# zois PRIUSC



# GREAT THINGS CAN COME IN SMALL, HYBRID PACKAGES

## PRIUS C WAS CREATED WITH THE BIG CITY IN MIND.

As the smallest member of the Prius family, the new 2018 Prius c makes the most out of every situation. Its low centre of gravity design and 9.6 metre turning circle not only deliver agile and responsive handling but also make parking in the most challenging of spaces incredibly easy. With its combined fuel efficiency rating of 5.1L/100 km, you can make short work getting to any destination. Complementing its refreshed sleek design is a sporty and versatile interior with smart tech and eye-catching details that will give you a stylish look that's all your own. Whether you're heading out for a night of fun or you're configuring the seats to transport all of your gear, Prius c will always make the most out of any situation. Best of all, knowing that over 85% of Toyotas sold in Canada in the last 20 years are still on the road today<sup>13</sup> means you can rely on discovering the city with the Prius c for years to come.





# GET THE MOST OUT OF EVERY DRIVE.

Your world is full of possibilities, so get comfortable as you explore them all with the 2018 Prius c. With its 5-door access and 484 litres of cargo space (behind rear seats), Prius c is flexible and versatility enough to accommodate all of your plans. The spacious interior is tailored around what is important to you with smart accents and premium materials that ensure you and your 4 passengers always travel in comfort and style. And its long list of innovative technology lets you stream your favourite playlist, connect with friends, find destinations, and even monitor your driving and fuel consumption habits.



# MORE EFFICIENCY MEANS MORE FICIENCY MEANS MORE FILLING TO THE PROPERTY OF THE







ENERGY MONITOR Learn how to optimize your efficiency. The energy monitor screen displays how the hybrid system works in real time. It shows you how Prius c always employs the most efficient source of power.

EV/ECO MODE Take charge and pick your perfect drive mode. Prius c's EV Mode enables electric driving for up to a kilometre when travelling below 40 km/h. ECO Mode limits the operation of the climate control and adjusts throttle input to help maximize fuel economy and give you more moments from each kilometre.

ECO SAVINGS Provides current fuel cost as well as savings information. Just enter the fuel cost amount at the time of refueling in order to see cost information. For fuel savings, enter a prior mileage amount and see current savings information.



At Toyota, we believe that no matter what the destination, everyone deserves to arrive safely. That's why we created Toyota Safety Sense<sup>TM</sup> (TSS)<sup>9</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>10</sup> Lane Departure Alert (LDA)<sup>11</sup> and Automatic High Beams (AHB)<sup>12</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.



SELECT FEATURES	Prius c	us c hnology
INTERIOR  ENTERTAINMENT & CONNECTIVITY 6.1" Touch Panel Display Audio, AM/FM/CD Player 6.1" Touch Panel Display Audio, AM/FM/CD Player 6.1" Touch Panel Display Audio, AM/FM/CD Player SiriusXM® Satellite Radio, Gracenote® Album Cover Art USB Input Port, Auxiliary Input Jack, Bluetooth®3 Hands-Free Phone Connectivity/Wireless Audio Streaming/Phone Book Access 4-Speakers 6-Speakers Steering Wheel Bluetooth®3 & Audio Controls Backup Camera 4.2" TFT Multi-Information Display  COMFORT & CONVENIENCE Air Conditioning w/Automatic Climate Control Cabin Air Filter, Rear Seat Heater Ducts Power Door Locks Power Windows w/Driver Side Auto-Up/Down Touch Tracer Display Push Button Start Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor) 4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Control Tonneau Cover Synthetic Leather Instrument Panel  SEATING & TRIM Front Bucket Seats w/Fabric Seat Material Heated Front Seats w/SofTex® Trim Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments Driver Seat Cushion Height Adjustment 60/40 Split Rear Bench Seat w/Fold-Down Seat Back All-Position Vertically Adjustable Headrests  EXTERIOR  Power Moonroof Rear Spoiler Front Lower Bumper Spoiler Front Skid Plate	Pric	Prius . Techr
ENTERTAINMENT & CONNECTIVITY		
	•	_
	-	•
SiriusXM® Satellite Radio, Gracenote® Album Cover Art	_	•
Hands-Free Phone Connectivity/Wireless Audio	•	•
4-Speakers	•	-
6-Speakers	-	•
Steering Wheel Bluetooth®3 & Audio Controls	•	•
Backup Camera	•	•
4.2" TFT Multi-Information Display	•	•
COMFORT & CONVENIENCE		
Air Conditioning w/Automatic Climate Control	•	•
-	•	•
Power Door Locks	•	•
Power Windows w/Driver Side Auto-Up/Down	•	•
Touch Tracer Display	_	•
Push Button Start	_	•
	-	•
	•	•
Tonneau Cover	-	•
Synthetic Leather Instrument Panel	-	•
SEATING & TRIM		
Front Bucket Seats w/Fabric Seat Material	•	_
Heated Front Seats w/SofTex® Trim	_	•
<u> </u>	•	•
Driver Seat Cushion Height Adjustment	-	•
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	•	•
All-Position Vertically Adjustable Headrests	•	•
EXTERIOR		
Power Moonroof	_	•
Rear Spoiler	•	•
Front Lower Bumper Spoiler	•	•
Front & Rear Splash Guards	•	•
Front Skid Plate	_	•
Rear Skid Plate	-	•
Body Side Mouldings	-	•
Wheel Arch Mouldings	-	•
Unique Front & Rear Bumper	_	•

EXTERIOR (cont'd)	Prius c Prius c Technology	MECHANICAL	
ntermittent Rear Window Wiper/Washer	• •	ENGINE	
ED Headlamps	• •	Туре	
.ED Tail Lamps	• •		DHC, 16-Valve, Variable Valve
ED Fog Lamps	- •	Timing w/intelligence,	Atkinson Cycle, EV/ECO Mod
SAFETY		Hybrid System Net Pov Net HP: 99 hp (74 kW) <sup>15</sup>	
Toyota Safety Sense™ (TSS-C)9 – includes Pre-Collision System (PCS),¹0		<b>HV Battery</b> Sealed Nickel-Metal Hy	rdride
Safety Sense  Lane Departure Alert (LDA) <sup>11</sup> & Automatic High Beam (AHB) <sup>12</sup>	• •	DRIVETRAIN Transmission	
STAR Safety System™ – includes  SAFETY SYSTEM* Vehicle Stability Control (VSC), 6  Traction Control (TRAC), Anti-lock Brake System (ABS),  Electronic Brake-force Distribution (EBD), Brake Assist (BA)  Symart Stop Technology (SST)8	• •	Electronically controlle Transmission  CHASSIS Brakes	d Continuously Variable
Driver & Front Passenger Airbags (SRS)1	• •	Power-Assisted, Ventila	ited Front Discs, Rear Drums
Driver's Knee Airbag (SRS)¹	• •	2	e Braking System, Electronica
ront Seat-Mounted Side Airbags (SRS)1	• •	Controlled Hydraulic Bi	raking System
Front Seat Cushion Airbags (SRS) <sup>1</sup> Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>	• •	Steering Electric Rack & Pinion v	w/Variable Power Assist
Driver & Front Passenger Whiplash-Injury-Lessening Seats	• •	Wheels & Tires	
Fire Pressure Monitoring System	• •	15" Steel Wheels w/Full	Wheel Covers
Cruise Control	_ •	15" Aluminum Alloy Wh	eels, Wheel Locks
LED Brake Lamps	• •	P175/65R15 All-Season	Tires, Temporary Spare Tire
/ehicle Proximity Notification System	• •	CAPACITIES	
ow Washer Fluid, Door Ajar, Driver & Front Passenger	• •		
Seatbelt Warning, Key Remind Warning Indicators		Seating Capacity	5
AVAILABLE PACKAGE		Cargo Capacity	litres 484
		- · · · · · · · · · · · · · · · · · · ·	
	_	Fuel Canacity	litres (imperial gallon)

### **UPGRADE PACKAGE**

6-Speakers, Driver Seat Cushion Height Headrest-Vertical Adjustments, Cruise Control, Variable Intermittent Front Wipers, Tonneau Cover, Synthetic Leather Instrument Panel, Rear Centre Console Box, Premium Cloth Seats, Front Passenger Seat Back Pocket, Rear Skid Plate, Front Skid Plate, Body Side Mouldings, Wheel Arch Mouldings, Unique Front & Rear Bumper

### **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 or your local Dealer.

Body Side Mouldings Cargo Liner Cargo Net Paint Protection Film Rear Bumper Protector Side Window Deflectors Tub Style All-Season Floor Mats

• –

• •

### NGINE

..5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Fiming w/intelligence, Atkinson Cycle, EV/ECO Modes

### Hybrid System Net Power Net HP: 99 hp (74 kW)<sup>15</sup> • • HV Battery • • Sealed Nickel-Metal Hydride

### DRIVETRAIN

### **Fransmission**

Electronically controlled Continuously Variable Transmission

### CHASSIS

Power-Assisted, Ventilated Front Discs, Rear Drums • • ntegrated Regenerative Braking System, Electronically • • Controlled Hydraulic Braking System Electric Rack & Pinion w/Variable Power Assist • • Wheels & Tires 15" Steel Wheels w/Full Wheel Covers

### CAPACITIES

Seating Capacity	5	•	•
Cargo Capacity	litres		
	484	•	•
Fuel Capacity	litres (imperial gallon)		
	36 (9.5)	•	•

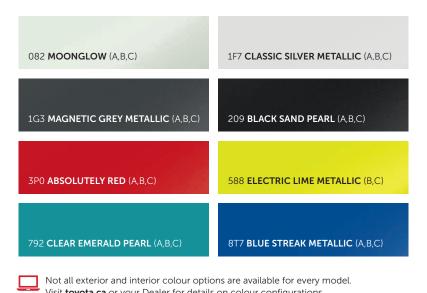
### **FUEL CONSUMPTION RATING<sup>2</sup>**

City/Highway/Combined	L/100 km	(100 km mpg (imperial gallon)	
	4.9/5.5/5.1	58/51/55	

### COLOUR SECTION

### **EXTERIOR COLOUR**

DISCLAIMERS



Visit **toyota.ca** or your Dealer for details on colour configurations.

### INTERIOR COLOUR

### PRIUS c

(A) LIGHT GREY FABRIC.

(B) LIGHT GREY PREMIUM FABRIC

### PRIUS c TECHNOLOGY

(C) BLACK SofTex®

## MAJOR EMISSION CONTROL COMPONENTS

This warranty covers repairs to powertrain components that

are defective in material or workmanship under normal use

This warranty includes 24 hour Roadside Assistance and other

that is defective in material or workmanship under normal use

and maintenance. Different warranties apply to original tires.

benefits, as well as coverage of repairs on any part of the vehicle

NEW VEHICLE WARRANTY SUMMARY - No deductibles - no transfer fees

**COMPREHENSIVE COVERAGE** 

**POWERTRAIN COMPONENTS** 

3 YEARS OR 60,000 KM.

5 YEARS OR 100,000 KM.

and maintenance

### 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<sup>†</sup>

### 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.

# TEST DRIVE AND EARN

AEROPLAN® MILES TODAY



You can earn Aeroplan®15 Miles when you purchase, test drive, or service your vehicle at a Toyota Dealership.

Speak to your Dealer for full details.

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

(15) <sup>®</sup>Aeroplan and the Aeroplan logo are registered trademarks of Aimia Canada Inc.

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(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the

Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Do not use the hands-free phone system if it will distract you. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends upon software, coverage and carrier. (4) Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. (5) Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on

information provided. Services and programming subject to change. Services not available in every city or roadway; updates may be

available at an additional cost from your Dealer. (6) Vehicle Stability Control (VSC) is an electronic system designed to help the driver

and driver steering input can all affect VSC system effectiveness. (7) Brake Assist is designed to help the driver take full advantage of

the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system

maintenance and tire and road conditions. (8) Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors

including speed, road conditions, and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. (9) Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the

TSS systems may not work as intended. (10) The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and

damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many

factors, such as speed, driver input and road conditions. (11) Lane Departure Alert is designed to read lane markers under certain

conditions and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute

for safe and attentive driving. (12) Automatic High Beam system operates at speeds above approximately 34 km/h. Factors such as

a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn

it off. (13) Based on IHS Automotive Canadian Vehicles in Operation and New Registrations MY 1997-2016 as of June 30, 2016. Actual longevity of any vehicle will vary based upon operating conditions. (14) The maximum output indicates engine plus HV battery output.

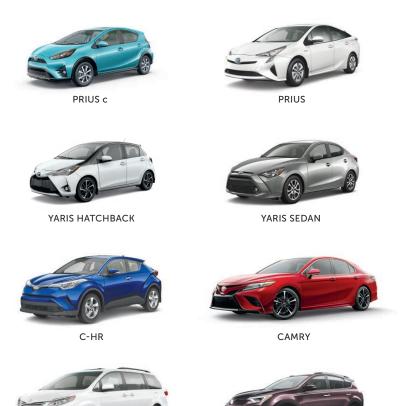
maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions



Intermittent Front Wipers

Heated, Power Adjustable Mirrors

Variable Intermittent Front Wipers







COROLLA iM

86



COROLLA

AVALON



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.









SIENNA

SEQUOIA



