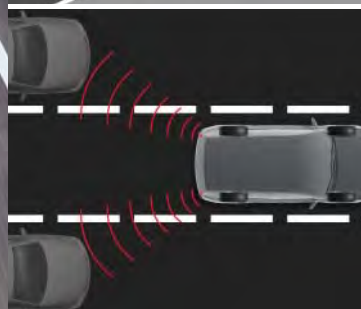
ENJOY REAL PEACE OF MIND WITH TOYOTA SAFETY SENSE

The innovative Toyota Safety Sense system takes driver assistance to the next level. It uses 22 sensors strategically placed around the vehicle to anticipate potential hazards and alert you to them so that you can respond right away – helping to keep everyone in the car, and those around you, more secure.



**Toyota Safety Sense**

Seven active technologies are at the heart of Toyota Safety Sense: Pre-Collision System with Pedestrian Day and Night-time & Cyclist Daytime Detection, Lane Departure Alert with Steering Control, Lane Trace Assist, Automatic High Beam, Road Sign Assist, Intelligent Adaptive Cruise Control and Full-range Adaptive Cruise Control.

**Blind Spot Monitor**

This allows you to manoeuvre more safely during lane changes. If the rear-mounted radar sensors detect a vehicle in your side or rear blind spot, a warning indicator illuminates on the appropriate side mirror. If you indicate to change lanes and a vehicle is in your blind spot, the warning indicators will flash.

PRIUS LUXURY

SLEEK STYLING, EXCEPTIONAL COMFORT AND NEXT LEVEL TECH





MAIN FEATURES

- Toyota Safety Sense
 - Pre-Collision System with Pedestrian Day & Night-time and Cyclist Daytime Detection
 - Full-range Adaptive Cruise Control
 - Intelligent Adaptive Cruise Control
 - Lane Departure Alert with Steering Control
 - Lane Trace Assist
 - Road Sign Assist
 - Automatic High Beam
- 17" alloy wheels
- Smart Entry
- Rear-view camera
- Dual-zone climate control
- Blind Spot Monitor (BSM)
- Rear Cross Traffic Alert (RCTA)
- 7" Toyota Touch® 2 multimedia system
- Satellite navigation
- JBL premium sound system
- 10 Speakers
- Apple CarPlay™ / Android Auto™*
- Head Up Display
- LED headlamps
- LED daytime running lights
- LED rear combination lights
- Rain sensor
- Dusk sensor
- Electrochromatic rear-view mirror (auto-dimming)
- Tyre Pressure Warning System
- Drive Mode selector
- Wireless mobile phone charger*
- Heated front seats
- Choice of black or grey fabric[§]
- 60:40 split rear seats
- Acoustic Vehicle Alert System (AVAS)
- Tyre repair kit

Optional features

- Choice of black or grey leather[§]

* Requires compatible mobile phone.

[§] Grey fabric or leather includes light-grey upper dash and door panels.

ACCESSORIES

Your Prius is a distinctive car and you can make it even more special with genuine Toyota accessories. They're designed with the same care, attention to detail and quality as your Prius.



PROTECTION ACCESSORIES

Rear mudguards

Protect your Prius' paintwork from excessive dirt, mud, road spray and stone chips with these specially shaped mudguards.

Side mouldings

Keep the side panels of your Prius safe against minor car park scrapes and dents.

Rear bumper protection plate

Keep the paintwork on your Prius' bumper free from scratches and marks when you're loading heavy items into the boot.

Boot liner

Tough and flexible with raised edges and a non-slip surface, this liner will keep mud, dirt and stains off the boot carpet in your Prius.

Available as Accessories from your local dealer.

TRANSPORT ACCESSORIES

Roof rack

Strong, lockable, light and easy to fit, this roof rack adds extra practicality and style to your Prius.

Roof rack attachments – ski box Thule Motion 800

Ideal for winter sports, this streamlined, high capacity box opens from both sides. The central key can't be removed until all locking points are shut.

Horizontal detachable towing hook

The Prius is the only hybrid which can tow over 700 kg, so this detachable towing hook with its own wiring kit is an essential accessory.



BODY COLOURS

NINE DIFFERENT WAYS TO TURN HEADS



040 Pure White



1G3 Ash Grey^s



3U5 Pearl Red*



089 Pearl Ice White*

1F7 Ultra Silver[§]218 Attitude Black[§]221 Premium Dark Blue[§]4X1 Platinum Beige[§]8X7 Aqua Breeze[§]

* Pearlescent paint.

§ Metallic paint.

WHEELS & TRIMS

A TOUCH OF STYLE – INSIDE AND OUT



**17" alloy wheels
(5-spoke)**
Standard on Prius Luxury



1. **Grey fabric***
Standard on Prius
Luxury
2. **Black fabric**
Standard on Prius
Luxury
3. **Grey leather[§]**
Optional on Prius
Luxury
4. **Black leather**
Optional on Prius
Luxury

* Grey fabric includes light-grey upper dash and door panels.

[§] Grey leather includes light-grey upper dash and door panels.

SPECIFICATIONS

Hybrid

1.8 l Petrol Hybrid
e-CVT 2WD

ENVIRONMENTAL PERFORMANCE

Fuel consumption (applicable legislation)	
Fuel consumption, combined speeds (l/100 km)	4.6
Fuel consumption, low speed (l/100 km)	4.1
Fuel consumption, medium speed (l/100 km)	4.0
Fuel consumption, high speed (l/100 km)	4.2
Fuel consumption, extra high speed (l/100 km)	5.5
Recommended fuel grade	95 or more
Fuel tank capacity (litres)	43
Carbon dioxide, CO ₂ (applicable legislation)	
CO ₂ emissions, combined speeds (g/km)	104
CO ₂ emissions, low speed (g/km)	93
CO ₂ emissions, medium speed (g/km)	91
CO ₂ emissions, high speed (g/km)	94
CO ₂ emissions, extra high speed (g/km)	125
Exhaust emissions (regulation EC 715/2007 complemented by EC 2018/1832AP)	
Euro class	Euro 6 AP
Carbon monoxide, CO (mg/km)	118.2
Hydrocarbons, THC (mg/km)	14.1
Nitrogen Oxides, NOx (mg/km)	2.6
Sound level drive by (dB(A))	67.0

The fuel consumption and CO₂ values are measured in a controlled environment on a representative production model, in accordance with the requirements of the new WLTP European regulation EC 2017/1151 and its applicable amendments. For each individual vehicle configuration, the final fuel consumption and CO₂ values may be calculated based on the ordered optional equipment. The fuel consumption and CO₂ values of your vehicle may vary from those measured or calculated values, as driving behaviour as well as other factors (such as road conditions, traffic, vehicle condition, tyre pressure, load, number of passengers, etc.) have an influence on a car's fuel consumption and CO₂ emissions. For more information regarding the new WLTP test method, please visit: www.toyota.ie

e-CVT = electronically controlled Continuously Variable Transmission

ENGINE**Hybrid****1.8 l Petrol Hybrid
e-CVT 2WD**

Engine code	2ZR-FXE
Number of cylinders	4, in line
Fuel system	Fuel injection
Displacement (cc)	1798
Bore x stroke (mm x mm)	80.5 x 88.3
Compression ratio	13.0:1
Maximum power output (DIN hp)	97
Maximum power output (kW/rpm)	72/5200
Maximum torque (Nm/rpm)	142/3600
Total hybrid system combined output (DIN hp)	122
Total hybrid system combined output (kW)	90

ELECTRIC FRONT MOTOR**HYBRID VEHICLE BATTERY**

Type	Permanent magnet synchronous	Type	Nickel-metal hydride
Maximum output (kW)	53	Nominal voltage (V)	201.6
Maximum torque (Nm)	163	Number of battery modules	28
Maximum voltage (V)	600	Battery capacity (3hr) Amp.hr.	6.5

Hybrid**1.8 l Petrol Hybrid
e-CVT 2WD****PERFORMANCE**

Maximum speed (km/h)	180
0–100 km/h (secs)	10.9
Drag coefficient	0.25

SPECIFICATIONS

Hybrid

1.8 l Petrol Hybrid
e-CVT

WEIGHTS & TOWING CAPACITY

Total gross vehicle mass (kg)	2515
Kerb weight (kg)	1375–1400
Towing capacity with brakes (kg)	725
Towing capacity without brakes (kg)	725

SUSPENSION

Front	MacPherson strut
Rear	Double wishbone

INTERIOR DIMENSIONS & LOAD VOLUME

5-door

Interior width (mm)	1490
Interior height (mm)	1195
Luggage capacity up to roof (l)	502

STEERING

5-door

Turning circle – tyre (m)	10.2
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BRAKES

Front	Ventilated disc
Rear	Disc

EXTERIOR DIMENSIONS

5-door

Exterior length (mm)	4575
Exterior width (mm)	1760
Exterior height (mm)	1470
Front tread (mm)	1510
Rear tread (mm)	1540
Front overhang (mm)	960
Rear overhang (mm)	915
Wheelbase (mm)	2700

WHEELS

Prius Luxury

17" alloy wheels (5-spoke)	●
Tyre repair kit	●

● = Standard



1510 mm

1760 mm



915 mm

2700 mm

960 mm

4570 mm

1470 mm



1540 mm

1760 mm

EQUIPMENT

EXTERIOR STYLING

Prius Luxury

Black lower front grille	●
LED rear light guide	●
Body-coloured rear bumper	●
Black diffuser	●
Body-coloured door mirrors	●
Body-coloured door handles	●
Black window frames	●
Shark-fin antenna	●

EXTERIOR COMFORT

Prius Luxury

Follow-me-home headlights	●
Dusk sensor	●
Rain sensor	●
Automatic headlight cut-off	●
Headlight cut-off reminder	●
Boot door release with push button	●
Power-adjustable, heated door mirrors	●
Automatically retractable door mirrors	●
Remote door locks	●
Smart Entry & Start System	●

INTERIOR STYLING

Prius Luxury

Black upper dashboard*	●
Cool grey upper dashboard*	●
Soft-touch texture on upper dashboard	●
Piano black lower dashboard	●
Piano black lower passenger dashboard	●
Satin chrome insert on lower passenger dashboard	●
3-spoke leather steering wheel	●
Gloss black centre console	●
Black centre air vent surrounds	●
Chrome insert on centre air vents	●
Satin chrome side air vent surrounds	●
Chrome and black surrounds on side air vents	●
Chrome insert on side air vents	●
Black gear shift knob surround	●
Parking foot brake	●
Fabric front armrest	●
Dark grey stitching on front armrest	●
Dark grey stitching on front seats	●
Dark grey stitching on rear seats	●
Fabric rear armrest	●
Chrome interior door handles	●

INTERIOR COMFORT

Prius Luxury

Push-button start	●
Manual tilting and telescopic steering wheel	●
Digital speedometer	●
Additional digital speedometer in information display	●
Electrochromatic rear-view mirror	●
Electric Power Steering (EPS)	●
Rear-view camera display	●
Static guide lines on rear-view camera display	●
Dual-zone climate control	●
Pollen air filter	●
Clean air filter	●
Side-opening central armrest	●
Manually height-adjustable driver seat	●
Power-adjustable lumbar support on driver seat	●
Heated driver & front passenger seats	●
60:40 split-folding rear seats	●
Rear passenger footwell heating	●
Front and rear power windows	●
Auto up & down function on all power windows	●
Anti-jam protection on power windows	●

INTERIOR COMFORT

Prius Luxury

UV-filter on driver & front passenger windows	●
UV-filter on rear windows	●
Noise reduction layer on windscreen	●
Washer fluid level warning	●
Rear window defogger	●
Front room lamp (bulb type)	●
Driver & front passenger personal lamps (bulb type)	●
Centre room lamp (bulb type)	●
Boot lamp	●
Illuminated entry & foot lamp system	●
Foot lamp	●
Door courtesy lamp	●
Lamp and mirror on driver sun visor	●
Lamp and mirror on passenger sun visor	●
Front 12V power outlet	●
Rear passenger 12V power outlet	●
Wireless mobile phone charger [§]	●

● = Standard

* Dependent on interior colour choice.

§ Requires compatible mobile phone.

EQUIPMENT

INTERIOR COMFORT

Prius Luxury

Driver power door lock	●
Child safety door locks	●
Coloured TFT information display	●
ECO-driving Indicator	●
Hybrid System Indicator	●
Head Up Display	●
Gear Shift Indicator (GSI)	●
Audio switches on steering wheel	●
Climate control ECO mode switch	●
Information display switches on steering wheel	●
Telephone switch on steering wheel	●
Adaptive Cruise Control switch on steering wheel	●
Lane Departure Alert switch on steering wheel	●
Adjustable Speed Limiter (ASL) switch on steering wheel	●
Automatic High Beam (AHB) on/off switch	●
Front and rear overhead assist grips	●

STORAGE

Prius Luxury

Centre console box	●
Lid on centre console box	●
Single compartment glovebox	●
Slow-opening on glovebox	●
Front and rear door pockets	●
Front and rear bottle holders	●
0.5 litre bottle holder	●
Front and rear cup holders	●
Rear passenger coat hooks (2)	●
Sunglasses holder	●
Driver & passenger seatback pockets	●
Rear console box	●
Retractable tonneau cover	●

MULTIMEDIA

Prius Luxury

7" Toyota Touch® 2 multimedia system	●
Satellite navigation system	●
Apple CarPlay™ / Android Auto™	●
10 speakers	●
JBL premium sound system	●
USB connector	●
Aux-in connector	●
Bluetooth® hands-free system	●

SAFETY**Prius Luxury**

Toyota Safety Sense	●
– Pre-Collision System with Pedestrian Day & Night-time and Cyclist Daytime Detection	●
– Full-range Adaptive Cruise Control	●
– Intelligent Adaptive Cruise Control	●
– Lane Trace Assist	●
– Lane Departure Alert with Steering Control	●
– Road Sign Assist	●
– Automatic High Beam	●
Emergency Brake-light Signal (EBS)	●
Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD)	●
High-mounted stop lamp (LED type)	●
LED rear brake lights	●
Vehicle Stability Control (VSC)	●
Rear combination lamps (LED type)	●
LED headlamps	●
Automatic headlamp levelling	●
Daytime running lights (LED type)	●
Front fog lamps (LED type)	●

SAFETY**Prius Luxury**

Turning signal (LED type)	●
Acoustic Vehicle Alert System (AVAS)	●
Blind Spot Monitor (BSM)	●
Rear Cross Traffic Alert (RCTA)	●
Turning signal integrated in door mirrors	●
Rear-view camera	●
Immobiliser	●
Tyre Pressure Warning System (TPWS)	●
Supplemental Restraint System (SRS) airbags – 7 airbags	●
Front passenger airbag detector	●
Front passenger airbag on/off-switch	●
Front seat belt reminder	●
Pre-tensioners and force limiters	●
Driver & front passenger Whiplash Injury Lessening (WIL) seats	●
ISOFIX seat fixing	●
Rear seat belt reminder	●
Rear headrests (3)	●
Adjustable rear headrests	●

● = Standard

A HYBRID PIONEER FOR BUSINESS PIONEERS

WORK WITH AN ICON OF EFFICIENCY, INNOVATION AND INTUITION



As the original hybrid car, the iconic Prius pioneered a new way for Irish businesses to power their fleets. Today, the new more efficient Prius features our latest self-charging hybrid system for low CO₂ emissions and up to 50% all-electric driving without any need to invest in charging points. Equipped with a host of high-tech innovations that make a difference, including standard Toyota Safety Sense technologies, the Prius is capable of reducing CO₂ by two tonnes every 100,000 km. That's better business.

ToyotaBusiness
+Plus

To get where you want to be
www.toyota.ie/business-customers



Best purchase
experience



Broadest range
of solutions



Best business
relationship



Working towards
the future



A true
partnership



Quality products
and services



TOYOTA 2050 ENVIRONMENTAL CHALLENGE & ENVIRONMENTAL LIFECYCLE POLICY

TOYOTA ENVIRONMENTAL CHALLENGE 2050



At Toyota, we want to go beyond zero environmental impact and leave the world in a better place than we found it. To make that happen, we have set ourselves six challenges to complete by 2050. Each one throws up its own difficulties, but we are committed to generating a positive and sustainable impact on society and the natural world as a whole.

For more information regarding Toyota Environmental Challenge please visit:
www.toyota.ie or contact your local Toyota dealer.



CHALLENGE 1

NEW VEHICLE ZERO CO₂ EMISSIONS

By 2050, we want to reduce the CO₂ emissions from our vehicles by 90% compared to our 2010 levels. To achieve this, we will promote the development of new vehicles with low or zero carbon emissions, and do everything we can to increase the uptake of these vehicles.



CHALLENGE 4

MINIMISING AND OPTIMISING WATER USAGE

To minimise water usage, we have started to collect rainwater at our manufacturing plants. We have also developed purification methods so that the water we do use can either be used again or returned safely into the local supply.



CHALLENGE 2

LIFE CYCLE ZERO CO₂ EMISSIONS

We are working to create more environmentally friendly designs – and then analysing and refining them to ensure the lowest possible environmental impact throughout the vehicle's entire life cycle*.



CHALLENGE 5

ESTABLISHING A RECYCLING-BASED SOCIETY AND SYSTEMS

We've been working on the challenge of resource recycling for 40 years, with the result that 95% of every Toyota Prius is now reusable and recoverable. In addition, we offer new and innovative ways of returning your vehicle when it eventually reaches 'the end of the road'.



CHALLENGE 3

PLANT ZERO CO₂ EMISSIONS

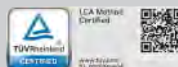
To reduce carbon emissions at our manufacturing plants, we are focusing on improving the technologies we use and switching to alternative power sources. We are committed to making our facilities more energy-efficient and adopting renewable energy sources such as solar and wind, as well as low-carbon power such as hydrogen energy.



CHALLENGE 6

ESTABLISHING A FUTURE SOCIETY IN HARMONY WITH NATURE

To preserve and enhance our co-existence with the natural world, we are organising reforestation and tree planting, green urban schemes and other environmental initiatives, both at our own sites and in the wider world. Our aim is to establish a society where people and nature coexist in harmony.



* Toyota's LCA methodology, which is applied to our passenger vehicles, was reviewed and approved by TÜV Rheinland and has been certified to comply with ISO14040/14044 standards.



YOUR COMPLETE
PEACE OF
MIND WITH
TOYOTA

TOYOTA PEACE OF MIND

HYBRID SERVICE PROGRAMME

Hybrid Battery Extra Care cover* on an annual/15,000 km basis (whichever comes sooner) up to the 15th year from vehicle registration date.

QUALITY SERVICE

Your Toyota will need a Health & Safety check at least once every 2 years/30,000 km (whichever comes sooner). An intermediate check is necessary every year or 15,000 km.

LOW MAINTENANCE COSTS

All Toyota vehicles are designed and engineered to minimise your maintenance costs.

GENUINE PARTS

Providing the reassurance of Toyota quality, only genuine and approved components are used on your vehicle.

COMPREHENSIVE WARRANTY

Every new Toyota comes with a 3-year/100,000 km vehicle warranty[§] and a 5-year/100,000 km warranty for Hybrid components for Hybrid vehicles, which covers any defect caused by a manufacturing fault[§].

ADDED SECURITY

Toyota's comprehensive security system withstands the insurance industry's rigorous 5-minute attack test.

TOYOTA EUROCARE

Enjoy peace of mind driving with complimentary Toyota Eurocare roadside assistance in 40 European countries for 3 years.

GENUINE ACCESSORIES

Toyota accessories are designed and manufactured with the same care, quality and attention to detail as Toyota vehicles. All accessories are covered by a 3-year warranty when purchased together with the vehicle[§].

For more information on peace of mind visit: www.toyota.ie

* Check with your dealer for specific Toyota Hybrid Service Programme details. [§] Check with your dealer for specific warranty details. [§] Transport to the nearest authorised Toyota repairer will also be covered. In addition the 3-year/unlimited mileage paint warranty protects against defects and surface rust caused by a manufacturing fault. Every new Toyota is covered by a 12-year anti-corrosion (not valid for commercial vehicles) warranty against perforation of body panels caused by a manufacturing fault in materials or workmanship.

REMARKABLY INNOVATIVE.
INCREDIBLY EFFICIENT
THE WORLD'S MOST POPULAR
HYBRID IS BETTER THAN EVER

PRIUS
LEADS
OTHERS FOLLOW





TOYOTA PRIUS

THE ORIGINAL HYBRID CHOSEN BY PIONEERS

www.toyota.ie

To the best of our knowledge, all information in this brochure is correct at the time of going to print. Details of specifications and equipment provided in this brochure are subject to local conditions and requirements and may, therefore, vary from models available in your area. Please enquire with your local dealer for details on your local specifications and equipment. • Vehicle body colours may differ slightly from the printed photographs in this brochure. • Toyota Ireland reserves the right to alter any details of specifications and equipment without prior notice. • © 2021 by Toyota Ireland. • No part of this publication may in any way be reproduced without the prior written approval of Toyota Ireland.