Big efficiency. Bigger adventures.

The 2017 Toyota Prius v is built for the family that’s doing big things. With its cutting-edge style, available LED taillights and unmatched versatility, this hybrid helps you get the most out of every trip. Its 34.3 cu. ft. of cargo space¹ and 60/40 split, sliding and reclining fold-down rear seats let you bring more of your favorite stuff along for the ride. Advanced tech like the Entune™ Audio system keeps you connected to the music and entertainment you love most. And it all comes in a package with an EPA-estimated 41 mpg combined.² There’s a lot more fun to be had. Let's start exploring.

¹. See footnote 34 in Disclosures section. ². See footnote 35 in Disclosures section.
Let’s make the next family trip bigger than ever.

“Let’s get the family together, pack the paddles, load the kayak and explore the coastline like never before.”

Prius v Five shown in Toasted Walnut Pearl with available Advanced Technology Package. Cargo and load capacity limited by weight and distribution.
Stylish details. Thoughtful design. It’s a great place to plan the day’s activities.

Come on in and get comfortable: Prius v is ready for your next journey. Inside, we’ve created a space as inviting as your family room, so you’ll never want the road trip to end. Prius v has available SofTex®-trimmed seats with power lumbar support for the driver, and rear seats that slide and recline for advanced comfort. Smaller, integrated storage compartments in the rear cargo area help keep small items within reach, while an available Panoramic View Moonroof helps everyone soak in the sun, making this hybrid the perfect family hangout.

*Do not allow passengers to sit in a seat that has been fully or severely reclined while driving. This feature is intended for use only when the vehicle is parked. While the vehicle is being driven, all vehicle occupants should have the seatback upright, sit well back in the seat and properly wear the seatbelts provided. In the event of a collision, the more the seat is reclined, the greater the risk of death or personal injury. See Owner’s Manual for details.*
Prius v Five interior shown in Black SofTex® with available Advanced Technology Package.
For those who like to do it all, your ride has arrived.

With ample room for heads, legs and everything in between, Prius v helps everyone feel like they’re rolling in first-class comfort. There’s plenty of room out back too. A clever under-floor storage system lets you securely stash your smaller items so the big stuff can fit with ease. And if you need to carry even bigger things, the rear seats fold flat, helping you carry up to 67.3 cu. ft. of gear, supplies and anything else you might need.

1. See footnote 34 in Disclosures section.
Prius v Five interior shown in Black SofTex® with available Advanced Technology Package.
The high-tech life is good.

Spend a minute behind the wheel and you’ll soon feel right at home. Prius v’s advanced steering wheel is ready for many eco-sensitive miles of driving and features integrated controls for your entertainment, Bluetooth® connectivity and more. And with its easy-to-read information displays and intuitive, high-tech controls, Prius v opens up a world of possibilities.

**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 Entune™ Audio system.

**ENERGY MONITOR**
The energy monitor screen indicates the operation of the hybrid system in real time. Hybrid Synergy Drive® employs the most efficient source of power possible.

**AVAILABLE TOUCH-SCREEN INTEGRATED NAVIGATION**
Setting your course is a few simple touches away. Just use the touch-screen controls to find your destination on the map, and a voice prompt guides your every turn. Need an ATM or gas station? Just ask, and the system will help find what you’re looking for and guide you to it.

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1. See footnote 7 in Disclosures section.  
2. See footnote 9 in Disclosures section.  
3. See footnote 10 in Disclosures section.
 AUDIO CONTROLS
With Prius v’s steering wheel controls, your music and more are right at your fingertips — now you can be in total command.
Hybrid tech that allows you to save and still have fun.

This is reliability you can trust. Prius v’s innovative Hybrid Synergy Drive® has proven itself mile after eco-sensitive mile, year after year. And just as impressive, over 95% of all Toyota Prius models sold in the last 10 years are still on the road. ¹ With an EPA-estimated 41 mpg combined, ² Prius v continues to offer the great gas mileage you love. Better start planning a few extra road trips.

**EV/ECO/POWER MODES**

Prius v offers different modes for different types of driving. ECO Mode helps maximize fuel economy. EV Mode³ runs solely on battery power for up to one-half mile under certain conditions. And POWER Mode increases gas pedal response for enhanced acceleration.

**HYBRID SYSTEM INDICATOR**

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.

**TRIP INFORMATION DISPLAY**

Keep an eye on your gas mileage and get an instantaneous readout of your current and average mpg with Prius v’s fuel-usage screen. With this handy information, you can adjust your driving habits as needed to help maximize Prius v’s fuel efficiency.

¹ See footnote 39 in Disclosures section. ² See footnote 35 in Disclosures section. ³ See footnote 16 in Disclosures section.
Prius v is a full series-parallel hybrid that uses a separate electric motor and generator.

**ELECTRIC MOTOR**

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

**GENERATOR**

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

**GASOLINE ENGINE**

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.

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.
When it comes to entertainment and safety, you’ve got options.

Prius v has the cutting-edge tech to back up its futuristic looks. Its available Dynamic Radar Cruise Control (DRCC)\(^1\) system automatically adjusts vehicle speed to help maintain a preset distance between you and the vehicle traveling directly in front of you. Features like Siri® Eyes Free\(^2\) and available Entune® App Suite\(^3\) help keep you and your family connected to your music, entertainment and more. And when equipped with available Entune™ Premium JBL® Audio with Integrated Navigation\(^4\) you’ll have the perfect soundtrack, no matter what journey you’re on.

**SIRI® EYES FREE**
Talk to Siri\(^5\) without ever looking down at your phone. Siri® Eyes Free allows you to perform Siri\(^6\) commands in your car using your compatible iPhone\(^5\).

**SINGLE LED HEADLIGHTS**
Available Single LED (light-emitting diode) projector low- and high-beam headlights with auto on/off and an LED accent light produce a clean white light, offer extremely long life and require 20 to 30 percent less energy than traditional headlights.

**SAFETY CONNECT®**
Via Toyota’s 24/7 call center, available Safety Connect® offers subscribers helpful features such as Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification.

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1. See footnote 15 in Disclosures section. 2. See footnote 8 in Disclosures section. 3. See footnote 11 in Disclosures section. 4. See footnote 10 in Disclosures section. 5. See footnote 4 in Disclosures section. 6. See footnote 26 in Disclosures section.
Prius v Five shown in Toasted Walnut Pearl with available Advanced Technology Package.
A range of technologies to help you drive more confidently.

Prius v features a suite of active and passive safety features. Its available Lane Departure Alert (LDA) can help “see” the visible lines in the road, giving an audible alert should it think you’re venturing out of your lane. An available Pre-Collision System (PCS) employs the radar to help determine if a frontal collision is unavoidable, and in the event that the driver does not respond to the audible warning, automatically applies the brakes and retracts the front seatbelts to help prepare for such a scenario. And with the standard Star Safety System™ — which includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology® (SS)— you’ve got advanced technologies to help provide you with more protection and control.
Left to right: Prius v Five shown in Toasted Walnut Pearl with available Advanced Technology Package. Prius v Four shown in Sea Glass Pearl.
Color/Trim/Wheels

Color
- Midnight Black Metallic
- Blue Ribbon Metallic
- Galactic Aqua Mica
- Sea Glass Pearl
- Absolutely Red
- Toasted Walnut Pearl
- Magnetic Gray Metallic
- Classic Silver Metallic
- Blizzard Pearl

Trim
- Black
- Ash
- FOUR, FIVE SofTex® options
- Black
- Ash
- Bisque

Wheels
- 16-in. 10-spoke alloy wheels with full wheel covers
- 17-in. 10-spoke alloy wheels

*Not all colors and trims available on all model grades. See dealer for details. 1. Extra-cost color.
### TWO
**Exterior Features**
- Projector-beam halogen headlights with auto-off feature
- LED taillights and stop lights
- Heated power outside mirrors with folding feature
- 16-in. 10-spoke alloy wheels with full wheel covers with P205/60R16 tires
- Daytime Running Lights (DRL)

**Interior Features**
- Entune™ Audio — includes Entune™ Multimedia Bundle® (6.1-in. touch-screen display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port with iPod® connectivity and control, advanced voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology, Sirius® Eyes Free® and integrated backup camera® display)
- Single-dial automatic climate control with dust and pollen filtration mode
- Integrated backup camera®
- Fabric-trimmed front seats; 6-way adjustable power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat
- SofTex®-trimmed tilt/telescopic steering wheel with audio, climate and Bluetooth® hands-free phone controls
- Auto-dimming rearview mirror with HomeLink®

### THREE
Adds to or replaces features offered on TWO

**Exterior Features**
- Projector-beam halogen headlights with auto-off feature

**Interior Features**
- Entune™ Premium Audio with Integrated Navigation® and App Suite® — includes Entune™ Multimedia Bundle® (6.1-in. high-resolution touch-screen with split-screen display, AM/FM CD player with MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port with iPod® connectivity and control, advanced voice recognition, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology, Sirius® Eyes Free® and integrated backup camera® display)
- Single-dial automatic climate control with dust and pollen filtration mode
- Integrated backup camera®
- Fabric-trimmed front seats; 6-way adjustable power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat
- SofTex®-trimmed heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat
- SofTex®-trimmed tilt/telescopic steering wheel with audio, climate and Bluetooth® hands-free phone controls
- Auto-dimming rearview mirror with HomeLink®

### FOUR
Adds to or replaces features offered on THREE

**Exterior Features**
- Single LED projector low- and high-beam headlights with auto-on/off feature and LED accent lights
- Integrated fog lights
- 17-in. 10-spoke alloy wheels with P215/50R17 tires

**Interior Features**
- SofTex®-trimmed heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat
- SofTex®-trimmed tilt/telescopic steering wheel with audio, climate and Bluetooth® hands-free phone controls
- Button Start and remote illuminated entry
- Three front and rear cup holders; two front and two rear bottle holders
- Cruise control

### FIVE
Adds to or replaces features offered on FOUR

See numbered footnotes in Disclosures section.
### External Features

<table>
<thead>
<tr>
<th>Two</th>
<th>Three</th>
<th>Four</th>
<th>Five</th>
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</thead>
<tbody>
<tr>
<td>Projector-beam halogen headlights with auto-off feature</td>
<td>S</td>
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<tr>
<td>Projector-beam halogen headlights with auto-off/feature</td>
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<tr>
<td>Single LED projector low and high-beam headlights with LED accent lights and auto on/off feature</td>
<td>—</td>
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<td>S</td>
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<tr>
<td>LED taillights and stop lights</td>
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<tr>
<td>Daytime Running Lights (DRL)</td>
<td>S</td>
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<tr>
<td>Integrated fog lights</td>
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<tr>
<td>Single dial automatic climate control with dust and pollen filtration mode</td>
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<tr>
<td>Entune Audio — includes Entune Multimedia Bundle (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port1 with iPod® connectivity and control, advanced voice recognition2 hands-free phone capability, phone book access and music streaming2 via Bluetooth® wireless technology, Siri® Eyes Free® and integrated backup camera® display)</td>
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<tr>
<td>Entune® App Suite1 — includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Facebook Places, Yelp® and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite1 is subscription-free. See toyota.com/entune for details.</td>
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<tr>
<td>Integrated backup camera®</td>
<td>—</td>
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<tr>
<td>Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable fold-flat front passenger seat</td>
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<tr>
<td>Fabric-trimmed front seats; 6-way adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat</td>
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### Interior Features

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<th>Two</th>
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<tbody>
<tr>
<td>Heated power outside mirrors with folding feature</td>
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<tr>
<td>Panoramic View Moonroof with power sliding sunshades</td>
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<tr>
<td>16-in. 10-spoke alloy wheels with full wheel covers and P205/60R16 tires</td>
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</tr>
<tr>
<td>17-in. 10-spoke alloy wheels with P215/55R17 tires</td>
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<tr>
<td>Intermittent rear window wiper</td>
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<tr>
<td>Rear spoiler</td>
<td>S</td>
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<tr>
<td>SofTex®-trimmed heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable fold-flat front passenger seat</td>
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<tr>
<td>60/40 split sliding reclining fold-down rear seats</td>
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<tr>
<td>60/40 split sliding reclining fold-down rear seats with center armrest</td>
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<tr>
<td>Cruise control</td>
<td>S</td>
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<tr>
<td>Dynamic Radar Cruise Control (DRCC)13</td>
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<tr>
<td>Tilt/telescopic steering wheel with audio, climate and Bluetooth® hands-free phone controls</td>
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<tr>
<td>Digital instrumentation with speedometer, fuel gauge, odometer, trip meters, Hybrid System Indicator, hybrid battery state-of-charge indicator, instant/average fuel economy, distance to empty, shift-position indicator and EV/ECO/POWER Mode indicators</td>
<td>S</td>
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<tr>
<td>Digital instrumentation with speedometer, fuel gauge, clock, shift-position indicator, EV/ECO/POWER Mode indicator and warning messages</td>
<td>S</td>
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</tr>
<tr>
<td>4.2-in. TFT Multi-Information Display with odometer, clock, climate control settings, fuel economy, fuel economy history, current/average fuel economy, cruising range, average speed, hybrid system information, Hybrid System Indicator, energy monitor, audio menu, simple navigation indicator and warning messages</td>
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<tr>
<td>Smart Key System® on driver's door with Push Button Start and remote illuminated entry</td>
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<tr>
<td>Smart Key System® on three doors with Push Button Start and remote illuminated entry</td>
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<tr>
<td>Power windows with auto up/down</td>
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<tr>
<td>Power door locks</td>
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<tr>
<td>Auto-dimming rearview mirror with HomeLink®</td>
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<tr>
<td>SofTex® center console with armrest and storage compartment</td>
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<tr>
<td>Cargo area under-floor storage, umbrella holder and side panel storage</td>
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<tr>
<td>Cargo area tonneau cover</td>
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<tr>
<td>One front center console and one cargo area 12V auxiliary power outlets</td>
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<tr>
<td>Rear dome light and cargo area light</td>
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<tr>
<td>Three front and two rear cup holders; two front and two rear bottle holders</td>
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</table>

### Safety and Convenience

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<tr>
<th>Two</th>
<th>Three</th>
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<tbody>
<tr>
<td>Vehicle Proximity Notification System (VPNS)®</td>
<td>S</td>
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<tr>
<td>Safety Connect® — includes Emergency Assistance, Stolen Vehicle Locater, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)</td>
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<tr>
<td>Pre-Collision System (PCS)®</td>
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<tr>
<td>Hill Start Assist Control (HAC)®</td>
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<tr>
<td>Lane Departure Alert (LDA)®</td>
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<tr>
<td>Engine immobilizer®</td>
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<tr>
<td>Auto High Beams (AHB)®</td>
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</table>

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

See numbered footnotes in Disclosures section.
### MECHANICAL AND PERFORMANCE

**Hybrid system net power:** 134 hp (100kW)

**ENGINE**

- 1.8-Liter Aluminum DOHC 16-Valve Variable Valve Timing with intelligence (VVT-i), EV/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)\(^\text{a}\)

**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)\(^\text{a}\)
- Power output: 36 hp (27 kW)
- Voltage: 201.6V

**TRANSMISSION**

- Electronically controlled Continuously Variable Transmission (ECVT)

**DRIVETRAIN**

- Front-Wheel Drive

**SUSPENSION**

- Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension

**STEERING**

- Electric Power Steering (EPS); power-assisted rack-and-pinion
- Turning circle diameter, curb to curb (ft.): 36.1

**BRAKES**

- Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™

**EXTERIOR DIMENSIONS** (in)

- Overall height/width/length: 62.0/69.9/182.3
- 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.): 3340
- Seating capacity: 5
- Passenger volume (cu. ft.): 97.2
- Cargo volume\(^\text{a}\) (cu. ft.): 34.3
- Fuel tank (gal.): 11.9

**TIRES**

- Size — P205/60R16
- P215/50R17
- Spare — Temporary

**MILEAGE ESTIMATES** (mpg city/highway/combined)\(^\text{a}\)

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<tr>
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See numbered footnotes in Disclosures section.
Accessories

Prius v is all about versatility and being ready for just about anything, but you might want to add a few items to suit your own unique interests. For tough climates, or for extra style, add mudguards or all-weather floor liners. For a complete list of accessories, go to toyota.com/priusv.

All-weather floor liners
Alloy wheel locks
Ashtray cup
Cargo net — envelope
Cargo tote
Cargo tray
Carpet cargo mat
Carpet floor mats
Door edge guards
First aid kit
Mudguards
Paint protection film
Rear bumper appliqué
Remote Engine Starter
Security system
Universal tablet holder

Packages and Options

Advanced Technology Package:
- Entune App Suite — includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable, Pandora®, Facebook Places, Yelp® and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune App Suite is subscription-free. See toyota.com/entune for details.
- Dynamic Radar Cruise Control (DRCC)
- Pre-Collision System (PCS)
- Lane Departure Alert (LDA)
- Auto High Beams (AHB)
- Panoramic View Moonroof with power sliding sunshades
- Safety Connect® — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary one-year trial subscription.)

<table>
<thead>
<tr>
<th>Package</th>
<th>PRIUS v TWO</th>
<th>PRIUS v THREE</th>
<th>PRIUS v FOUR</th>
<th>PRIUS v FIVE</th>
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<tbody>
<tr>
<td>Entune App Suite</td>
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<tr>
<td>Dynamic Radar Cruise Control (DRCC)</td>
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<td>Pre-Collision System (PCS)</td>
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<td>Lane Departure Alert (LDA)</td>
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<td>Auto High Beams (AHB)</td>
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<td>Panoramic View Moonroof with power sliding sunshades</td>
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<td>Safety Connect®</td>
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— = Not available  P = Available as part of a package

TOYOTA FINANCIAL SERVICES

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® 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 for complete details.

*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.

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See numbered footnotes in Disclosures section.
BUILT TO LAST A LIFETIME

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with up to 12 years/150,000 miles (whichever comes first) of comprehensive coverage, based on Toyota’s original warranty. The definition of comprehensive coverage varies and is limited to the extent permitted by applicable law.© Toyota, 2014. 720-445-2300. www.Toyota.com/Owner. Available on the Toyota Owner's Manual Online at www.toyota.com/owner.

ENTUNE


PRIVACY NOTICE


APPLICATIONS


FOOTNOTES

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

For complete details about Toyota’s warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide and see your Toyota dealer.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is effective 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.

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