Some cars claim to stir your soul, but can one actually redeem it? The 2003 Toyota Prius can. How, you ask?

Well, it starts with the Toyota Hybrid System, an ingenious marriage of a gas engine and an electric motor. Using technology that sounds straight from a sci-fi novel, the system incorporates just the right amount of each to produce an optimum power source for virtually any driving condition.

The result is a vehicle with the practicality of a regular car, but with dramatically lower emissions. And that’s just the beginning. Prius is all about efficiency, to the tune of approximately 566 miles per tank.\(^1\) In fact, the gas engine even shuts off instead of idling when the vehicle comes to a stop. And during deceleration, a regenerative braking system captures otherwise wasted kinetic energy to recharge the vehicle’s batteries. All this, and Prius never needs to be plugged in for recharging. No wonder it’s been rated a Super Ultra Low Emission Vehicle (SULEV),\(^2\) and why after four years more than 100,000 are already on the road worldwide. Move forward with one of the most socially conscious vehicles on the planet. The environment will thank you. And so will your soul.

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1. Based on city driving of 52 mpg. See Specifications page for more information on mileage estimates.
2. California Air Resources Board SULEV-rated. For more information, please visit www.arb.ca.gov.
STANDARD FEATURES

- Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters and warning lights
- Liquid crystal multi-information display panel with energy monitoring, outside temperature and audio status modes
- Remote keyless entry system with 2-stage locking remote and illuminated entry
- Anti-theft system with engine immobilizer
- Power windows with driver’s window auto up/down with jam protection
- Power door locks with anti-lockout feature
- Driver and front passenger air bag Supplemental Restraint System (SRS)1
- Rear-seat Child Restraint System (CRS) lower anchor points and top tether anchors (LATCH)
- Internal trunk-release handle
- Remote trunk, hood and fuel-filler door releases
- Deluxe AM/FM ETR/Cassette with 4 speakers
- 12-volt auxiliary power outlet
- CFC-free 2-way flow automatic climate control with air filtration

AVAILABLE OPTIONS

- Cruise control
- Touch-screen DVD navigation system2
  
1 The Toyota driver, front passenger and front seat-mounted side-impact air bags are Supplemental Restraint Systems (SRS). The driver and front passenger air bags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceeds the design threshold level. The side-impact air bags are designed to inflate in severe side-impact collisions. In all other accidents, the air bags will not inflate. To decrease the risk of injury from a deploying air bag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the air bag modules and do not lean against the door. Do not put objects in front of an air bag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying air bag SRS may cause serious injury or death. Please see your Owner’s Manual for further instructions.

2 The Toyota touch-screen DVD navigation system is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographical updates available at an additional cost. See your navigation system Owner’s Manual and your Toyota dealer for further details.

COLORS

Super White
Golden pearl
Silver Strata Metallic
Aqua Ice Opalescent
Electric Green Mica
Brilliant Blue Pearl
Black

All colors—Gray interior.
## Toyota Hybrid System (THS)

### Gasoline engine
- **Type**: Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
- **Displacement**: 1.5 liters (1,497 cc)
- **Bore x stroke**: 75.0 mm x 84.7 mm
- **Compression ratio**: 13.0:1
- **Valvetrain**: Double overhead cam (DOHC) 16-valve with Variable Valve Timing with intelligence (VVT-i)
- **Induction system**: Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
- **Ignition system**: Electronic, with Toyota Direct Ignition (TDI)
- **Horsepower**: 70 hp @ 4,500 rpm
- **Torque**: 82 lb.-ft. @ 4,200 rpm
- **Emissions rating**: Super Ultra Low Emission Vehicle (SULEV)\(^1\)

### Electric Motor/Generator/Power Storage
- **Motor type**: Permanent magnet
- **Power output**: 44 hp @ 1,040–5,600 rpm
- **Torque**: 258 lb.-ft. @ 0–400 rpm
- **Battery type**: Sealed Nickel-Metal Hydride (Ni-MH)\(^2\)
- **Output**: 273.6 V (228 1.2-V cells)
- **Hybrid system net horsepower**: 98 hp

### Mechanical/Performance
- **Transmission**: Electronically controlled continuously variable transmission (ECVT)
- **Front Suspension**: Independent MacPherson strut with stabilizer bar
- **Rear Suspension**: Torsion beam with stabilizer bar
- **Steering**: Rack-and-pinion with electric power-assist
- **Turning circle (ft.)**: 31.5
- **Brakes**: Power-assisted ventilated front disc/rear drum with Anti-lock Brake System (ABS) and regenerative braking

### Exterior Dimensions (IN.)
- **Overall height**: 57.6
- **Overall width**: 66.7
- **Overall length**: 169.6
- **Wheelbase**: 100.4
- **Track (front/rear)**: 58.1/58.3
- **Coefficient of drag (Cd)**: 0.29
- **Ground clearance**: 4.9

### Interior dimensions front/rear (IN.)
- **Head room**: 38.8/37.1
- **Shoulder room**: 52.8/52.2
- **Hip room**: 50.7/51.9
- **Leg room**: 41.2/35.4

### Weights and Capacities
- **Curb weight (lbs.)**: 2,765
- **Seating capacity**: 5
- **Passenger volume (cu. ft.)**: 88.6
- **Cargo volume (cu. ft.)**: 11.8
- **Fuel tank (gal.)**: 11.9

### Tires
- **Standard**: P175/65R14 low rolling-resistance tires on aluminum alloy wheels
- **Spare**: Temporary

### Mileage Estimates (mpg city/highway/combined)\(^3\)
- **52/45/48**

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\(^1\)California Air Resources Board SULEV-rated. For more information please visit www.arb.ca.gov.

\(^2\)Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing.

\(^3\)MPG figures based on 2002 EPA estimates for city/highway/combined mileage. Actual results may vary.

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 printing, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only (may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions).

1-800-GO-TOYOTA

Have you logged 100,000, 200,000 or more miles on your Toyota with the original engine, transmission and drivetrain? If you have, give us a call at 1-800-GO-TOYOTA and tell us your story.

toyota.com

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