

2018 PRIUSC



TOYOTA

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 today¹³ means you can rely on discovering the city with the Prius c for years to come.





COMFORTABLY DO IT ALL

FEATURES

- Display Audio System⁴ w/available Navigation⁵
- Multi-Information Display w/ECO Monitor
- Available Touch Tracer Display
- Backup Camera
- Push Button Start/Smart Key System
- Available Heated Front Seats w/SofTex[®] Trim
- 60/40 Split Rear Seats
- Available Power Moonroof
- Power Adjustable Heated Mirrors

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 FUN



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.

Toyota
Safety
Sense

WE ALL DESERVE TO ARRIVE SAFE

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

*By Autumn 2017

SAFETY BY DESIGN



PRE-COLLISION SYSTEM¹⁰ Provides collision avoidance or collision mitigation support in speed ranges where frontal collisions are likely to occur.

LANE DEPARTURE ALERT¹¹ Alerts you if you start to drift out of your lane when visible lane markings are detected.

AUTOMATIC HIGH BEAMS¹² Designed to detect oncoming and preceding vehicles' lights and depending upon the circumstances, Automatic High Beams can switch between high and low beams for you.

STANDARD FEATURES

9 Airbags¹
Toyota Star Safety System™
Driver & Front Passenger Whiplash-Injury-Lessening Seats
Tire Pressure Monitoring System
Vehicle Proximity Notification System

Prius c Technology shown in Absolutely Red.

SELECT FEATURES

INTERIOR

ENTERTAINMENT & CONNECTIVITY

6.1" Touch Panel Display Audio, ⁴ AM/FM/CD Player	●	–
6.1" Touch Panel Display Audio ⁴ w/Navigation, ⁵ 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	●	●

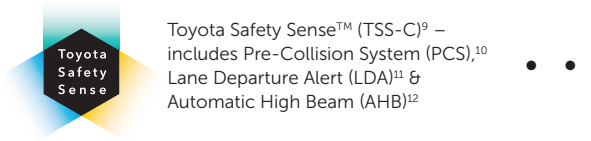
EXTERIOR

Power Moonroof	–	●
Rear Spoiler	●	●
Front Lower Bumper Spoiler	●	●
Front & Rear Splash Guards	●	●
Front Skid Plate	–	●
Rear Skid Plate	–	●
Body Side Mouldings	–	●
Wheel Arch Mouldings	–	●
Unique Front & Rear Bumper	–	●
Heated, Power Adjustable Mirrors	●	●
Intermittent Front Wipers	●	–
Variable Intermittent Front Wipers	–	●

EXTERIOR (cont'd)

Intermittent Rear Window Wiper/Washer	●	●
LED Headlamps	●	●
LED Tail Lamps	●	●
LED Fog Lamps	–	●

SAFETY



Toyota Safety Sense™ (TSS-C)⁹ – includes Pre-Collision System (PCS),¹⁰ Lane Departure Alert (LDA)¹¹ & Automatic High Beam (AHB)¹²



Star Safety System™ – includes Vehicle Stability Control (VSC),⁶ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)⁷ & Smart Stop Technology (SST)⁸

Driver & Front Passenger Airbags (SRS) ¹	●	●
Driver's Knee Airbag (SRS) ¹	●	●
Front Seat-Mounted Side Airbags (SRS) ¹	●	●
Front Seat Cushion Airbags (SRS) ¹	●	●
Front & Rear Head/Side Curtain Airbags (SRS) ¹	●	●
Driver & Front Passenger Whiplash-Injury-Lessening Seats	●	●
Tire Pressure Monitoring System	●	●
Cruise Control	–	●
LED Brake Lamps	●	●
Vehicle Proximity Notification System	●	●
Low Washer Fluid, Door Ajar, Driver & Front Passenger Seatbelt Warning, Key Remind Warning Indicators	●	●

AVAILABLE PACKAGE

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

MECHANICAL

ENGINE

Type

1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/intelligence, Atkinson Cycle, EV/ECO Modes

Hybrid System Net Power

Net HP: 99 hp (74 kW)¹⁵

HV Battery

Sealed Nickel-Metal Hydride

DRIVETRAIN

Transmission

Electronically controlled Continuously Variable Transmission

CHASSIS

Brakes

Power-Assisted, Ventilated Front Discs, Rear Drums

Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System

Steering

Electric Rack & Pinion w/Variable Power Assist

Wheels & Tires

15" Steel Wheels w/Full Wheel Covers

15" Aluminum Alloy Wheels, Wheel Locks

P175/65R15 All-Season Tires, Temporary Spare Tire

CAPACITIES

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

FUEL CONSUMPTION RATING²

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

COLOUR SECTION

EXTERIOR COLOUR

082 MOONGLOW (A,B,C)	1F7 CLASSIC SILVER METALLIC (A,B,C)
1G3 MAGNETIC GREY METALLIC (A,B,C)	209 BLACK SAND PEARL (A,B,C)
3P0 ABSOLUTELY RED (A,B,C)	588 ELECTRIC LIME METALLIC (B,C)
792 CLEAR EMERALD PEARL (A,B,C)	8T7 BLUE STREAK METALLIC (A,B,C)

Not all exterior and interior colour options are available for every model. 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®

NEW VEHICLE WARRANTY SUMMARY

– No deductibles – no transfer fees

COMPREHENSIVE COVERAGE

3 YEARS OR 60,000 KM.

This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

POWERTRAIN COMPONENTS

5 YEARS OR 100,000 KM.

This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

MAJOR EMISSION CONTROL COMPONENTS

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 COMPONENTS¹

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.

¹Includes: 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.





PRIUS c



PRIUS



PRIUS PRIME



PRIUS v



YARIS HATCHBACK



YARIS SEDAN



COROLLA



COROLLA iM



C-HR



CAMRY



AVALON



86



SIENNA



RAV4



HIGHLANDER



4RUNNER



SEQUOIA



TACOMA



TUNDRA

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.



Toyota recognizes its duty to safeguard the environment. Please recycle.
Printed in Canada. C0002-0578E-25 14M



TOYOTA