

2016

# PRIUS C



TOYOTA



# Great things can come in small, hybrid packages.

Prius c was created with the big city in mind. As the smallest member of the Prius family, Prius c makes the most out of every situation. Its low centre of gravity design and 9.6 metre (11.4 metre for Prius c Technology) turning circle not only deliver agile and responsive handling but also make parking in the most challenging of spaces incredibly easy. With its combined fuel efficiency rating of 4.7 L/100 km, you can make short work of getting uptown, even when you're all the way downtown. Complementing its bold and sleek compact design is a modern and stylish interior with a surprising amount of space. Whether you and four friends are heading out for a night of fun, or you're configuring the seats to transport all of your gear, Prius c will always make the most out of any situation. Best of all, because over 85% of Toyotas sold in Canada in the last 20 years are still on the road today,\* you can rely on discovering the city with the Prius c for years to come.



FRONT COVER Prius c shown in Sparkling Sea Metallic.



Prius c Technology shown in Blue Streak Metallic.

# Have you driven the future yet?

Tomorrow's road will be nothing like today's. Thankfully, Toyota has been developing new mobility solutions for urban environments that will carry us all forward for many years to come. One example is the iRoad, an innovative, ultra-compact trike that provides the convenience of a motorcycle, with the comfort and stability of a car. Like the Prius c, it showcases Toyota's expertise in innovative, low impact mobility solutions for our changing world. Tomorrow's roads belong to nimble, efficient, hybrid vehicles – the kind that Toyota is now designing and building.



iRoad





# Good for the city. Even better for you.

With its available Navigation system,<sup>5</sup> you can easily meet friends for coffee uptown and make it to that antique shop on the other side of the city with time to spare. Thanks to the Display Audio System's<sup>4</sup> unique "text-to-speech" feature, you can convert your text messages from your phone into voice messages so you can always stay connected while you're on the go. What's more, with its Bluetooth<sup>®3</sup> feature, you can wirelessly stream music and make calls without having to take your hands off the wheel. In the hustle and bustle of city life, you're bound to be checking out new things in different neighbourhoods all the time. By monitoring your driving habits, the Prius c can help you achieve optimal fuel efficiency so you can continue to discover more and more.

**TOUCH TRACER DISPLAY** This available feature places a duplicate image of the steering wheel-mounted controls on the Multi-Information Display. A quick glance at the display allows the driver to confirm which button to press without having to look down at the steering wheel.

**DRIVE MODE SELECT** Different modes for different types of driving. ECO mode helps reduce fuel consumption. EV mode runs solely on battery power for up to a kilometre under certain conditions.

**ENERGY MONITOR** The Energy Monitor helps keep you continually apprised of the Hybrid Synergy Drive energy flow and how energy is efficiently managed and distributed.

**SMART KEY SYSTEM WITH PUSH BUTTON START** It's easy to get into your Prius c with style. When you're within a few feet of your Prius c with the available Smart Key, simply grasp the door handle to unlock the door. Plus, the engine starts with the push of a button.



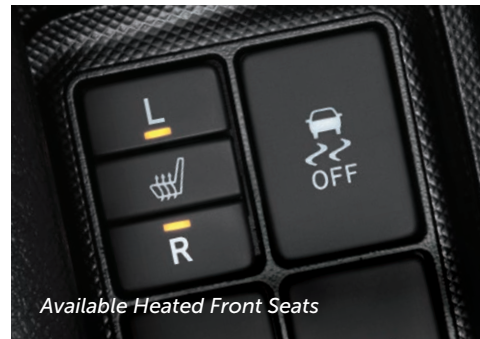


# Fits in wherever you go.

We made sure that the Prius c offers a spacious interior that's flexible and versatile enough to accommodate all that the city has in store for you. More importantly, we made sure that it is accessible – so when you've got your hands full, its four doors open wide so you can enter with ease and a rear liftgate provides unencumbered access to the rear cargo area. Thanks to interior features like soft-touch materials throughout the dash, an available moonroof, and available SofTex®-trimmed heated front seats, Prius c ensures that you and your passengers always get a premium experience with every drive.



60/40 Split Rear Seat



Available Heated Front Seats



Available Moonroof



484 litres  
OF CARGO SPACE  
*(behind rear seats)*

Prius c shown in Electric Lime Metallic.





Toyota  
Safety  
Sense

# Breathe easy, even in the city.

Your safety is always our first priority. That's why we've engineered the 2016 Prius c with integrated features like the Star Safety System™ and the available Toyota Safety Sense (TSS-C)™. Our newly developed Toyota Safety Sense is an active safety package that combines Pre-Collision System (PCS),<sup>9</sup> Lane Departure Alert (LDA),<sup>10</sup> and Automatic High Beams (AHB).<sup>11</sup> Each safety feature is designed to help support your awareness and decision making on the road.



**AUTOMATIC HIGH BEAMS<sup>11</sup>** The available Automatic High Beam (AHB)<sup>11</sup> system helps detect oncoming vehicles and, depending on the circumstances, automatically switches the high beams on and off, making it easier for other drivers on the road.

**PRE-COLLISION SYSTEM<sup>9</sup>** The available Pre-Collision System (PCS)<sup>9</sup> is designed to help recognize and anticipate unavoidable frontal collisions by automatically applying the brakes and retracting the front seatbelts to help you prepare for such a scenario.

**9 AIRBAGS<sup>1</sup>** Prius c comes equipped with nine standard airbags<sup>1</sup> including: driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, front and rear head/side curtain airbags, and front seat cushion airbags.

**LANE DEPARTURE ALERT<sup>10</sup>** Available Lane Departure Alert (LDA)<sup>10</sup> helps you stay in your lane. The system detects painted lane markings on the road and alerts you if you start to drift out of your lane. An audible beep and flashing light on the instrument panel alert you to take corrective action.

Prius c Technology shown in Classic Silver Metallic.



## Prius c Features

### INTERIOR

#### ENTERTAINMENT & CONNECTIVITY

	Prius c	Prius c Technology
6.1" Touch Panel Display Audio, <sup>4</sup> AM/FM/CD Player	●	–
6.1" Touch Panel Display Audio <sup>4</sup> w/Navigation, <sup>5</sup> AM/FM/CD Player	–	●
SiriusXM <sup>®</sup> Satellite Radio, Gracenote <sup>®</sup> Album Cover Art	–	●
USB Input Port, Auxiliary Input Jack, Bluetooth <sup>®3</sup> Hands-Free Phone Connectivity/Wireless Audio Streaming/Phone Book Access	●	●
Text-to-Speech Capabilities, AM/FM Cache Radio	–	●
Advanced Voice Recognition	–	●
4-Speakers	●	–
6-Speakers	–	●
Steering Wheel Bluetooth <sup>®3</sup> & Audio Controls	●	●
Backup Camera	–	●
Multi-Information Display	●	●

#### COMFORT & CONVENIENCE

Air Conditioning w/Automatic Climate Control	●	●
Cabin Air Filter, Rear Seat Heater Ducts	●	●
Power Door Locks	●	●
Power Windows w/Driver Side Auto Up/Down	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●
Touch Tracer Display	–	●
Dual Vanity Mirrors	●	●
Push Button Start	–	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Control	●	●
SoftTex <sup>®</sup> Covered Steering Wheel & Instrument Panel	–	●
Carpet Floor Mats, All-Season Floor Mats	●	●
Digital Clock	●	●
Front Centre Console Box w/Armrest	●	●
Front & Rear Cupholders, Door Map Pockets	●	●
Front Passenger Seat Back Pocket	–	●
Tonneau Cover	–	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●
Keyless Entry	●	●

## Exterior Colour Options

082 MOONGLOW (A,B)	1F7 CLASSIC SILVER METALLIC (A,B)	1G3 MAGNETIC GREY METALLIC (A,B)	209 BLACK SAND PEARL (A,B)
3P0 ABSOLUTELY RED (A,B)	588 ELECTRIC LIME METALLIC (A,B)	8T7 BLUE STREAK METALLIC (A,B)	8V7 SPARKLING SEA METALLIC (A,B)

Interior Colour Options Prius c: (A) BLUE/GREY Fabric Prius c Technology: (B) BLACK SoftTex<sup>®</sup>

### INTERIOR (cont'd)



#### SEATING & TRIM

Front Bucket Seats w/Fabric Seat Material	●	–
Heated Front Seats w/SoftTex <sup>®</sup> Trim	–	●
Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments	●	●
Driver Seat Cushion Height Adjustment	–	●
Rear Bench Seat w/Fold-Down Seat Back	●	–
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	–	●

#### EXTERIOR

Rear Spoiler	●	●
Electric Rear Window Defroster w/Timer	●	●
High Solar Energy Absorption Window Glass	●	●
Power Adjustable Heated Mirrors, Colour-Keyed Door Handles & Mirrors	●	●
Hybrid Blue Accented Emblems	●	●
Power Moonroof	–	●
Intermittent Front Wipers	●	–
Variable Intermittent Front Wipers	–	●
Intermittent Rear Window Wiper/Washer	●	●
LED Brakelamps	●	●
LED Headlamps	●	●
LED Foglamps	–	●

### SAFETY

 Toyota Safety Sense (TSS-C) <sup>TM</sup> – includes Pre-Collision System (PCS), <sup>9</sup> Lane Departure Alert (LDA) <sup>10</sup> & Automatic High Beams (AHB) <sup>11</sup>	–	●
 Star Safety System <sup>TM</sup> – includes Vehicle Stability Control (VSC), <sup>6</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>7</sup> & Smart Stop Technology (SST) <sup>8</sup>	●	●
Driver & Front Passenger Airbags (SRS) <sup>1</sup>	●	●
Driver's Knee Airbag (SRS) <sup>1</sup>	●	●
Front Seat-Mounted Side Airbags (SRS) <sup>1</sup>	●	●
Front Seat Cushion Airbags (SRS) <sup>1</sup>	●	●
Front & Rear Head/Side Curtain Airbags (SRS) <sup>1</sup>	●	●
Driver & Front Passenger Whiplash-Injury-Lessening (WIL) Seats	●	●
All-Position Vertically Adjustable Headrests	–	●
Front Seatbelt Pre-Tensioners & Force Limiters	●	●
All-Position 3-Point Lap & Shoulder Belts	●	●
Anchor Points for Child Restraint Seats	●	●
Child Protector Rear Door Locks	●	●
Rear Side Seatbelt Comfort Guides	●	●
Engine Immobilizer	●	●
Cruise Control	–	●
Remote Fuel Lid Release	●	●
Driver & Passenger Seatbelt, Low Fuel, "Key Remind" Door Ajar, Warning Indicators	●	●
Tire Pressure Monitoring System	●	●
Vehicle Proximity Notification System	●	●

#### AVAILABLE PACKAGE

<b>UPGRADE PACKAGE</b>	○	–
6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats, All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, SoftTex <sup>®</sup> Covered Instrument Panel, Front Passenger Seat Back Pocket, Backup Camera		

## Genuine Accessories

Block Heater  
Bodyside Mouldings  
Cargo Net  
Hood Deflector  
Paint Protection Film  
Rear Bumper Protector

Visit [accessories.toyota.ca](http://accessories.toyota.ca) or your local Dealer for details.

## Prius c Specifications

### MECHANICAL

#### ENGINE

<b>Type</b>	1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence (VVT-i), Electronic Fuel Injection, Drive Mode Select	●	●
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#### Compression Ratio

13.4:1	●	●
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#### Hybrid System Net Power

Net HP: 99 hp (74 kW) <sup>13</sup>	●	●
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#### Electric Motor

Permanent Magnet AC Synchronous Motor	●	●
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#### HV Battery

Sealed Nickel-Metal Hydride (Ni-MH)	●	●
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#### DRIVETRAIN

##### Drive Configuration

Front Engine/Front Wheel Drive	●	●
Hill-Start Assist Control (HAC) <sup>12</sup>	●	●

##### Transmission

Electronically controlled Continuously Variable Transmission (ECVT)	●	●
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#### CHASSIS

##### Suspension

<b>Front:</b> Independent, MacPherson Struts w/Stabilizer Bar	●	●
<b>Rear:</b> Torsion Beam Type	●	●

##### Brakes

Power-Assisted, Ventilated Front Discs, Rear Drums	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System	●	●

##### Steering

Electric Rack & Pinion w/Variable Power Assist	●	●
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##### Wheels & Tires

15" Steel Wheels w/Full Wheel Covers	●	–
16" Aluminum Alloy Wheels, Wheel Locks	–	●
P175/65R15 All-Season Tires, Temporary Spare Tire	●	–
P195/50R16 All-Season Tires, Temporary Spare Tire	–	●

## New Vehicle Warranty Summary – No deductibles – no transfer fees

**COMPREHENSIVE COVERAGE** 3 years or 60,000 km. This warranty includes 24 hour Roadside Assistance and other benefits, as well as coverage of repairs on any part of the vehicle that is defective in material or workmanship under normal use and maintenance. Different warranties apply to original tires.

**POWERTRAIN COMPONENTS** 5 years or 100,000 km. This warranty covers repairs to powertrain components that are defective in material or workmanship under normal use and maintenance.

**MAJOR EMISSION CONTROL COMPONENTS** 8 years or 130,000 km. This warranty covers repairs to specified major emission components that are defective in material or workmanship under normal use and maintenance.

**CORROSION PERFORATION** 5 years/unlimited distance. This warranty covers any sheet metal found, under normal use, to have developed a perforation from corrosion due to defects in material or workmanship.

**HYBRID-RELATED COMPONENTS\*\*** 8 years or 160,000 km. This warranty covers repairs to hybrid-related components that are defective in material or workmanship under normal use and maintenance.

\*\*Includes: HV Battery, Battery Control Module, Hybrid Control Module and Inverter with Converter.

● = Standard ○ = Optional – = Not Available

## Disclaimers

(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Do not use the hands-free phone system if it will distract you. A compatible Bluetooth<sup>®</sup>-enabled phone must first be paired. Phone performance depends upon software, coverage and carrier. (4) Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. (5) Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway; updates may be available at an additional cost from your Dealer. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details. (6) 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. (7) Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. (8) Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions, and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your Owner's Manual for further 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 or a substitute for safe and attentive driving. (10) Lane Departure Alert is not a collision-avoidance system or a substitute for safe and attentive driving. (11) Automatic High Beam system operates at speeds above 40 km/h. Situations such as a dirty windshield, variable weather, lighting conditions and hilly terrain will limit effectiveness, requiring the driver to manually turn off. See Owner's Manual for details. (12) HAC is designed to help minimize backward rolling on steep ascents. This system is not a substitute for safe driving judgment and practices. Factors including speed, 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. (13) The maximum output indicates engine plus HV battery output.

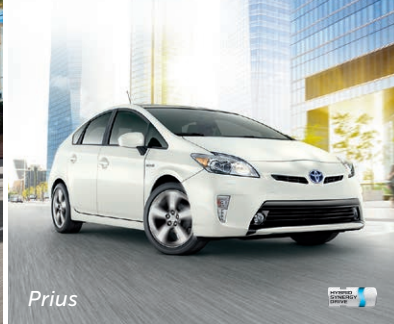
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Prius c



Prius



Prius v



Camry Hybrid



RAV4 Hybrid



Highlander Hybrid



Yaris Hatchback



Yaris Sedan



Corolla



Camry



Venza



Avalon



Sienna



RAV4



Highlander



4Runner



Sequoia



Tacoma



Tundra

**You can rely on every Toyota to get you wherever you need to go today. And with our commitment to safety, reliability, and value, we'll be on the road with you for many years to come.**



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