

2012 Prius v



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Over the years, the Toyota Prius has grown into an icon of environmental responsibility. Its aerodynamic shape has come to stand for advanced technology. And this year, that shape is getting bigger. Meet the 2012 Toyota Prius v, a new addition to the Prius Family that offers all of the proven benefits of Prius, plus a remarkable amount of added functionality. Its rear cargo volume is greater, and it's loaded with versatile features nearly everywhere you look. And as you might have guessed, Prius v delivers the highest combined fuel efficiency of any SUV, crossover utility or wagon<sup>1</sup>, while achieving a Super Ultra Low Emission Vehicle (SULEV) rating.<sup>2</sup> Considering all of the benefits that Prius v has in store, it looks like the future is shaping up nicely. **2012 Toyota Prius v. Moving Forward.**

*At Toyota, we're striving to be responsible global citizens. As the newest member of our growing Prius Family, Prius v is another example of our ongoing initiative to build eco-sensitive vehicles.*



**1.** Among applicable hybrid and gas models within EPA midsize, station wagon and SUV classes. EPA rated 44 city/40 hwy/42 combined. Actual mileage will vary. **2.** Meets Tier-2/Bin-3 Federal emissions standard.



Prius v Five shown in Clear Sky Metallic with available Advanced Technology Package.

## Feel good inside.

Driving a vehicle with the proven eco-sensitive technology of Hybrid Synergy Drive® may well give you a great deal of inner satisfaction. But being a good role model for your kids is only one of the benefits of driving Prius v. With its rich reclining seats, available Panoramic View Moonroof and many amenities, Prius v has a way of putting much more than just your conscience at ease.

### Panoramic View Moonroof

Prius v offers you two windows to the world above with its available Panoramic View Moonroof. It features power shades that operate simultaneously and give every occupant an uplifting perspective.

### Comfort at Your Command

With Prius v, your position behind the wheel can be as comforting as your position on the environment. The driver's seat is adjustable six ways and offers power lumbar support.



*Few available features delight the imagination more than a moonroof. The Panoramic View Moonroof offered on Prius v gives you that open feeling without messing your hair.*



Prius v Five interior shown in Misty Gray SofTex with available Advanced Technology Package.



Refreshingly, the term “fill ‘er up” can now refer to cargo. Pop open the rear hatch-style door and you’ll unveil a full 34.3 cu. ft. of cargo space<sup>1</sup> — more cargo space than found in 80% of all small SUVs<sup>2</sup>



The seats in Prius v are available with supple SofTex material. SofTex weighs about half as much as genuine leather, and its manufacturing process generates approximately 99% fewer Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.



The rear seats in Prius v offer a remarkable array of seating and cargo configurations. The plush upholstery and extensive rear-seat leg room will make passengers in back feel like top priority. The seats not only slide forward and backward, but also recline for optimum comfort.



In addition to its cavernous cargo area, Prius v offers a wealth of smaller storage compartments for items like gloves, a flashlight or even a first aid kit.

1. Cargo and load capacity limited by weight and distribution. 2. Based on manufacturers' data for cargo volume behind second-row seats; MY 2011 Small SUV segment.



Prius v Five interior shown in Misty Gray SofTex with available Advanced Technology Package.



Prius v Five interior shown in Misty Gray SofTex with available Advanced Technology Package.



# The sky's no longer the limit.

While it has set the standard for ecologically responsible technology with its advanced Hybrid Synergy Drive,<sup>®</sup> Prius has become much more than just an eco-sensitive vehicle. Prius v is available with sophisticated features that help you do everything from placing a call with your hands on the wheel to parallel parking with your hands off it. Seems the only thing it can't help you do is waste fuel.

## Display Audio with Navigation<sup>1</sup> and Entune<sup>™2</sup>

For those who want an embedded navigation system at a great value, this available impressive system includes a 6.1-in. touch-screen with integrated backup camera<sup>3</sup> display, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio<sup>4</sup> capability (includes three-month trial subscription to XM Select Package), HD Radio<sup>™5</sup> with iTunes<sup>®</sup> Tagging<sup>6</sup>, an auxiliary audio jack, a USB<sup>7</sup> port with iPod<sup>®8</sup> connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition, text-to-speech<sup>9</sup> with programmed and customizable text responses, and music streaming via Bluetooth<sup>®10</sup> wireless technology.

## Premium HDD Navigation with Entune<sup>™</sup> and JBL<sup>®</sup>

Boasting a 7-in. touch-screen with split-screen capability, this available system includes an integrated backup camera display, AM/FM CD player with MP3/WMA playback capability, eight JBL<sup>®</sup> GreenEdge<sup>™</sup> speakers with amplifier, SiriusXM Satellite Radio capability (includes three-month trial subscription to XM Select Package), HD Radio<sup>™</sup> with iTunes<sup>®</sup> Tagging, an auxiliary audio jack, a USB port with iPod<sup>®</sup> connectivity and control, vehicle information, and hands-free phone capability, phone book access, advanced voice recognition, text-to-speech with programmed and customizable text responses, and music streaming via Bluetooth<sup>®</sup> wireless technology.

## Electronic Shifter

An electronic shifting system is not only easier to shift, but is also smaller and lighter than conventional shifting systems, contributing to the overall efficiency of Prius v. And because it doesn't employ mechanical linkage, it can be incorporated into the instrument panel, opening up more space in the center console.

## Standard Backup Camera

When you're backing up, the area behind Prius v that's visible to the camera is displayed on the touch-screen of the available navigation system or on the audio system's display. Offering even more assistance, the available Advanced Technology Package includes a backup camera that, with the Advanced Parking Guidance System (APGS),<sup>11</sup> provides on-screen backup guides (pictured at right).



1. See footnote 1 in Disclaimers section.
2. See footnote 2 in Disclaimers section.
3. See footnote 3 in Disclaimers section.
4. See footnote 4 in Disclaimers section.
5. See footnote 5 in Disclaimers section.
6. See footnote 6 in Disclaimers section.
7. See footnote 7 in Disclaimers section.
8. See footnote 8 in Disclaimers section.
9. See footnote 9 in Disclaimers section.
10. See footnote 10 in Disclaimers section.
11. See footnote 14 in Disclaimers section.

## Connect to Your Prius v With Entune™<sup>1</sup>

The available Entune™ system is a collection of popular mobile applications and data services integrated with select Toyota vehicles. Entune™ includes three years of complimentary access to apps and services delivered via most smartphones and some feature phones. (After three years, access charges will apply; excluding Pandora.®) Once the phone is connected to the vehicle using *Bluetooth*®<sup>2</sup> wireless technology or a USB cable, the features of Entune™ are operated using the vehicle's controls or, for some services, by voice recognition. Entune™ is scheduled to have mobile apps for Bing,<sup>™</sup> iHeartRadio,<sup>3</sup> MovieTickets.com,<sup>3</sup> OpenTable<sup>®3</sup> and Pandora.<sup>®</sup> The data services of Entune™ include fuel guide, sports scores, stocks, traffic and weather. See [toyota.com/entune](http://toyota.com/entune) for availability of apps and services.

## JBL® GreenEdge™ Audio System

The available JBL® GreenEdge™ system combines a variety of new eco-sensitive technologies to achieve dramatic advances in audio technology. Offering increased performance, reduced power consumption and a lower system weight — not to mention reduced packaging requirements — the GreenEdge™ system is a substantial upgrade over conventional audio systems.



*Prius v is available with our new Entune™ system. Entune™ allows access to popular mobile applications and data services integrated with select Toyota vehicles.*



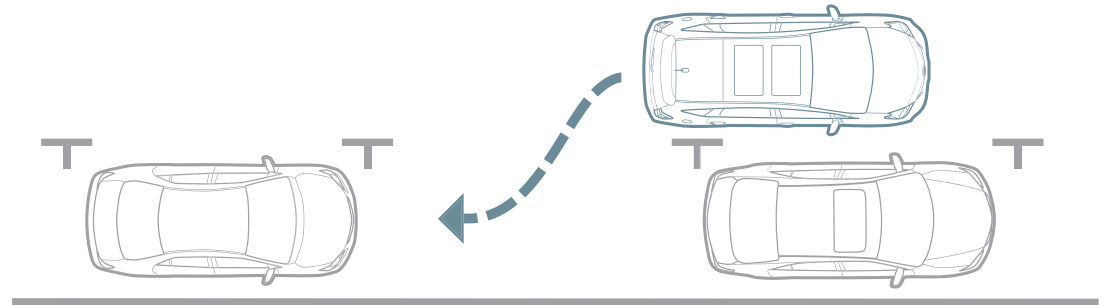
*Bluetooth® wireless technology lets you take or place calls hands-free with your compatible mobile phone, as well as stream music through the vehicle's audio system from your Bluetooth®-compatible music device.*



1. See footnote 2 in Disclaimers section. 2. See footnote 10 in Disclaimers section. 3. Available early 2012 at no additional charge on Display Audio equipped with Entune.™

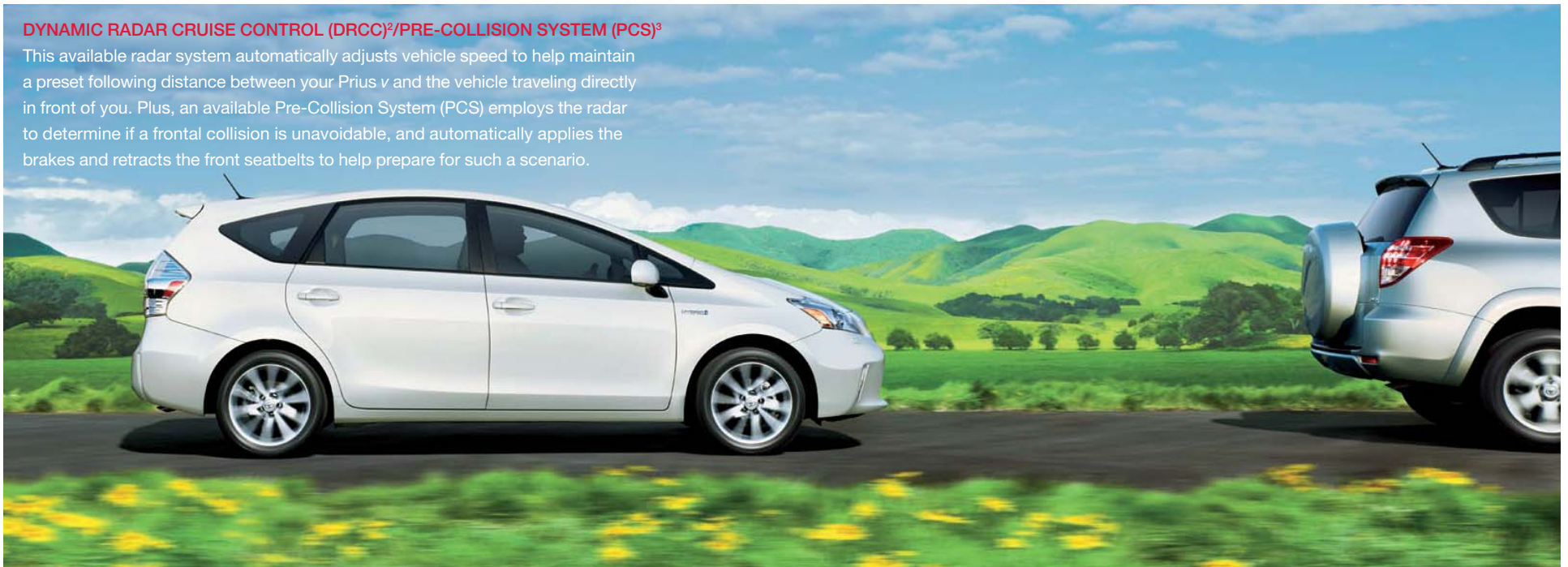
### ADVANCED PARKING GUIDANCE SYSTEM (APGS)<sup>1</sup>

Engage the available Advanced Parking Guidance System (APGS) when approaching a parking space and an image of that space appears on the navigation screen, complete with a box indicating the final position of the vehicle. Once you approve the position, Prius v virtually parks itself, as you brake when necessary to stop the vehicle in the space.



### DYNAMIC RADAR CRUISE CONTROL (DRCC)<sup>2</sup>/PRE-COLLISION SYSTEM (PCS)<sup>3</sup>

This available radar system automatically adjusts vehicle speed to help maintain a preset following distance between your Prius v and the vehicle traveling directly in front of you. Plus, an available Pre-Collision System (PCS) employs the radar to determine if a frontal collision is unavoidable, and automatically applies the brakes and retracts the front seatbelts to help prepare for such a scenario.



Even the headlights are “green.” Eco-sensitive, that is. Available LED (light-emitting diode) headlamps produce a clean white light, offer extremely long life and require 20 to 30 percent less energy than traditional headlamps, further enhancing the overall efficiency of Prius v.



### SAFETY CONNECT<sup>4</sup>

Via Toyota’s 24/7 call center, available Safety Connect<sup>®</sup> offers subscribers helpful features such as Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Safety Connect<sup>®</sup> also offers the reliability of embedded cellular and GPS technology.



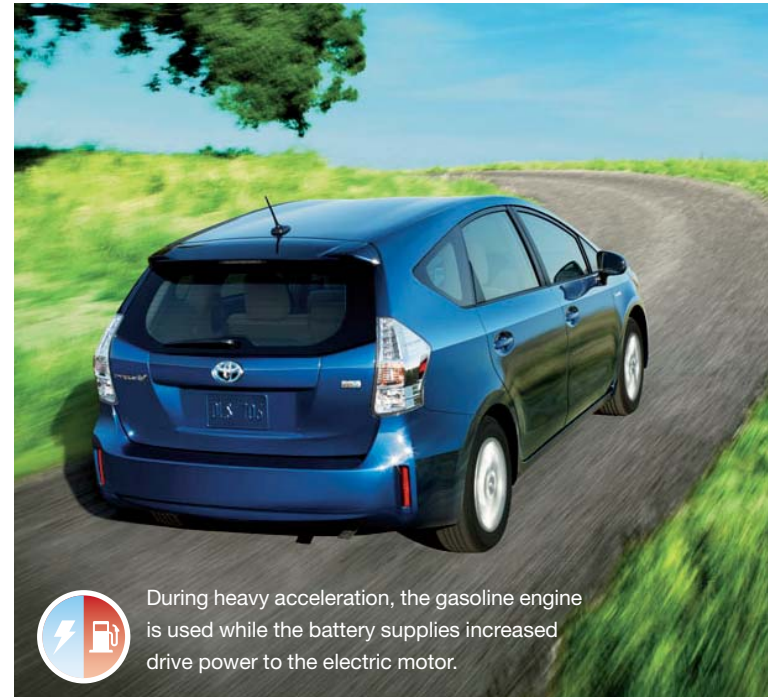
1. See footnote 14 in Disclaimers section. 2. See footnote 12 in Disclaimers section. 3. See footnote 13 in Disclaimers section. 4. See footnote 11 in Disclaimers section.



Prius v Five shown in Clear Sky Metallic with available Advanced Technology Package.

# The art of seamless advancement.

Oftentimes, doing the right thing means making sacrifices. This, happily, is not one of those times. Hybrid Synergy Drive® seamlessly integrates an electric motor and a gasoline engine to offer not only high mileage and low emissions, but also a smooth and quiet driving experience. With Prius v, setting a good example is as easy as setting out for soccer practice.



## ELECTRIC MOTOR

Prius v is a full series-parallel hybrid that uses a separate electric motor and generator.



## GENERATOR

Unlike a mild hybrid, Prius v can generate electricity even when the electric motor is helping propel the vehicle. The generator can even power Prius v if necessary.



## GASOLINE ENGINE

The series-parallel Hybrid Synergy Drive® helps the gasoline engine deliver both power and fuel efficiency.



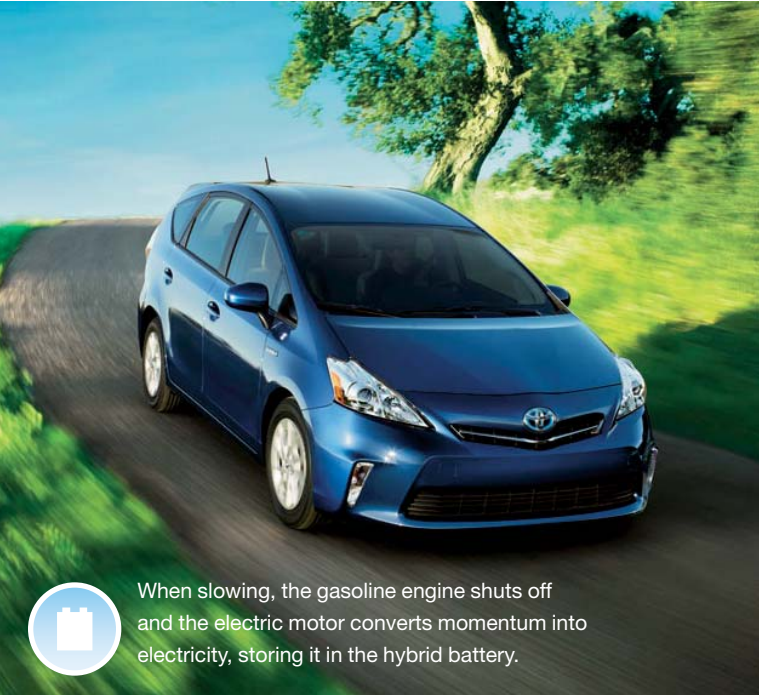
## EV/ECO/POWER MODES

Prius v offers different modes for different types of driving. ECO mode helps maximize fuel economy. EV mode runs solely on battery power for up to one-half mile under certain conditions. And POWER mode increases gas pedal response for enhanced acceleration.

1. See footnote 17 in Disclaimers section.

**HYBRID SYSTEM INDICATOR**

Sure, knowledge is power, but it can also be efficiency. The informative Hybrid System Indicator can show you how efficiently you're driving and help you learn how to get the most out of your vehicle's remarkable fuel efficiency.



When slowing, the gasoline engine shuts off and the electric motor converts momentum into electricity, storing it in the hybrid battery.



When accelerating lightly, Prius v uses its electric motor along with the gasoline engine to help with greater fuel efficiency. When Prius v comes to a stop, its gasoline engine shuts off to help conserve fuel and reduce smog-forming emissions.

The preceding is based on a likely scenario for optimal driving conditions.

**FUEL USAGE SCREEN**

Offering an instantaneous readout of your current and average mpg, the informative fuel usage screen allows you to continually monitor the gas mileage of your Prius v.



# Engineered to help you breathe easy.

Every 2012 Prius v comes standard with the Star Safety System,<sup>™</sup> a suite of safety features designed to help keep drivers out of harm's way. The system includes Enhanced Vehicle Stability Control (VSC),<sup>1</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)<sup>2</sup> and Smart Stop Technology (SST).<sup>3</sup>



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## Enhanced Vehicle Stability Control (VSC)

To compensate for a loss of traction while cornering and help prevent sideways slipping, Prius v utilizes Enhanced VSC. The system adjusts engine power, braking and steering-assist torque to help the vehicle follow the direction in which it is being steered.

## Traction Control (TRAC)

By slightly applying the brake on a slipping drive wheel and reducing the throttle, TRAC helps reduce wheelspin and maintain traction, according to road surface conditions. The system helps ensure vehicle control when starting or accelerating on slippery roads.

## Anti-lock Brake System (ABS)

To help avoid wheel lockup and maintain steering control, Prius v uses a sophisticated computer-controlled system that modulates brake pressure during hard braking or when braking on a slippery surface.

## Electronic Brake-force Distribution (EBD)

Electronic Brake-force Distribution (EBD) helps keep the vehicle more even and balanced when braking. If you have to stop abruptly, momentum causes the vehicle to tilt forward and reduces the braking effectiveness of the rear tires. EBD responds to sudden stops by redistributing brake force. Wheels with more braking effectiveness receive more brake force; wheels with less effectiveness receive less brake force. This helps prevent brake lockup. EBD is especially helpful when carrying cargo. Sensors recognize the extra load the cargo puts on the rear axle, so brake pressure on the rear wheels is increased because the extra weight improves braking effectiveness.

## Brake Assist (BA)

By measuring the speed and force with which the brake pedal is pushed, BA is designed to detect whether the driver is attempting a panic stop. If so, it applies additional brake pressure, helping the driver take full advantage of the ABS. When the driver eases up on the brake pedal, the system reduces the amount of assistance it provides.

## Smart Stop Technology (SST)

At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, Smart Stop Technology is designed to help the driver bring the vehicle to a complete stop.

### PET TRAVEL SAFETY

Ask your Toyota dealer about the wide range of available pet safety accessories. They are designed to help you transport pets in comfort and security.

### CRUMPLE ZONES

An important element of occupant protection, crumple zones are structurally engineered to absorb and dissipate the energy of a collision by a process known as controlled deformation.

### SEVEN AIRBAGS<sup>1</sup>

Prius v comes standard with seven airbags, including both driver and front passenger airbags and a knee airbag to further enhance the driver's protection.

### 3-POINT SEATBELTS

Prius v features 3-point seatbelts in all seating positions, complete with adjustable seatbelt anchors and Emergency Locking Retractors (ELR).

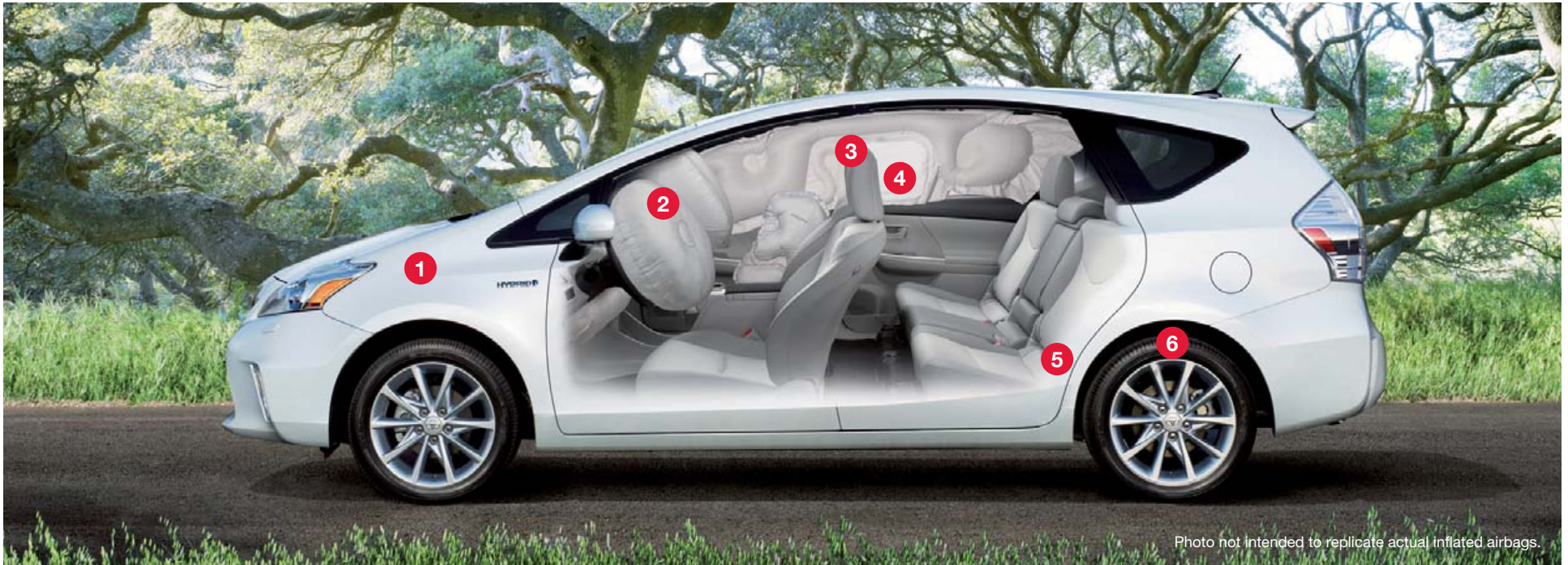


Photo not intended to replicate actual inflated airbags.

### WHIPLASH-INJURY-LESSENING (WIL)<sup>2</sup> FRONT SEATS

In certain rear-end collisions, WIL seatbacks are engineered to yield in a controlled fashion, reducing the motion differential between head and torso, and helping minimize injury.

### LATCH

LATCH (Lower Anchors and Tethers for CHildren) helps protect the smaller members of your family. LATCH includes low-mounted anchors and tethers on each outboard rear seat.

### TIRE PRESSURE MONITOR SYSTEM (TPMS)<sup>3</sup>

Proper tire pressure is always important for safe driving. TPMS evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.

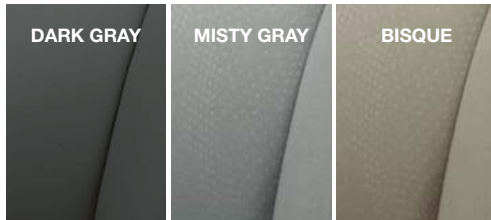
1. See footnote 22 in Disclaimers section. 2. See footnote 23 in Disclaimers section. 3. See footnote 24 in Disclaimers section.



# Combinations

## INTERIOR COLOR CHOICES

**FABRIC**  
PRIUS v TWO, THREE



**SOFTEX**  
PRIUS v FIVE



## WHEELS



- 1 16-in. 10-spoke alloy wheels with full wheel covers and P205/60R17 tires
- 2 17-in. 10-spoke alloy wheels with P215/50R17 tires

## EXTERIOR/INTERIOR COLOR COMBINATIONS



BLUE RIBBON METALLIC



CLEAR SKY METALLIC



BARCELONA RED METALLIC

DARK GRAY

BISQUE



BLACK



BLIZZARD PEARL (extra-cost color)

DARK GRAY

MISTY GRAY

BISQUE



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC

DARK GRAY

MISTY GRAY

## PACKAGE

		TWO	THREE	FIVE
<b>Advanced Technology Package</b>	Premium HDD Navigation <sup>1</sup> with Entune™ <sup>2</sup> and JBL® — includes 7-in. touch-screen with split-screen capability and integrated backup camera <sup>3</sup> display, AM/FM CD player with MP3/WMA playback capability, eight JBL® GreenEdge™ speakers including amplifier, SiriusXM Satellite Radio <sup>4</sup> capability (includes three-month trial subscription to XM Select Package), HD Radio™ <sup>5</sup> with iTunes® Tagging <sup>6</sup> auxiliary audio jack, USB <sup>7</sup> port with iPod® <sup>8</sup> connectivity and control, vehicle information, hands-free phone capability, phone book access, advanced voice recognition, text-to-speech <sup>9</sup> with programmed and customizable text responses, and music streaming via Bluetooth® <sup>10</sup> wireless technology	—	—	P
	Entune™ <sup>2</sup> — includes Bing™, iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic™ <sup>11</sup> , NavWeather™, Fuel, and Sports & Stocks. Access to Entune™ <sup>2</sup> services is complimentary for three years. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details.	—	—	P
	Safety Connect® <sup>11</sup> — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. Complimentary one-year trial subscription.	—	—	P
	Dynamic Radar Cruise Control (DRCC) <sup>12</sup>	—	—	P
	Pre-Collision System (PCS) <sup>13</sup>	—	—	P
	Advanced Parking Guidance System (APGS) <sup>14</sup>	—	—	P
	Panoramic View Moonroof with power sliding sunshades	—	—	P

See numbered footnotes in Disclaimers section.

# Features<sup>15</sup>

## EXTERIOR

	TWO	THREE	FIVE		TWO	THREE	FIVE
Projector-beam halogen headlamps with auto-off feature	S	S	—	16-in. 10-spoke alloy wheels with full wheel covers and P205/60R16 tires	S	S	—
LED headlamps with auto level control, auto on/off feature and headlamp cleaners	—	—	S	17-in. 10-spoke alloy wheels with P215/50R17 tires	—	—	S
Integrated fog lamps	—	—	S	Washer-linked variable intermittent windshield wipers and intermittent rear wiper	S	S	S
LED tail and stop lamps	S	S	S	Rear window defogger with timer	S	S	S
Color-keyed heated power outside mirrors with folding feature	S	S	S	UV reduction glass windshield	S	S	S
Hybrid Synergy Drive® blue accent badges	S	S	S	Rear spoiler with LED center high-mount stop lamp	S	S	S
Panoramic View Moonroof with power sliding sunshades	—	—	P	Roof-mounted antenna	S	S	S

## INTERIOR

Single-dial automatic climate control with air filter, dust and pollen filtration mode, electric compressor, humidity sensor and push-button controls	S	S	S	Fabric-trimmed front seats with seatback pockets; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat	S	S	—
Display Audio — includes 6.1-in. touch-screen with integrated backup camera <sup>3</sup> display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB <sup>7</sup> port with iPod® <sup>8</sup> connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access and music streaming via <i>Bluetooth</i> ® <sup>10</sup> wireless technology	S	—	—	Softex-trimmed heated front seats with seatback pockets; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat	—	—	S
Display Audio with Navigation <sup>1</sup> and Entune™ <sup>2</sup> — includes 6.1-in. touch-screen with integrated backup camera <sup>3</sup> display, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Satellite Radio <sup>4</sup> capability (includes three-month trial subscription to XM Select Package), HD Radio™ <sup>5</sup> with iTunes® Tagging <sup>5</sup> auxiliary audio jack, USB <sup>7</sup> port with iPod® <sup>8</sup> connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition, text-to-speech <sup>9</sup> with programmed and customizable text responses, and music streaming via <i>Bluetooth</i> ® <sup>10</sup> wireless technology	—	S	S	Front- and rear-door storage pockets with sculpted bottle holders	S	S	S
Entune™ <sup>2</sup> — includes Bing™ and Pandora®; real-time info including traffic, weather, fuel prices, sports and stocks. Apps available spring 2012 at no charge include iHeartRadio, MovieTickets.com and OpenTable.® Access to Entune™ <sup>2</sup> services is complimentary for three years. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details.	—	S	S	60/40 split sliding reclining fold-down rear seats with center armrest and adjustable headrests	S	S	S
Premium HDD Navigation <sup>1</sup> with Entune™ <sup>2</sup> and JBL® — includes 7-in. touch-screen with split-screen capability and integrated backup camera <sup>3</sup> display, AM/FM CD player with MP3/WMA playback capability, eight JBL® GreenEdge™ speakers with amplifier, SiriusXM Satellite Radio <sup>4</sup> capability (includes three-month trial subscription to XM Select Package), HD Radio™ <sup>5</sup> with iTunes® Tagging <sup>5</sup> auxiliary audio jack, USB <sup>7</sup> port with iPod® <sup>8</sup> connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition, text-to-speech <sup>9</sup> with programmed and customizable text responses, and music streaming via <i>Bluetooth</i> ® <sup>10</sup> wireless technology	—	S	S	Tilt/telescopic steering wheel with audio, climate and <i>Bluetooth</i> ® <sup>10</sup> hands-free phone controls	S	—	—
Entune™ <sup>2</sup> — includes Bing™ iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; XM Data Services including NavTraffic™ <sup>4</sup> NavWeather™ Fuel, and Sports & Stocks. Access to Entune™ <sup>2</sup> services is complimentary for three years. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details.	—	—	P	Tilt/telescopic steering wheel with audio, climate, <i>Bluetooth</i> ® <sup>10</sup> hands-free phone and voice-command controls	—	S	S
Power door locks with shift-linked automatic locking feature with anti-lockout feature	S	S	S	Tilt/telescopic steering wheel with audio, climate, <i>Bluetooth</i> ® <sup>10</sup> hands-free phone, voice-command and Dynamic Radar Cruise Control (DRCC) <sup>12</sup> controls	—	—	P
Remote keyless entry system with lock, two-stage unlock and panic functions	S	S	S	Cruise control	S	S	S
Smart Key System™ <sup>16</sup> on driver's door with Push Button Start and remote illuminated entry	S	S	—	Dynamic Radar Cruise Control (DRCC) <sup>12</sup>	—	—	P
Smart Key System™ <sup>16</sup> on three doors with Push Button Start and remote illuminated entry	—	—	S	Digital instrumentation with speedometer, fuel gauge, odometer, tripmeters, Hybrid System Indicator, hybrid battery state-of-charge indicator, instant/average fuel economy, distance to empty, shift-position indicator and EV <sup>17</sup> /ECO/POWER mode indicators	S	S	S
Power windows with auto up/down, jam protection in all positions and retained-power features	S	S	S	Electronic shift lever with Hybrid Synergy Drive® blue accent	S	S	S
				Auto-dimming rearview mirror with HomeLink® <sup>18</sup> universal transceiver	—	—	S
				Front-seat maplamps	S	S	S
				Center console with armrest, storage compartment, removable utility tray, MP3 player/iPod® <sup>8</sup> holder and 12V auxiliary power outlet	S	S	S
				Three front and two rear cup holders	S	S	S
				Passenger-side dual glove compartment	S	S	S
				Remote hood and fuel-filler releases	S	S	S
				Cargo area under-floor storage, umbrella holder and side panel storage	S	S	S
				Cargo area tonneau cover with clasp for under-floor stowage	S	S	S
				One cargo area 12V auxiliary power outlet	S	S	S
				Dual sun visors with illuminated vanity mirrors	S	S	S
				Rear dome lamp and cargo area lamp	S	S	S
				Retractable assist grips at all doors	S	S	S

## SAFETY AND CONVENIENCE

<b>STAR SAFETY SYSTEM</b> Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) <sup>19</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>20</sup> and Smart Stop Technology (SST) <sup>21</sup>	S	S	S	Energy-absorbing collapsible steering column	S	S	S
Driver and front passenger Advanced Airbag System <sup>22</sup>	S	S	S	Front and rear energy-absorbing crumple zones	S	S	S
Driver and front passenger seat-mounted side airbags, driver's knee airbag and front and rear side curtain airbags <sup>22</sup>	S	S	S	Side-impact door beams	S	S	S
Driver and front passenger Whiplash-Injury-Lessening (WIL) <sup>23</sup> seats	S	S	S	Tire Pressure Monitor System (TPMS) <sup>24</sup>	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S	Safety Connect® <sup>11</sup> — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. Complimentary one-year trial subscription.	—	—	P
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger seatbelts	S	S	S	Pre-Collision System (PCS) <sup>13</sup>	—	—	P
Adjustable front seat shoulder anchors, driver and front passenger seatbelt pretensioners with force limiters	S	S	S	Advanced Parking Guidance System (APGS) <sup>14</sup>	—	—	P
LATCH (Lower Anchors and Tethers for CHildren) for outboard rear seating positions only	S	S	S	Hill Start Assist Control (HAC) <sup>25</sup>	S	S	S
Child-protector rear door locks	S	S	S	Engine immobilizer <sup>26</sup>	S	S	S
				Vehicle Proximity Notification System (VPNS)	S	S	S
				Temporary spare tire	S	S	S

S = Standard    — = Not Available    P = Feature is available as part of an option package.

See numbered footnotes in Disclaimers section.

# Specifications

## MECHANICAL AND PERFORMANCE

PRIUS v

### GASOLINE ENGINE

Type	1.8-Liter aluminum DOHC 16-Valve Variable Valve Timing with intelligence (VVT-i), EV <sup>17</sup> /Eco/Power modes; 98 hp @ 5200 rpm (73 kW @ 5200 rpm); 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm); 134 hybrid system net hp (100 kW)
Bore x stroke	3.17 in. x 3.48 in.
Compression ratio	13.0:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Emission rating	Super Ultra Low Emission Vehicle (SULEV) <sup>27</sup>

### ELECTRIC MOTOR

Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60 kW)
Torque	153 lb.-ft. (207 N•m)
Voltage	650V maximum

### TRACTION BATTERY

Type	Sealed Nickel-Metal Hydride (Ni-MH) <sup>28</sup>
Power output	36 hp (27kW)
Voltage	201.6V

### TRANSMISSION

Type	Electronically controlled Continuously Variable Transmission (ECVT)
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### DRIVETRAIN

Type	Front-Wheel Drive
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### BODY CONSTRUCTION

Type	Reinforced unitized body
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### SUSPENSION

Type	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension
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### STEERING

Type	Electric Power Steering (EPS); power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	36.1; 38.1 (Prius v Five)

### BRAKES

Type	Power-assisted ventilated front disc brakes; solid rear disc brakes with integrated regenerative braking and Star Safety System™
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### EXTERIOR DIMENSIONS (in.)

Overall height/width/length	62.0/69.9/181.7
Wheelbase	109.4
Track (front/rear)	60.6/60.8
Minimum running ground clearance	5.7
Coefficient of drag (Cd)	0.29

### INTERIOR DIMENSIONS (front/rear) (in.)

Head room	39.6/38.6
Shoulder room	55.9/55.2
Hip room	53.5/53.5
Leg room	41.3/35.9

### WEIGHTS AND CAPACITIES

Curb weight (lb.)	3274
Passenger volume (cu. ft.)	97.2
Cargo volume <sup>29</sup> (cu. ft.)	34.3
Fuel tank (gal.)	11.9
Seating capacity	5

### TIRES

Spare — Temporary	Standard
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### MILEAGE ESTIMATES (mpg city/highway/combined)<sup>30</sup>

44/40/42

See numbered footnotes in Disclaimers section.

## ACCESSORIES

Add a personal touch to your Prius v with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

- Alloy wheel locks
- All-weather floor mats<sup>31</sup>
- Ashtray cup
- Cargo net
- Cargo tote
- Carpet floor mats<sup>31</sup>
- Emergency assistance kit
- First aid kit
- Folding carpeted cargo mat
- Hybrid Synergy Drive<sup>®</sup> window sticker
- Mudguards
- Paint protection film
- Rear bumper appliqué
- Remote Engine Starter
- VIP Security — Glass Breakage Sensor (GBS)<sup>32</sup>



Carpet floor mats<sup>31</sup>



All-weather floor mats<sup>31</sup>



Folding carpeted cargo mat



Cargo net



Rear bumper appliqué



Mudguards

## TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa<sup>®</sup>

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa<sup>®</sup> adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.\*

Visit [www.toyotarewardsvisa.com](http://www.toyotarewardsvisa.com) for complete details.

Toyota Financial Services (TFS)<sup>†</sup> is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit [www.toyotafinancial.com](http://www.toyotafinancial.com)

\*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

<sup>†</sup>Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

## WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

**Basic:** 36 months/36,000 miles (all components other than normal wear and maintenance items).

**Hybrid-Related Component Coverage:** Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

**Powertrain:** 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

**Rust-Through:** 60 months/unlimited miles (corrosion perforation of sheet metal).

**Emissions:** Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

**Accessories:** For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit [www.toyota.com](http://www.toyota.com), refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

See numbered footnotes in Disclaimers section.

## DISCLAIMERS

**1.** Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your *Navigation System Owner's Manual* or contact XM for details. **2.** Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select Entune™ apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Not all apps and data services are available initially. Apps identified by "TM" or "@" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See [toyota.com/entune](http://toyota.com/entune) for the latest information regarding apps and services. **3.** The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. **4.** XM services require a subscription after trial period, and are sold separately or as a package. **Subscriptions governed by SiriusXM Customer Agreement; see [www.siriusxm.com](http://www.siriusxm.com). If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. **5.** HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. **6.** iTunes® Tagging is a registered trademark of Apple, Inc. All rights reserved. **7.** May not be compatible with all mobile phones, MP3/WMA players and like models. **8.** iPod® is a registered trademark of Apple Inc. All rights reserved. **9.** Feature may not be compatible with all mobile phones. Message and data rates may apply. **10.** The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on [toyota.com](http://toyota.com) have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. **11.** Available on select Toyota models. Contact with the Safety Connect® response center is dependent upon the telematics device being in operative condition, cellular connection availability, navigation map data and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Telematics Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Safety Connect®-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected. **12.** Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important instructions and cautions. **13.** The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your *Owner's Manual* for further information. **14.** The Advanced Parking Guidance System requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. **15.** Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See [toyota.com](http://toyota.com) for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. **16.** The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **17.** CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. **18.** HomeLink® is a registered trademark of Johnson Controls, Inc. **19.** Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **20.** 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. **21.** 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. Please see your *Owner's Manual* for further details. **22.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. **23.** Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. **24.** The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. **25.** Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **26.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to replace your key or perform high-security key services at [www.aloa.org](http://www.aloa.org) **27.** Meets Tier-2/Bin-3 Federal emissions standard. **28.** Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. **29.** Cargo and load capacity limited by weight and distribution. **30.** 2012 EPA-estimated mileage. Actual mileage will vary. **31.** This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. **32.** Available for vehicles with factory security.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

TOYOTA DEALERS IN YOUR AREA:

**Toyota Of Boardman**

Distance: 12.07 miles

8250 Market Street

Boardman OH, 44512

Phone: (330) 729-9080

<http://www.toyotaofboardman.com>

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