

THE NEW PRIUS

A Hybrid icon. Again



TOYOTA

ALWAYS A
BETTER WAY

TOYOTA
HYBRID

New Prius

DYNAMIC, REFINED, EFFICIENT

Just as the original Prius rewrote the rulebook back in 1997, the all-new model elevates the pioneering Hybrid back where it belongs: at the forefront of cutting-edge design, efficiency and innovation.

The new Prius takes the hybrid driving experience to another level, thanks to a lower centre of gravity, increased body rigidity and enhanced suspension. And it doesn't stop there: our new Toyota hybrid system takes this dynamic even further with a smoother,

more linear power delivery, quicker responses and a sport mode that allows the Prius to intelligently react when a driver's demands increase.

In town, there's never been anywhere more relaxing and easy-going than the interior of a Prius. But now, with the capability for more time spent in electric-drive due to the improved recharging capacity of the battery, the new model lets you enjoy a whisper-quiet environment on even more journeys, and even when speeds increase.

A New Hybrid Icon. Again.



Design Fit for a Pioneer

SPORTING DRIVE, DISTINCTIVE STYLE

The new Prius has received a dramatic makeover: black C-pillars create the illusion of a floating roof, while the sporty stance is enhanced by a lower roofline, bonnet and sleek proportions to offer a taste of what's to come.



At the front and rear, distinctive LED lights – Bi-LED lights come as standard at the front – give the Prius a pioneering look, and a leading drag coefficient of cd 0.24 means the new Prius cuts through the air with aerodynamic grace.



A Haven of High Tech Flair

PREMIUM DESIGN, CUTTING-EDGE TECHNOLOGY

The cool grey or black interiors house a modern cockpit which sweeps in a continuous flow of form and function; soft-touch materials and cool metallic finishes meet innovative touches – such as signature Prius logos on the air vents – to create a cabin of contemporary flair. Across the range you'll really appreciate Prius' meaningful technology. From the futuristic capacitive audio controls to the new colour Head Up Display (HUD), the new Prius contains a wealth of quality. In addition, the dual 4.2" meter multi-info display and wireless phone charger, not to mention the impressive Toyota Touch® 2 multimedia

system, put convenience right at your fingertips thanks to multimedia controls conveniently located on the steering wheel.

Prius' intelligent dual air conditioning system saves fuel by reducing air flow to the front of the cabin if no occupant is detected in the front seat. Simple Intelligent Park Assist (SIPA) automatically applies the correct steering inputs during a parking manoeuvre as well as moving the car while the driver controls the brakes, making parking a breeze.



The Business Benchmark

UNBEATABLE EFFICIENCY, SMOOTH RESPONSE

Our pioneering model now incorporates an advanced new Toyota hybrid system that offers class-leading fuel consumption and emissions while being even quieter and even more responsive.

The new Prius aims to make the biggest leap yet in performance, with a target of improving CO₂ emissions by 18%*.

Wherever your business trip takes you, you'll notice the difference in your budget. On top of this, every Toyota Hybrid comes with a five-year/100,000 km[§] warranty.

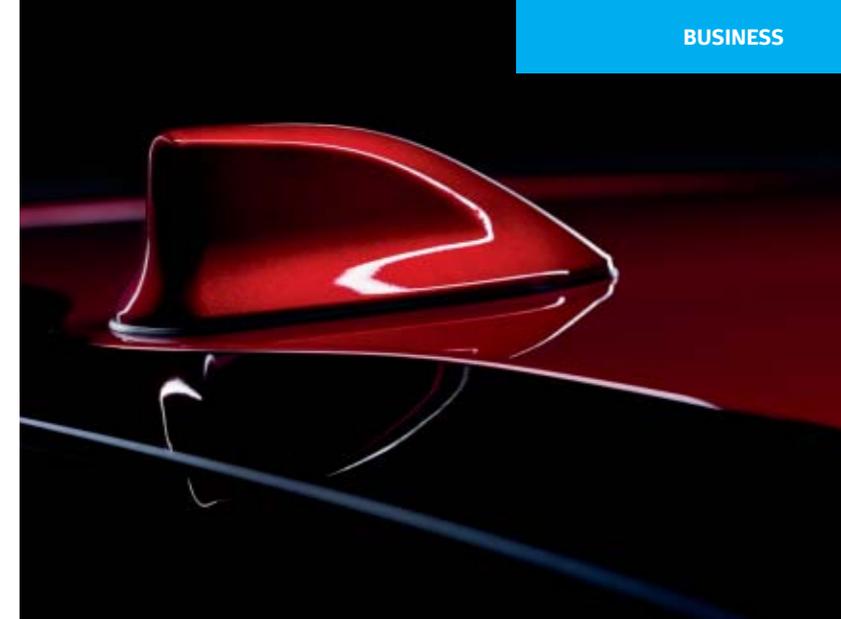
The new Prius' innovative engine technology doesn't need a clutch, alternator and engine chain. This combined with competitive maintenance costs results in a car that is both economical and more robust.

Through the integrated technologies – such as Toyota Safety Sense, Simple Intelligent Park Assist and Intelligent Clearance Sonar – the new Prius really acts as your sixth sense while driving.

Toyota **Business**
Plus

* New European Driving Cycle.

§ Whichever comes first.



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