

Prius c



A woman with long dark hair, wearing a brown patterned dress, is captured mid-jump on a round trampoline. She is barefoot and has a joyful expression. The trampoline is in a grassy field with a wooden fence and trees in the background. The sky is a warm, golden color from the setting or rising sun, with some clouds. The text 'OH WHAT A FEELING' is overlaid in large white capital letters across the center of the image.

OH WHAT A FEELING

You'll feel it with every drive. In every twist and every turn. It's our unwavering commitment to move you, not only today, but well into tomorrow as we relentlessly re-imagine the future of mobility.

With our eyes on the horizon, we're committed to creating a future where all of humankind is empowered with the freedom to move.

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Style with purpose

From the moment Toyota began building cars, our ambition has been to develop vehicles that help make the world a better place, just like Prius c. By seamlessly blending the latest technology and style it delivers a smarter mobility solution for urban lifestyles.

More than innovative design, Prius c raises the standard for social responsibility by using the power of Toyota Hybrid technology to deliver efficient performance, combined with world-class safety.

Its purposely sculptured exterior incorporates refined aero corners plus a rear spoiler to ensure a highly efficient, dynamic airflow that also helps lower fuel consumption. Day or night, the way ahead is clear with fog lamps up front and UV protectant glass windows, rising to efficient LED headlamps with auto-levelling plus 15" alloy wheels on Prius c i-Tech® models.

To help navigate restricted spaces in city streets, Prius c features a tight turning circle and is equipped with Hill-start Assist Control (HAC) and a reversing camera with guidelines.

Prius c has been awarded the maximum 5-star ANCAP (awarded in 2014) safety rating due to its sophisticated safety features including 7 SRS airbags and a front and side collision structure. On the road you'll have an Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA) to help you arrive safely.

Plus you can personalise your Prius c to suit your life and style with Toyota Genuine Accessories.

To find out more, go to toyota.com.au/prius-c



Front cover: Prius c i-Tech® model shown
This page: Prius c model shown accessorised with 15" alloy wheels (sold separately)



Prius c i-Tech® interior

The genius of practical thought

Even with the compact exterior dimensions of Prius c, the first thing you notice within its contemporary interior is the remarkable spaciousness and depth. The clever application of interior design provides ample room for up to five people plus their gear as well as the welcoming comfort of contoured front seats.

When out and about, you'll appreciate the hands-free convenience of hopping in and getting on your way, even with the keys in your pocket or bag, with the smart entry and start system. To help keep you better informed when on the road, the clever Multi Information Display (MID) clearly displays the average fuel consumption levels, outside temperature, cruising range and more.

The Prius c's 6-speaker audio system proves compact size is no impediment to enjoying crisp, refined sound. It features a 6.1" colour touchscreen display for easy control, USB input for easy connectivity with an iPod®¹ or MP3 player, plus voice recognition and Bluetooth®² connectivity. Finding your next destination is also made easy with satellite navigation,³ especially with SUNA™⁴ traffic channel to help you beat congestion with real-time traffic and road condition reports.

As not every journey is the same, the 1.5L 4-cylinder engine with Toyota Hybrid System can adapt to each challenge by offering three driving modes: 'Normal', 'ECO' for optimal fuel efficiency and 'EV' for low speeds and short distances.

With Prius c, focusing on the future is always in fashion.



Split fold rear seat



Smart start engine button

Reversing camera⁵



Drive Mode Select

Prius c



- 1.5L 4-cylinder engine with Toyota Hybrid System
- Continuously Variable Transmission (auto-CVT)
- 15" steel wheels
- Front fog lamps
- Premium steering wheel
- Automatic climate control air conditioning
- Smart entry and start system
- Reversing camera
- 6.1" colour touchscreen display with Toyota Link
- Satellite navigation³ with SUNA^{TM,4} traffic channel

- Audio system with 6 speakers and voice recognition
- Bluetooth^{®2} hands free connectivity
- 7 SRS airbags – including driver's knee airbag
- Electronic Brake-force Distribution, Anti-lock Braking System and Hill-start Assist Control
- Hill-start Assist Control



Automatic climate control air conditioning



Continuously Variable Transmission (auto-CVT)



15" steel wheels

Prius c i-Tech®



LED headlamps with auto-levelling



Premium seats and trim

In addition to Prius c, the i-Tech® features:

- 15" alloy wheels
- LED headlamps with auto-levelling
- Rear privacy glass
- Premium seats and trim



Smart keyless touch entry
– standard on both grades



15" alloy wheels

The Hybrid System



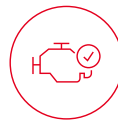
Four Key Benefits

Toyota Hybrid's latest technology gets you moving powerfully and smoothly every time. Enjoy an uncompromising drive with responsive, dynamic performance.



Quiet

The quieter and calmer experience in a Toyota Hybrid is proven to deliver one of the most satisfying and enjoyable drives on the road, with no compromise on vehicle responsiveness. It's why millions of Hybrid drivers choose never to go back to petrol-only engines once they've made the switch.



Reliable

Toyota's Hybrid System offers the reliability and quality you can always expect from Toyota. Tested and trusted for over 20 years – so no matter where you go, you'll have peace of mind in every drive.



Powerful

Experience an uncompromising drive in a Toyota Hybrid with responsive, dynamic performance. You get impressive off-the-line torque that gets you moving powerfully and smoothly every time.

Starting off

The electric motor is used primarily and power stored in the hybrid battery is used to turn the motor.

Full acceleration

Power is provided by the petrol engine in addition to the electric motor. Output is maximised for acceleration.

Braking and deceleration

The electric motor functions as a generator to recharge the battery by itself. No fuel is used, so there are minimal CO₂ emissions.

Normal driving

A mix of petrol and electric is used for best economy, depending on the conditions. The hybrid battery is recharged where possible.

At rest

With the car brought to a stop, the petrol engine cuts off. The system automatically avoids idling to conserve fuel and reduce CO₂ emissions.



Your model, your colour

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With two models and nine stylish colours to choose from, you can select the Prius c that perfectly suits your style and taste.

Grade Interior Seat Trim	Glacier White	Crystal Pearl ⁶	Silver Pearl ⁶	Graphite ⁶	Ink ⁶	Tidal Blue ⁶	Cherry	Hornet Yellow	Aquamarine ⁶
Prius c Dark blue fabric (FB82)									
Prius c i-Tech® Premium black trim (LA22)									



○ Glacier White 040



○ Crystal Pearl⁶ 070



● Silver Pearl⁶ 1F7



● Graphite⁶ 1G3



● Ink⁶ 209



● Tidal Blue⁶ 8T7



● Cherry 3P0



● Hornet Yellow 5A3



● Aquamarine⁶ 792

The Toyota Advantage



When you join the Toyota family, you get so much more than a new car feeling. You get a lifetime of benefits keeping you moving now and well into the future.

Discover your Toyota lifetime of advantages at toyota.com.au

Discover the freedom of Toyota Access⁷

Toyota Access puts you in complete control when buying a new car, with lower monthly repayments.⁸ Drive out of the Dealership with a clear road ahead then drive back a few years later with more options at your disposal than ever before. Whatever stage you're at in life, Toyota Access puts you in the driver's seat with flexibility and assurance. To discover Toyota Access for yourself visit toyota.com.au/toyota-access

Capped price servicing⁹

A new Toyota means you don't have to worry about unexpected service costs. Every Toyota comes with a low, capped price service cost for a set number of years/kilometres. Pay the same low capped price from one eligible logbook service to the next for up to three years or 60,000km, whichever occurs first (including Genuine parts, labour and fluids). For the full benefits consult a Toyota Dealer or visit toyota.com.au/advantage

Toyota Warranty Advantage

Every new Toyota is built to exceptional standards, and from 1 January 2019, Toyota vehicles are backed by a five year/unlimited kilometre warranty.¹⁰ If your vehicle is properly serviced and maintained per its Warranty and Service Book, we'll extend your engine and driveline warranty for an additional 2 years,¹¹ giving you peace of mind for years to come. In the event of a claim covered by warranty, you are covered by a 60 day money back guarantee and 7 years emergency assistance including expenses related to car hire, towing or even accommodation if required. For more information visit toyota.com.au/owners/warranty

Your battery goes further¹²

The Hybrid battery used by Toyota, requires no maintenance, charges automatically while you drive and never needs to be plugged into a power supply. From 1 January 2019, Toyota Hybrid batteries are backed by a five year/unlimited kilometre warranty. Complete an annual hybrid battery health check according to Toyota specifications during routine maintenance, and we'll extend your Hybrid battery warranty to 10 years.

Finance to get you going

If you need a little help, Toyota Finance¹³ can offer you a wide range of vehicle financing options. With Toyota Finance, you'll have the peace of mind of dealing with one of Australia's leading vehicle finance corporations with over 30 years experience. And with a range of flexible products and services to suit almost every need and circumstance, Toyota Finance can help find the right package for you or your business.

Insurance options

Our Comprehensive Motor Vehicle insurance policy is packed with great benefits including; agreed value cover, new vehicle replacement if your Toyota is written off within the first three years, use of Toyota Genuine Parts, and a Lifetime Repair Guarantee on repairs authorised by Toyota Insurance.¹⁴ For more information visit toyota.com.au/insurance

Extend your peace of mind

Whether it's a flat tyre, lost keys or a flat battery, Toyota Roadside Assist¹⁵ is never more than a phone call away. 24 hours a day, seven days a week, our technicians are there to help you get back on the road. For more information visit toyota.com.au/insurance/roadside-assistance

Disclaimers and Notice

- 1 iPod® is a trademark of Apple, Inc. registered in the U.S. and other countries.
- 2 Bluetooth® is a registered trademark of Bluetooth SIG, Inc.
- 3 Coverage varies based on vehicle location.
- 4 Service varies based on vehicle location. See sunattraffic.com.au
- 5 Driver assist feature. Only operates under certain conditions. Check your Owner's Manual for explanation of limitations. Please drive safely.
- 6 Paint featured is an optional extra at additional cost.
- 7 Terms and conditions, fees and charges apply. Toyota Access Guaranteed Future Value products are available to approved customers of Toyota Finance, a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
- 8 Lower monthly repayments compared to a similar term with no Guaranteed Future Value (GFV) or equivalent balloon final payment. Total interest charges will be higher if a GFV or balloon final payment is selected.
- 9 Applies to standard scheduled logbook servicing (normal operating conditions). Excludes Government and Rental vehicles. For details see your Toyota Dealer or visit toyota.com.au/advantage
- 10 Applicable to new vehicles delivered on or after 01/01/2019. The standard Toyota Warranty Advantage period is 5yrs, with unlimited kms, from delivery. Excludes vehicles used for a commercial purpose, such as taxis, hire vehicles and vehicles transporting people or goods for payment including rideshare. The commercial vehicle Toyota Warranty Advantage period is 5 years from delivery or 160,000kms (whichever occurs first). See toyota.com.au/owners/warranty or your vehicle's Warranty and Service Book for T&Cs. This warranty does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 11 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) extended Engine and Driveline coverage is for 7 years from delivery, provided your vehicle is properly serviced and maintained per its

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Warranty and Service Book. See toyota.com.au/owners/warranty for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.

- 12 Applicable to new vehicles delivered on or after 01/01/2019. The Toyota Warranty Advantage (TWA) Hybrid (HV) Battery coverage is for up to 10 years, with unlimited kms, from date of first delivery. It is comprised of the standard 5 year TWA and extended each year for an additional 5 years with an annual hybrid health check inspection according to Toyota specifications. See toyota.com.au/owners/warranty or your vehicle's Warranty and Service Book for details. The TWA does not limit and may not necessarily exceed your rights under the Australian Consumer Law.
- 13 Approved applicants only. Terms and conditions apply. Toyota Finance is a division of Toyota Finance Australia Limited ABN 48 002 435 181, AFSL and Australian Credit Licence 392536.
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