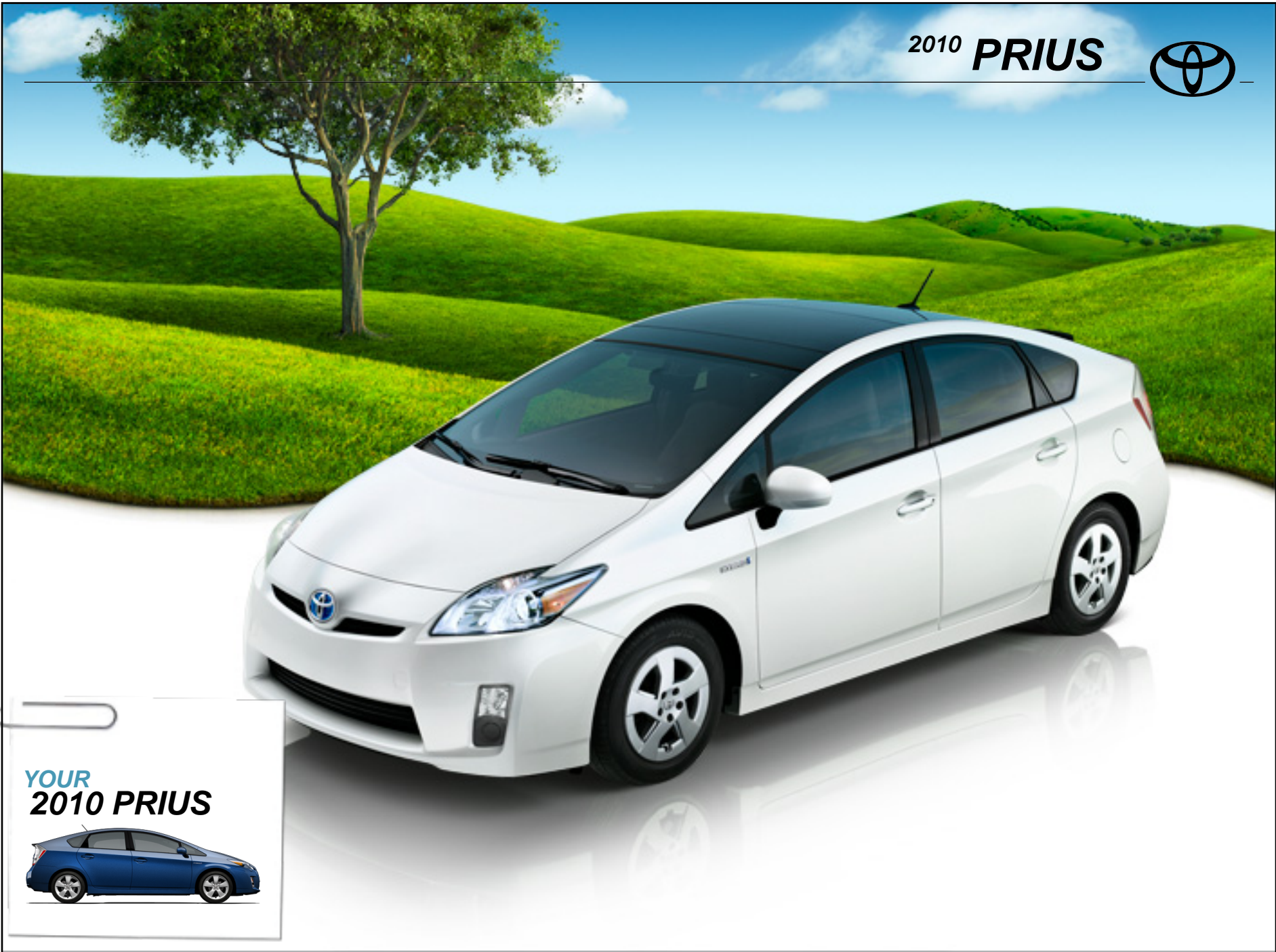


2010 **PRIUS**



YOUR
2010 PRIUS



The Prius You Built

2010 **PRIUS**



Here's the Prius V 1.8 Liter 4-Cylinder **YOU BUILT**:

Model MSRP:* **\$27,270.00**
Prius V 1.8 Liter 4-Cylinder Gas/Elec Hybrid (ECVT)

Delivery, Processing and Handling Fee:* **\$750.00**

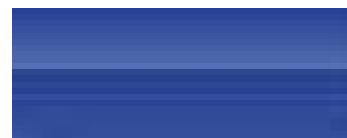
Prius V 4-Door Gas/Electric Hybrid Options: **\$4,500.00**
Dynamic Radar Cruise Control (DRCC) [12], Pre-Collision System (PCS) [20], Lane Keep Assist (LKA) [13], Intelligent Parking Assist (IPA) [14]; Voice-activated touch-screen DVD navigation system [6] with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, XM NavTraffic® [6] capability, hands-free phone capability and music streaming via Bluetooth® wireless technology, and integrated backup camera [8], 50 state emissions, 17" alloy wheels

Accessories: **\$2,325.00**
Paint protection film [29], Rear bumper applique [29], Wheel locks (alloy) [29], All-weather Floor/Cargo Mats - 5pc Set [29], Carpet Floor Mats & Cargo Mat [29], First aid kit [29], Emergency assistance kit [29], Cargo organizer [29], Illuminated door sill [29], Remote engine start [29], VIP RS3200 Plus Security System [29]

Total MSRP:* **\$34,845.00**



Exterior Color:
Blue Ribbon Metallic



Interior Color:
Prius IV/V - Leather in Dark Gray



CITY MPG
51



HIGHWAY MPG
48

*** 2010 EPA-estimated mileage. Actual mileage will vary.

* Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

Your Prius: Features

2010 **PRIUS**



Standard features for the Prius V 1.8 Liter 4-Cylinder you built:

EXTERIOR	
LED (light-emitting diode) headlamps with auto leveling, auto-off and headlamp washers	Multi-information display with energy monitor, fuel consumption history, Hybrid System Indicator, odometer with twin tripmeters and cruise information (average fuel economy, average speed and distance to empty)
Integrated fog lamps	Touch Tracer Display
LED taillamps	Overhead console with maplights and shift illumination
Color-keyed foldable power heated outside mirrors	Electronic shift lever with Hybrid Synergy Drive® blue accent
Hybrid Synergy Drive® blue accent badges and headlamps	EV [15]/ECO/Power modes
17-in. 5-spoke alloy wheels with P215/45R17 tires	Auto-dimming rearview mirror with HomeLink® [16] universal transceiver
Washer-linked variable intermittent windshield wipers	Dual sun visors and illuminated vanity mirrors
Rear window with electric defogger with timer and intermittent wiper	Center-console with sliding armrest and storage compartment with removable utility tray, wire-management feature and dual front cup holders
UV reduction glass windshield	Dual-compartment glove box
Driver and front passenger water-repellent side windows	Remote hood and fuel-filler door releases
Aerodynamic rear deck spoiler	Rear dome lights and cargo area lamp
Roof-mounted XM Satellite Radio [3] antenna	Retractable assist grips at all doors
INTERIOR	Two 12V auxiliary power outlets
CFC-free automatic climate control with electric compressor, dust and pollen filtration mode, humidity sensor and air filter	Cargo area side-panel storage and under-floor storage
Plasmacluster™ [4] ionizer	Tonneau cover with clasp for under-floor stowage
JBL® AM/FM/MP3 6-disc CD changer with eight speakers, integrated satellite radio capability [3] and hands-free phone capability via Bluetooth® [5] wireless technology	SAFETY
Auxiliary audio jack	Star Safety System™ - includes Enhanced Vehicle Stability Control (VSC) [17] +Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [18]
Power windows with auto up/down, jam protection in all positions and retained-power features	Driver and front passenger Advanced Airbag System [21]
Power automatic door locks with anti-lockout feature	Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [21]
Smart Key System [9] on driver's door with Push Button Start and remote illuminated entry	Driver's knee airbag [21]
Remote keyless entry system with 2-stage unlocking and panic function	Driver and front passenger active headrests [22]
Leather-trimmed seats and steering wheel with driver's seat power lumbar support and heated front seats with bottle holders in front doors	Direct Tire Pressure Monitor System (TPMS) [23]
6-way adjustable driver's seat and 4-way adjustable passenger seat with adjustable headrests	Front and rear energy-absorbing crumple zones
Dual seatback pockets	Side-impact door beams
60/40 split fold-down rear bench seat with adjustable headrests and fold-forward outboard headrests	Driver and front passenger seatbelt warning sensor
Rear fold-down armrest with two cup holders	3-point seatbelts in all seating positions
Tilt/telescopic adjustable steering wheel with audio, climate and multi-information display controls [11]	Adjustable seatbelt anchors for front seating positions
Steering wheel-mounted Bluetooth®[5] hands-free phone-calling controls	Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts
Cruise control	Front seatbelt pretensioners with force limiters
Central instrument display with digital speedometer, instant fuel consumption, fuel gauge and shift-lever indicator	LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only
	Child-protector rear door locks
	Hill Start Assist Control (HAC) [24]

Your Prius: Features

2010 **PRIUS**



Collapsible steering column
Engine immobilizer [24]
Center high-mount stop lamp (CHMSL)
Temporary spare tire



Specifications for the Prius V 1.8 Liter 4-Cylinder you built:

GASOLINE ENGINE
Type: Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement: 1.8 liters (1798 cc)
Bore x stroke : 3.17 in. x 3.48 in.
Compression ratio : 13.0:1
Valvetrain: Four valves per cylinder with Variable Valve Timing with intelligence (VVT-i)
Induction system: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system: Electronic, with Toyota Direct Ignition (TDI)
Power output: 98 hp @ 5200 rpm (73 kW @ 5200 rpm)
Torque: 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Emission ratings: Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) [25]
ELECTRIC MOTOR
Motor type: Permanent magnet AC synchronous motor
Power output: 80 hp (60kW)
Torque: 153-lb.-ft. (207 N•m)
Voltage: 650V maximum
TRACTION BATTERY
Type: Sealed Nickel-Metal Hydride (Ni-MH) [26]
Power Output: 36 hp (27 kW)
Voltage: 201.6V
Hybrid System Net Power: 134 hp (100 kW)
MECHANICAL/PERFORMANCE
Transmission: Electronically controlled continuously variable transmission (ECVT)
Front Suspension: Independent MacPherson strut with stabilizer bar
Rear Suspension: Torsion beam
Steering: Electric Power Steering (EPS); rack-and-pinion with electric power-assist
Turning circle diameter, curb to curb (ft.) : 36.0
Brakes: Power-assisted ventilated front disc, solid rear disc with Anti-lock Brake System (ABS) and integrated regenerative braking
Coefficient of drag (Cd): 0.25
EXTERIOR DIMENSIONS (IN.)
Overall height/width/length: 58.7/68.7/175.6
Wheelbase : 106.3
Track (front/rear) : 59.6/59.4
Minimum running ground clearance: 5.5
INTERIOR DIMENSIONS, FRONT/REAR (IN.)
Head room : 38.6/37.6

Shoulder room : 56.1/53.1
Hip room : 52.7/51.2
Leg room : 42.5/36.0
WEIGHTS AND CAPACITIES
Curb weight (lb.): 3042
Seating capacity : 5
Passenger volume (cu. ft.) : 93.7
Luggage capacity (cu. ft.) : 21.6
Fuel tank (gal.) : 11.9
TIRES
P215/45R17: Standard
MPG
Mileage estimates (mpg city/highway/combined) [28]: 51/48/50




Options for the Prius V 1.8 Liter 4-Cylinder you built:

OPTIONS
Advanced Technology Package (includes Navigation) with Additional Options: 50 state emissions(FE), 17" alloy wheels(AW), Dynamic Radar Cruise Control (DRCC) [12], Pre-Collision System (PCS) [20], Lane Keep Assist (LKA) [13], Intelligent Parking Assist (IPA) [14]; Voice-activated touch-screen DVD navigation system [6] with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, XM NavTraffic® [6] capability, hands-free phone capability and music streaming via Bluetooth® wireless technology, and integrated backup camera [8](AT)



Your Prius: Available Alternatives*

EXTERIOR COLORS

Blizzard Pearl Additional Charge: \$220.00	
Classic Silver Metallic	
Black	
Barcelona Red Metallic	
Sandy Beach Metallic	
Blue Ribbon Metallic	
Winter Gray Metallic	

INTERIOR COLORS

Prius IV/V - Leather in Dark Gray	
Prius IV/V - Leather in Bisque	
Prius IV/V - Leather in Misty Gray	

OPTION COMBINATIONS

Navigation System w/JBL®; Audio with Additional Options \$1,800.00

- Voice-activated touch-screen DVD navigation system [6] with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, XM NavTraffic® [6] capability, hands-free phone capability and music streaming via Bluetooth® wireless technology, and integrated backup camera [8] (NV)

- 50 state emissions (FE)
- 17" alloy wheels (AW)

Advanced Technology Package (includes Navigation) with Additional Options \$4,500.00

- 50 state emissions (FE)
- Dynamic Radar Cruise Control (DRCC) [12], Pre-Collision System (PCS) [20], Lane Keep Assist (LKA) [13], Intelligent Parking Assist (IPA) [14]; Voice-activated touch-screen DVD navigation system [6] with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability, XM NavTraffic® [6] capability, hands-free phone capability and music streaming via Bluetooth® wireless technology, and integrated backup camera [8] (AT)
- 17" alloy wheels (AW)

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



Accessories

EXTERIOR ACCESSORIES



Paint protection film
\$395 Installed MSRP*



Rear bumper applique
\$69 Installed MSRP*



Wheel locks (alloy)
\$67 Installed MSRP*

INTERIOR ACCESSORIES



All-weather Floor/Cargo Mats
- 5pc Set
\$199 Installed MSRP*



Ashtray Cup
\$17 Parts Only MSRP**



BLU Logic® Hands-free
System
\$299 Installed MSRP*



Cargo Net
\$51 Installed MSRP*



Cargo Organizer
\$49 Installed MSRP*



Cargo tote by Nifty Products
\$40 Installed MSRP*



Carpet Floor Mats & Cargo
Mat
\$200 Installed MSRP*



Emergency assistance kit
\$70 Installed MSRP*



First aid kit
\$29 Installed MSRP*



Illuminated door sill
\$359 Installed MSRP*



iPod Interface
\$299 Installed MSRP*



Remote engine start
\$529 Installed MSRP*



VIP RS3200Plus Security
System
\$359 Installed MSRP*



XM Satellite Radio kit
\$449 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

Nearest Dealer*

2010 **PRIUS**



Toyota Dealers in your Area:

Sloane Toyota
Distance: 1.47 miles
503 North Easton Road
Glenside PA, 19038
Phone: (215) 885-5400
<http://www.sloanetoyotaglenside.com/>



GET DIRECTIONS to this dealer

Other Toyota Dealers Nearby:

Champion Toyota
Distance: 5.68 miles
1546 Cottman Avenue
Philadelphia PA, 19111
Phone: (215) 742-9300
<http://www.championcars.com>



GET DIRECTIONS to this dealer

Faulkner Toyota
Distance: 8.05 miles
2425 Lincoln Highway
Trevose PA, 19053
Phone: (215) 244-9300
http://www.faulknertoyota.com/en_US/



GET DIRECTIONS to this dealer

Conicelli Toyota
Distance: 10.32 miles
1200 Ridge Pike
Conshohocken PA, 19428
Phone: (610) 825-7128
<http://www.conicellitoyotaofconshohocken.com/>



GET DIRECTIONS to this dealer

Ardmore Toyota
Distance: 11.77 miles
219 E. Lancaster Avenue
Ardmore PA, 19003
Phone: (610) 645-5000
<http://www.ArdmoreToyota.com>



GET DIRECTIONS to this dealer

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.



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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, 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 Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[1] The Solar Power Ventilated System uses an electric fan to draw outside air into, through, and out the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature near the outside ambient temperature to help make the cabin more comfortable with reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner.

[2] Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load or if the battery charge is low. See your Owner's Manual for further information.

[3] Satellite radio requires monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[4] Plasmacluster™ is a trademark of Sharp Electronics, Inc.

[5] The phones on this site have been tested for Bluetooth® 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.

[6] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and hardware, and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the

accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[7] Available on Prius III and IV only.

[8] 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.

[9] 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.

[10] Includes front passenger and rear hatch Smart Key System.

[11] Controls included based on vehicle equipment.

[12] Dynamic Laser 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] Lane Keep Assist is designed to read the lane markers of certain roads and apply slight torque to the steering wheel to help keep the car in the center of the lane. If the vehicle approaches the outer limits of its lane, the Lane Departure Warning feature will sound a warning tone and applies a slight torque to the steering wheel to notify the driver that corrective action may be required. These features are not a collision-avoidance system and are not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your Owner's Manual for further information.

[14] Intelligent Parking Assist requires driver brake control. Always look around the outside of the vehicle and use mirrors to confirm clearance.

[15] 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.

[16] HomeLink® is a registered trademark of Johnson Controls, Inc.

[17] 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.

[18] 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.

[19] System available fall 2009. Comes with 1-year trial subscription. Longer term service requires a separate subscription. Contact the Safety Connect Call Center is limited by cellular connection availability and reception of GPS satellite signals, so you may be unable to contact the Call Center or receive emergency support. Enrollment and Subscription agreement required. Additional service packages are available for additional charges.

[20] 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. See your Owner's Manual for further information.

[21] 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.

[22] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.

[23] 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.

[24] 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 perform high security key services at www.aloa.org.

[25] Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist

Warranties / Disclaimers

2010 **PRIUS**



Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[26] AT-PZEV-rated by the California Air Resources Board. Meets Tier 2/Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov

[27] Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing

[28] Available on Prius V only.

[29] 2010 EPA-estimated mileage. Actual mileage will vary.

Helpful Links

2010 **PRIUS**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>