

# Prius v

2014



Information Provided by:

**DEALER**  
E-PROCESS



It's the big one in the family, the one with the most space for people and things. 34.3 cu. ft. of cargo room<sup>1</sup> means Prius v has more cargo space than most small SUVs<sup>2</sup>, so it makes having a family, a hobby, or going on a mountain-biking weekend escape super easy. It's everything you love about Prius plus the space to do even more. It encourages you to get out there and explore, but can also help you stay connected with the latest technology. And it's big on efficiency, too, so you can focus more on filling it up with all your family's gear, and less on filling up with fuel. The 2014 Toyota Prius v has the space for lots of fun and family adventure. Let's go places.



1. Cargo and load capacity limited by weight and distribution. 2. Based on manufacturers' data for cargo volume behind second-row seats; MY 2013 Small SUV segment.





Prius v Five shown in Clear Sky Metallic with available Advanced Technology Package. 2013 model shown.

## 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 SoTex® trim with available Advanced Technology Package. 2013 model shown.



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 that of most small SUVs<sup>2</sup>

2013 model shown.



The seats in Prius v are available with supple SofTex<sup>®</sup> material. SofTex<sup>®</sup> 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 2013 Small SUV segment.



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



Prius v Five interior shown in Misty Gray SofTex® trim with available Advanced Technology Package. 2013 model shown.



# 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 receiving 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>®</sup> App Suite<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, AM/FM CD player, six speakers, SiriusXM Radio<sup>3</sup> with 90-day All Access trial, HD Radio<sup>TM</sup>,<sup>4</sup> an auxiliary audio jack, a USB port,<sup>4</sup> and hands-free phone capability, advanced voice recognition<sup>5</sup> and music streaming via Bluetooth<sup>®</sup><sup>6</sup> wireless technology.

## Premium HDD Navigation With Entune<sup>®</sup> App Suite 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 Radio with 90-day complimentary trial, 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 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<sup>7</sup>

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>8</sup> provides on-screen backup guides (pictured at right).



1. See footnote 1 in Disclosures section.
2. See footnote 2 in Disclosures section.
3. See footnote 3 in Disclosures section.
4. See footnote 4 in Disclosures section.
5. See footnote 5 in Disclosures section.
6. See footnote 6 in Disclosures section.
7. See footnote 12 in Disclosures section.
8. See footnote 10 in Disclosures section.

## Connect to Your Prius v With Entune® App Suite<sup>1</sup>

If you have a compatible smartphone, the available Entune® App Suite will keep you connected with apps like Bing™, iHeartRadio, MovieTickets.com, OpenTable® and Pandora®. Plus, you can access the data services' real-time information on fuel prices, stocks, sports, traffic and weather. Once your compatible smartphone is connected to the vehicle using *Bluetooth*® wireless technology or a USB cable, the features of the Entune® App Suite are operated using the vehicle's controls or, for some services, by voice recognition. See [toyota.com/entune](http://toyota.com/entune) for more details.

## JBL® GreenEdge™ Audio System

The available JBL® GreenEdge™ system combines a variety of 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 Entune® App Suite. Entune® App Suite allows access to popular mobile applications and data services integrated with select Toyota vehicles.*



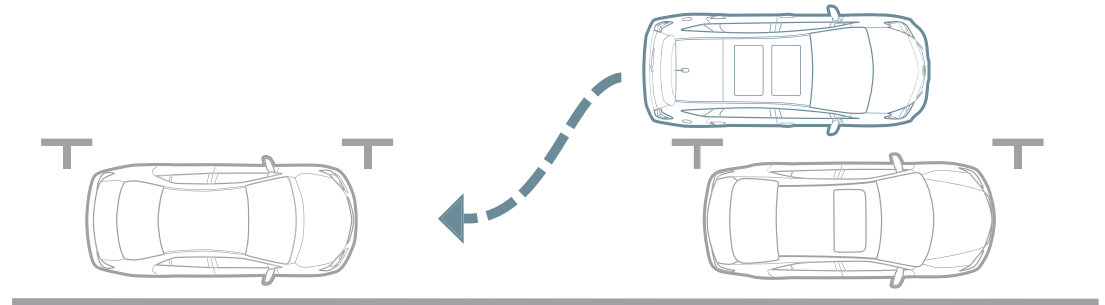
*Bluetooth® wireless technology lets you take calls hands-free with your compatible mobile phone, as well as stream music through the vehicle's audio system from your Bluetooth®-compatible music device.*



1. See footnote 2 in Disclosures section. 2. See footnote 6 in Disclosures section.

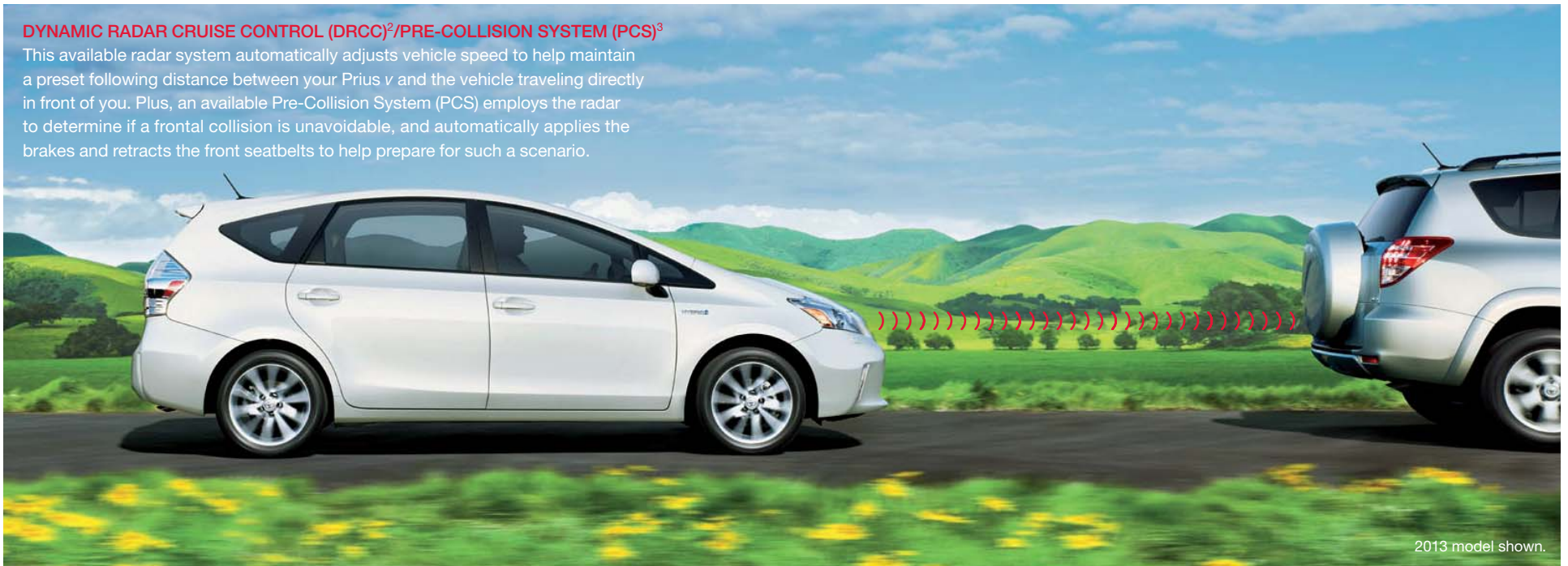
### ADVANCED PARKING GUIDANCE SYSTEM (APGS)<sup>1</sup>

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.



2013 model shown.



2013 model shown.

Even the headlights are “green.” Eco-sensitive, that is. Available LED (light-emitting diode) headlights produce a clean white light, offer extremely long life and require 20 to 30 percent less energy than traditional headlights, 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 10 in Disclosures section. 2. See footnote 8 in Disclosures section. 3. See footnote 9 in Disclosures section. 4. See footnote 7 in Disclosures section.



Prius v Five shown in Clear Sky Metallic with available Advanced Technology Package. 2013 model shown.



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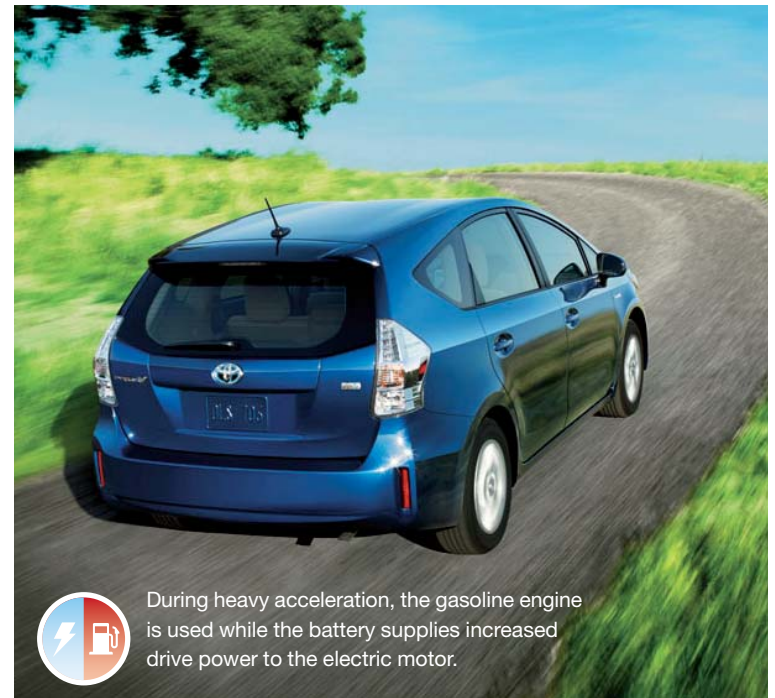
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# The art of seamless advancement.

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.



From initial acceleration to low speeds, Prius v is designed not to use fuel, because under certain conditions it's powered solely by the high-torque electric motor.



During heavy acceleration, the gasoline engine is used while the battery supplies increased drive power to the electric motor.

## 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.



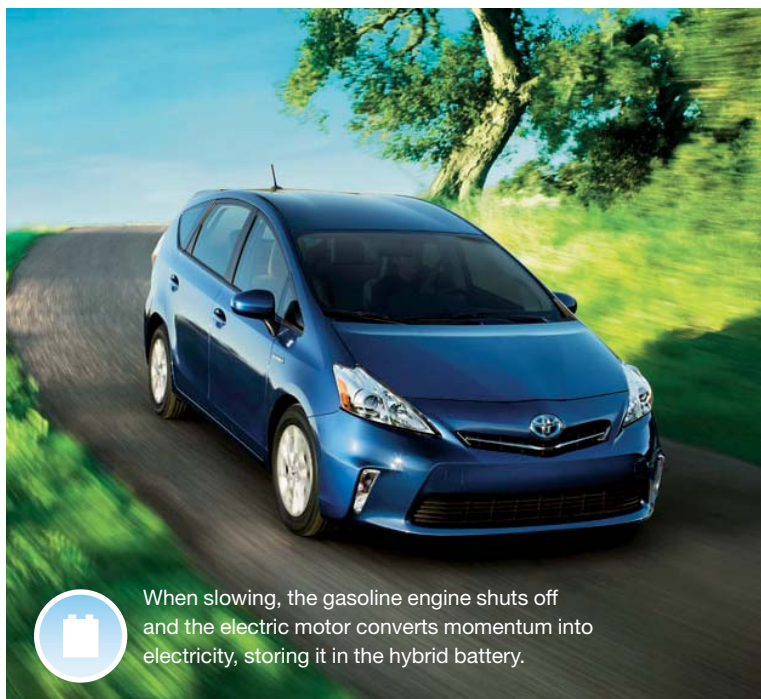
## EV/ECO/POWER MODES

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 13 in Disclosures 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.



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2013 model shown.

# Engineered to help you breathe easy.

Every 2014 Prius v comes standard with the Star Safety System™, 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 stop.

1. See footnote 16 in Disclosures section. 2. See footnote 17 in Disclosures section. 3. See footnote 18 in Disclosures section.



### 1 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.

### 2 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 3-POINT SEATBELTS

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

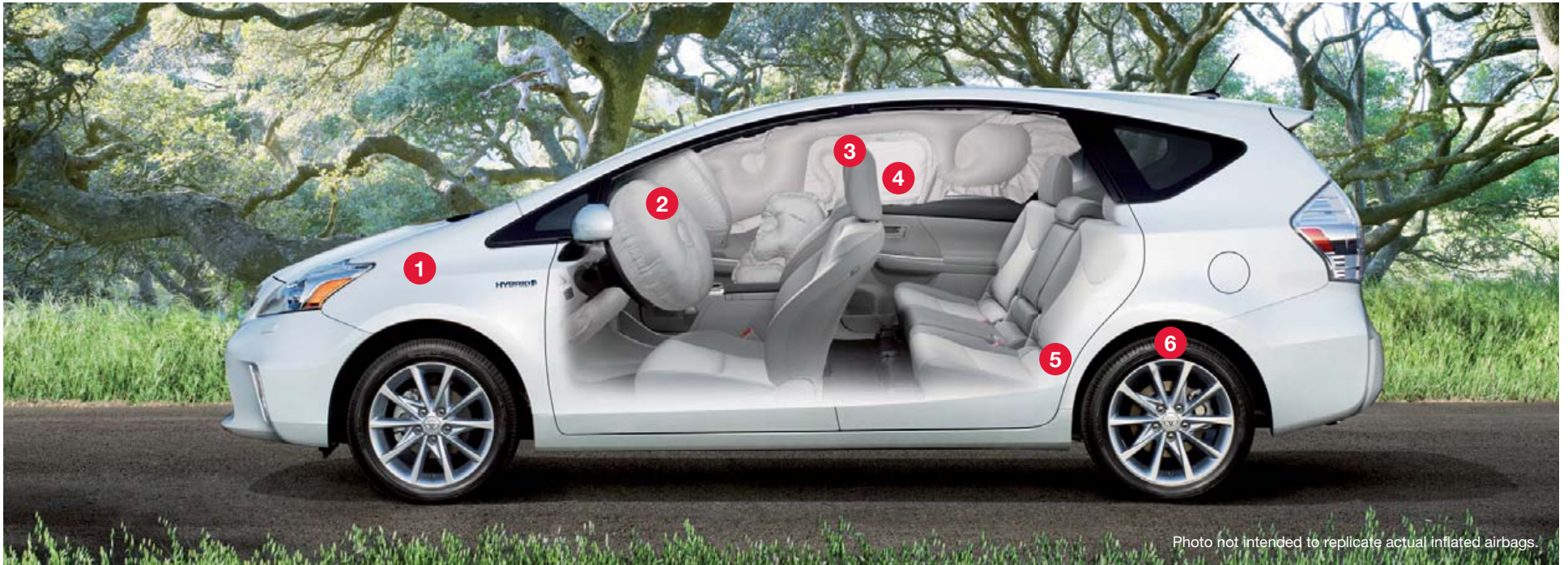


Photo not intended to replicate actual inflated airbags.

### 4 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.

### 5 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.

### 6 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 19 in Disclosures section. 2. See footnote 20 in Disclosures section. 3. See footnote 21 in Disclosures section.



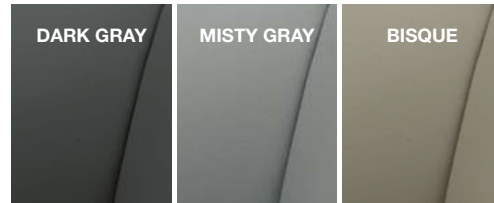
# Combinations

## 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)



SEA GLASS PEARL

DARK GRAY

MISTY GRAY

BISQUE



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC

DARK GRAY

MISTY GRAY

## PACKAGE AND OPTION

|                             |   | TWO | THREE | FIVE |
|-----------------------------|---|-----|-------|------|
| Advanced Technology Package | Premium HDD Navigation <sup>1</sup> with Entune <sup>®</sup> App Suite <sup>2</sup> and JBL <sup>®</sup> — includes 7-in. touch-screen with split-screen capability, AM/FM CD player, eight JBL <sup>®</sup> GreenEdge <sup>™</sup> speakers, SiriusXM Radio <sup>3</sup> with 90-day All Access trial, HD Radio <sup>™1</sup> auxiliary audio jack, USB port, <sup>4</sup> vehicle information, hands-free phone capability, advanced voice recognition <sup>5</sup> and music streaming via <i>Bluetooth</i> <sup>®6</sup> wireless technology                                  | —   | —     | P    |
|                             | Entune <sup>®</sup> App Suite <sup>2</sup> — includes Bing, <sup>™7</sup> iHeartRadio, MovieTickets.com, OpenTable <sup>®</sup> and Pandora <sup>®</sup> ; XM Data Services <sup>3</sup> including NavTraffic <sup>™</sup> NavWeather, <sup>™</sup> Fuel, and Sports & Stocks. Access to Entune <sup>®2</sup> data services (Stocks/Sports/Fuel Prices/Weather/Traffic) is complimentary for three years. Access to all other Entune <sup>®</sup> App Suite <sup>2</sup> services is subscription-free. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details. | —   | —     | P    |
|                             | Safety Connect <sup>®7</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>8</sup>  | —   | —     | P    |
|                             | Pre-Collision System (PCS) <sup>9</sup>   | —   | —     | P    |
|                             | Advanced Parking Guidance System (APGS) <sup>10</sup>   | —   | —     | P    |
|                             | Panoramic View Moonroof with power sliding sunshades  | —   | —     | P    |
|                             |   | —   | O     | —    |

Panoramic View Moonroof with power sliding sunshades

See numbered footnotes in Disclosures section.

# Features<sup>11</sup>

| EXTERIOR  | TWO | THREE | FIVE |  | TWO | THREE | FIVE |
|---|-----|-------|------|--|-----|-------|------|
| Projector-beam halogen headlights with auto-off feature   | S   | S     | —    | Panoramic View Moonroof with power sliding sunshades   | —   | O     | P    |
| LED headlights with auto level control, auto on/off feature and headlight cleaners  | —   | —     | S    | 16-in. 10-spoke alloy wheels with full wheel covers and P205/60R16 tires   | S   | S     | —    |
| Daytime Running Lights (DRL)  | S   | S     | S    | 17-in. 10-spoke alloy wheels with P215/50R17 tires   | —   | —     | S    |
| Integrated fog lights   | —   | —     | S    | Intermittent rear window wiper   | S   | S     | S    |
| LED tail and stop lights  | S   | S     | S    | Rear spoiler   | S   | S     | S    |
| Heated power outside mirrors with folding feature   | S   | S     | S    |  |     |       |      |
| INTERIOR  |     |       |      |  |     |       |      |
| Single-dial automatic climate control with dust and pollen filtration mode  | S   | S     | S    | 60/40 split sliding reclining fold-down rear seats with center armrest   | S   | S     | S    |
| Display Audio — includes 6.1-in. touch-screen, AM/FM CD player, six speakers, auxiliary audio jack, USB port, <sup>4</sup> vehicle information, hands-free phone capability and music streaming via <i>Bluetooth</i> <sup>®6</sup> wireless technology  | S   | —     | —    | Cruise control   | S   | S     | S    |
| Display Audio with Navigation <sup>1</sup> and Entune <sup>®</sup> App Suite <sup>2</sup> — includes 6.1-in. touch-screen, AM/FM CD player, six speakers, SiriusXM Radio <sup>3</sup> with 90-day All Access trial, HD Radio <sup>TM1</sup> auxiliary audio jack, USB port, <sup>4</sup> vehicle information, hands-free phone capability, advanced voice recognition <sup>5</sup> and music streaming via <i>Bluetooth</i> <sup>®6</sup> wireless technology   | —   | S     | S    | Dynamic Radar Cruise Control (DRCC) <sup>8</sup>   | —   | —     | P    |
| Entune <sup>®</sup> App Suite <sup>2</sup> — includes Bing <sup>TM</sup> iHeartRadio, MovieTickets.com, OpenTable <sup>®</sup> and Pandora <sup>®</sup> ; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune <sup>®2</sup> services is subscription-free. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details.  | —   | S     | S    | Tilt/telescopic steering wheel with audio, climate and <i>Bluetooth</i> <sup>®6</sup> hands-free phone controls  | S   | S     | —    |
| Premium HDD Navigation <sup>1</sup> with Entune <sup>®</sup> App Suite <sup>2</sup> and JBL <sup>®</sup> — includes 7-in. high-resolution touch-screen with split-screen capability, AM/FM CD player, eight JBL <sup>®</sup> GreenEdge <sup>TM</sup> speakers, SiriusXM Radio <sup>3</sup> with 90-day All Access trial, HD Radio <sup>TM1</sup> auxiliary audio jack, USB port, <sup>4</sup> vehicle information, hands-free phone capability, advanced voice recognition <sup>5</sup> and music streaming via <i>Bluetooth</i> <sup>®6</sup> wireless technology                | —   | —     | P    | SofTex <sup>®</sup> -trimmed tilt/telescopic steering wheel with audio, climate and <i>Bluetooth</i> <sup>®6</sup> hands-free phone controls   | —   | —     | S    |
| Entune <sup>®</sup> App Suite <sup>2</sup> — includes Bing <sup>TM</sup> iHeartRadio, MovieTickets.com, OpenTable <sup>®</sup> and Pandora <sup>®</sup> ; XM Data Services <sup>3</sup> including NavTraffic <sup>TM</sup> NavWeather <sup>TM</sup> Fuel, and Sports & Stocks. Access to Entune <sup>®2</sup> data services (Stocks/Sports/Fuel Prices/Weather/Traffic) is complimentary for three years. Access to all other Entune <sup>®</sup> App Suite <sup>2</sup> services is subscription-free. See <a href="http://toyota.com/entune">toyota.com/entune</a> for details. | —   | —     | P    | 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>13</sup> /ECO/POWER Mode indicators | S   | S     | S    |
| Integrated backup camera <sup>12</sup>  | S   | S     | S    | Smart Key System <sup>14</sup> on driver's door with Push Button Start and remote illuminated entry  | S   | S     | —    |
| Fabric-trimmed front seats; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat   | S   | S     | —    | Smart Key System <sup>14</sup> on three doors with Push Button Start and remote illuminated entry  | —   | —     | S    |
| SofTex <sup>®</sup> -trimmed heated front seats; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat  | —   | —     | S    | Power windows with auto up/down  | S   | S     | S    |
|   |     |       |      | Power door locks   | S   | S     | S    |
|   |     |       |      | Auto-dimming rearview mirror with HomeLink <sup>®15</sup>  | —   | —     | S    |
|   |     |       |      | Center console with armrest and storage compartment  | S   | S     | S    |
|   |     |       |      | Cargo area under-floor storage, umbrella holder and side panel storage   | S   | S     | S    |
|   |     |       |      | Cargo area tonneau cover   | S   | S     | S    |
|   |     |       |      | One front center console and one cargo area 12V auxiliary power outlet   | S   | S     | S    |
|   |     |       |      | Rear dome light and cargo area light   | S   | S     | S    |
|   |     |       |      | Three front and two rear cup holders; two front and two rear bottle holders  | S   | S     | S    |
| SAFETY AND CONVENIENCE  |     |       |      |  |     |       |      |
| <b>STAR SAFETY SYSTEM</b> Star Safety System <sup>TM</sup> — includes Enhanced Vehicle Stability Control (VSC) <sup>16</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>17</sup> and Smart Stop Technology <sup>®</sup> (SST) <sup>18</sup>   | S   | S     | S    | Vehicle Proximity Notification System (VPNS)   | S   | S     | S    |
| Driver and front passenger Advanced Airbag System <sup>19</sup>   | S   | S     | S    | Safety Connect <sup>®7</sup> — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. Complimentary one-year trial subscription.  | —   | —     | P    |
| Driver and front passenger seat-mounted side airbags, driver knee airbag, and front and rear side curtain airbags <sup>19</sup>   | S   | S     | S    | Pre-Collision System (PCS) <sup>9</sup>  | —   | —     | P    |
| Driver and front passenger Whiplash-Injury-Lessening (WIL) <sup>20</sup> seats  | S   | S     | S    | Advanced Parking Guidance System (APGS) <sup>10</sup>  | —   | —     | P    |
| LATCH (Lower Anchors and Tethers for CHildren) for outboard rear seating positions only   | S   | S     | S    | Hill Start Assist Control (HAC) <sup>22</sup>  | S   | S     | S    |
| Tire Pressure Monitor System (TPMS) <sup>21</sup>   | S   | S     | S    | Engine immobilizer <sup>23</sup>   | S   | S     | S    |

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

See numbered footnotes in Disclosures section.



# Specifications

| <b>MECHANICAL AND PERFORMANCE</b>                                 |   | PRIUS v         |
|---|---|-----------------|
| Hybrid system net power   |   | 134 hp (100 kW) |
| <b>ENGINE</b>   |   |                 |
| Type  | 1.8-Liter Aluminum 4-Cylinder DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV <sup>13</sup> /Eco/Power Modes; 98 hp @ 5200 rpm (73 kW @ 5200 rpm); 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm) |                 |
| Compression ratio   | 13.0:1  |                 |
| Induction system  | Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)   |                 |
| Emission rating   | Super Ultra Low Emission Vehicle (SULEV) <sup>24</sup>  |                 |
| <b>ELECTRIC MOTOR</b>   |   |                 |
| Motor type  | Permanent magnet AC synchronous motor   |                 |
| Power output  | 80 hp (60 kW)   |                 |
| Torque  | 153 lb.-ft. (207 N•m)   |                 |
| Voltage   | 650V maximum  |                 |
| <b>TRACTION BATTERY</b>   |   |                 |
| Type  | Sealed Nickel-Metal Hydride (Ni-MH) <sup>25</sup>   |                 |
| Power output  | 36 hp (27 kW)   |                 |
| Voltage   | 201.6V  |                 |
| <b>TRANSMISSION</b>   |   |                 |
| Type  | Electronically controlled Continuously Variable Transmission (ECVT)   |                 |
| <b>DRIVETRAIN</b>   |   |                 |
| Type  | Front-Wheel Drive   |                 |
| <b>BODY CONSTRUCTION</b>  |   |                 |
| Type  | Reinforced unitized body  |                 |
| <b>SUSPENSION</b>   |   |                 |
| Type  | Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension   |                 |
| <b>STEERING</b>   |   |                 |
| Type  | Electric Power Steering (EPS); power-assisted rack-and-pinion   |                 |
| Turning circle diameter, curb to curb (ft.)                       | 36.1; 38.1 (Prius v Five)   |                 |
| <b>BRAKES</b>   |   |                 |
| Type  | Power-assisted ventilated front disc brakes; solid rear disc brakes with integrated regenerative braking and Star Safety System™  |                 |
| <b>EXTERIOR DIMENSIONS (in.)</b>                                  |   |                 |
| Overall height/width/length                                       | 62.0/69.9/181.7   |                 |
| Wheelbase   | 109.4   |                 |
| Track (front/rear, 16-in. wheels)                                 | 60.6/60.8   |                 |
| Minimum running ground clearance                                  | 5.7   |                 |
| Coefficient of drag (Cd)  | 0.29  |                 |
| <b>INTERIOR DIMENSIONS (front/rear) (in.)</b>                     |   |                 |
| Head room   | 39.6/38.6   |                 |
| Shoulder room   | 55.9/55.2   |                 |
| Hip room  | 53.5/53.5   |                 |
| Leg room  | 41.3/35.9   |                 |
| <b>WEIGHTS AND CAPACITIES</b>                                     |   |                 |
| Curb weight (lb.)   | 3274  |                 |
| Passenger volume/Cargo volume <sup>26</sup> (cu. ft.)             | 97.2/ 34.3  |                 |
| Fuel tank (gal.)  | 11.9  |                 |
| Seating capacity  | 5   |                 |
| <b>TIRES</b>  |   |                 |
| Spare — Temporary   | Standard  |                 |
| Size — P205/60R16<br>P215/50R17                                   | Standard on Prius v Two, Three<br>Standard on Prius v Five  |                 |
| <b>MILEAGE ESTIMATES (mpg city/highway/combined)<sup>27</sup></b> |   |                 |
|   | 44/40/42  |                 |

See numbered footnotes in Disclosures 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>28</sup>
- Ashtray cup
- Cargo net — envelope<sup>26</sup>
- Cargo tote<sup>26</sup>
- Cargo tray<sup>26</sup>
- Carpet cargo mat<sup>26</sup>
- Carpet floor mats<sup>28</sup>
- Emergency assistance kit
- First aid kit
- Hybrid Synergy Drive<sup>®</sup> window graphic
- Mudguards
- Paint protection film<sup>29</sup>
- Rear bumper appliqué
- Remote Engine Starter
- Vehicle Intrusion Protection (VIP) RS3200 + Security System<sup>30</sup>



Carpet floor mats<sup>28</sup>



All-weather floor mats<sup>28</sup>



Carpet cargo mat<sup>26</sup>



Cargo — envelope<sup>26</sup>



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 Disclosures section.

## DISCLOSURES

1. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. Availability and accuracy of the information provided by the Navigation system or any HD services are 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. Navigation updates are available at an additional cost from your Toyota dealer. See your *Navigation System Owner's Manual* or Toyota dealer for details. 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. 2. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. 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 services available all the time and in all locations, and are subject to change. 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 registration, apps and services, and other details. 3. SiriusXM services require a subscription after 90-day trial period. **Subscriptions governed by SiriusXM Customer Agreement available at [www.siriusxm.com](http://www.siriusxm.com). If you decide to continue your SiriusXM 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. 4. May not be compatible with all mobile phones, MP3/WMA players and like models. 5. Advanced voice recognition capabilities vary by head unit. 6. 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, coverage and wireless carrier. Phones are warranted by their manufacturer, not Toyota. 7. 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. 8. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. See your *Owner's Manual* for details. 9. 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. 10. The Advanced Parking Guidance System requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. 11. 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. 12. 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. 13. 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. 14. 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. 15. HomeLink® is a registered trademark of Johnson Controls, Inc. 16. 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. 17. 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. 18. Smart Stop Technology® operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce 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. 19. 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. 20. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 21. 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. 22. 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. See *Owner's Manual* for further details. 23. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting [www.alo.org](http://www.alo.org) 24. Meets Tier-2/Bin-3 Federal emissions standard. 25. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 26. Cargo and load capacity limited by weight and distribution. 27. 2013 EPA-estimated mileage. Actual mileage will vary. 28. 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. 29. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. 30. 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.