It's not difficult to see how one can be easily misled by Prius' sleek, aerodynamic profile. The exhilaration of a spirited test drive will only further the impression that this futuristic, 5-door liftback is simply one very powerful statement of well-appointed responsiveness. But be warned, Prius is no ordinary next-generation mid-size. The point of departure is Prius' Hybrid Synergy Drive,™ a state-of-the-art gas/electric hybrid powerplant that gives Prius more power and the best fuel efficiency in its class – over 800 km on one tank!
GOING BEYOND.
The Prius experience goes well beyond first impressions. Something you’ll discover when you settle in behind the wheel and encounter a jaw-dropping array of amenities. Like an amazingly sensible push-button starter. Or steering wheel-mounted controls and available Smart Entry & Start, which lets you magically unlock and start your car without even using the key. You can even take in the wonders of Hybrid Synergy Drive™ on an in-dash display screen. And as if Prius isn’t already the most technically advanced car in its class, there’s an available DVD-based navigation system¹ with back-up camera, a JBL premium AM/FM and a 6-disc CD autochanger with 9-speakers for a sound you – and your ears – simply will not believe. Prius. Another word for “tomorrow.”

Above and right: Prius dash and detail images shown with optional equipment.

Preceding page: Prius shown in Silver Pine Mica.
COMFORT ZONE.

Just before you hit the start button, take a look around you. It’s called space. And because there’s so much of it, you can actually take it for granted. Same goes for the four other people who can also sit comfortably inside. And on the subject of comfort, you can look forward to a host of amenities on every Prius. Like 4-way adjustable front bucket seats, automatic air conditioning, rear adjustable headrests, power door locks and windows, tilt steering wheel and a multi-information display screen that’s just like having your own in-dash entertainment centre. As for storage, you’ll have an amazing 456 cubic metres of cargo room, plus the convenience of 60/40 split fold-down rear seats. There’s even a hidden storage compartment (which will be yours to discover). Prius. Your own personal comfort zone.
What the World Needs Now

Ultimately, you'll discover that Prius is much more than just an elegant way of getting from A to B. That's because extraordinary fuel economy, outstanding performance and environmental sensitivity are all part of the equation, thanks to Prius' revolutionary Hybrid Synergy Drive™. Many models in our Toyota lineup will soon be powered the same way, and it's entirely possible that one day, Hybrid Synergy Drive™ might be as commonplace as the V6 engine. Peace of mind is also standard equipment on Prius 2006 – with safety features like the advanced driver and front passenger airbag Supplemental Restraint System (SRS). And for the ultimate in worry-free driving, every Prius has Complimentary Roadside Assistance. So slide behind the wheel, buckle up and push the power button. You're about to drive the future.

Above: Standard driver and front passenger airbag Supplemental Restraint System (SRS) with available front seat-mounted side airbags (SRS) and front & rear head/ side curtain airbags (SRS).

Prius' HYBRID SYNERGY DRIVE™ SYSTEM

A solution with no cords attached. You could call it low emission wizardry, but it's really a gas/electric hybrid powerplant that makes Prius more fuel-efficient and powerful. More planet-sensitive than ever before, Prius is designed to achieve an Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) rating.¹ You can make a difference without making a sacrifice. Prius is now even more powerful, with increased horsepower and torque. All this, and you never have to plug it in for recharging.

PRIUS’ HYBRID SYNERGY DRIVE™ IN A NUTSHELL

• Without getting too technical, the Prius’ powertrain is controlled by a sophisticated energy-splitting device that allows the powerful VVT-i gas engine and the zero-emissions electric motor to work either independently or together.
• At start-up or low speeds when the energy demand is low, Prius is powered by the electric motor.
• As speed increases, the gas engine kicks in, also generating electricity to power the electric motor and charge the battery.
• During acceleration, the gas engine receives additional power from the electric motor, thus improving performance, saving fuel and reducing emissions.
• When slowing down or braking, Prius’ regenerative braking system uses kinetic energy to produce electricity and recharge the battery.
• The result: 90% fewer emissions than conventional cars and a lot less quality time spent in gas stations (no wonder it’s called fossil fuel).

**NEW VEHICLE WARRANTY SUMMARY**

**No Deductibles - No Transfer Fees**

**Comprehensive Coverage - 3 years or 40,000 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 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.

**Corrosion Perforation - 5 years unlimited distance**
Any sheet metal found, under normal use, to have developed a perforation due to corrosion due to defects in material or workmanship.

**With Extra Care Protection you receive inflation protected coverage from mechanical failures, road emergencies, and much more.**

**Toyota Dealers**
are dedicated to making the experience of owning a Toyota both satisfying and rewarding. Our highly skilled, Toyota-trained technicians are here to make sure you enjoy many years of trouble-free driving.

"That new Toyota feeling - we help you keep it."

If you’re looking at leasing or financing, we’re here to help. We provide competitive interest rates, flexible terms, and an easy online pre-approval process. The toughest decision should be choosing which Toyota you want. Visit us at [www.toyotafinancialservices.ca](http://www.toyotafinancialservices.ca).

Toyota Canada and its Dealers are proud sponsors of Canadian Special Olympics.

**DRESS IT UP, DRIVE IT OUT.**
Make your statement. Your new Toyota Prius can very easily become a reflection of your personality and lifestyle. All you have to do is select which of the Toyota Accessories you’d like to add to your Prius to make it truly yours. Your Toyota Dealer will gladly assist you in customizing your new vehicle. To find the Toyota Dealer nearest you, go to toyota.ca or call 1-888-TOYOTA-8.

Enhance the look and functionality of your new Prius by choosing from the following list of Accessories:

- All-season mats
- Ashtray
- Block heater
- Cargo net
- Glass breakage sensor

Prius all dressed up with hood deflector and side window visors.

**2006 PRIUS COLOURS**

- 040 Alpine White
- 393 Barcelona Red Metallic
- 400 Silver Pine Mica
- 668 Silver Pine Mica
- 677 Classic Silver Metallic
- 022 Black
- 082 Driftwood Pearl
- 085 Seaside Pearl
- 087 Adobe Beige
- 1F7 Classic Silver Metallic
- 202 Black
- 2006 PRIUS COLOURS

06_Prius_Eng_V5 12/7/05 8:43 AM Page 12
FEATURES

- Illuminated Entry
- Retained Accessory Power
- Door Map Pockets
- Under Cargo Area Storage Compartments
- Front Centre Console Box w/Armrest
- Digital Clock
- 60/40 Split Rear Bench Seat w/Fold-Down Seat Back
- Key Lockout Protection
- Carpeting, Carpet Floor Mats
- Semi-Fabric Door Trim, Fabric Headliner
- Front Passenger Seat Recline, Headrest-Vertical Adjustments
- Front Bucket Seats, Fabric Seat Material
- Roof Mounted Antenna
- AM/FM/CD Player, 6-Speakers
- Dual Compartment Glove Box
- Driver & Front Passenger Seat Back Pockets
- Cargo Area Side Storage Compartments
- Cruise Control
- Cargo Net
- Power Windows to Driver Side Auto Upper Down
- Outside Temperature Gauge, Dual Top Odometer
- Multi-Information Display
- Sun-Shade, Visor
- Electronic Shift Lever
- Dual Illuminated vanity Mirrors
- Daylight Rear View Mirror
- 4-Lamp RH Steering Wheel
- Semi-Fabric Door Trim, Fabric, Headliner
- Driver Footrest
- Chome Interior Door Handle
- Carpeting, Carpet Floor Mats
- Cargo Area Carpet
- Tonneau Cover

CONVENIENCE:

- Glove Compartment
- Digital Clock
- Map, Cargo & Glove Box Lamps
- Front Centre Console Box at Armrest
- Rear Seat Headrest Center Armrest
- Dual Compartment Glove Box
- Cargo Area Side Storage Compartments
- Upper Cargo Area Storage Compartments
- Driver & Passenger Power Seat Adjustments
- Door Mirr Rods

MECHANICAL:

- Vehicle Stability Control (VSC), Premium (JBL Audio), AM/FM/CD, MDR, RXi, Rxii, Dash CD, CD Changer, Audio-Accessory Jack, Jl-Player, Jl-Player, Front Seat Mountable Side Airbags (SRS) - Front & Rear Seat Side Curtain Airbags (SRS) - Seatbelt System, Garage Door Opener, Electromagnetic Rear View Mirror, Anti-Theft System, Fog Lamps
- Vehicle Stability Control (VSC), Premium (JBL Audio), AM/FM/CD, MDR, RXi, Rxii, Dash CD, CD Changer, Audio-Accessory Jack, Jl-Player, Jl-Player, Front Seat Mountable Side Airbags (SRS) - Front & Rear Seat Side Curtain Airbags (SRS) - Smart Ray System, Garage Door Opener, Dvd Based Navigation System on or back up CAMERA, Electromagnetic Rear View Mirror, Anti-Theft System, Fog Lamps

- Auxiliary Inputs: The 2006 Prius features a driver and front passenger entertainment system. This system is equipped with a digital music storage capability, a digital music player, a digital music player with a CD changer, and a digital music player with a cassette deck.

- Fuel Economy: The Prius achieves a fuel economy rating of 53 mpg city/53 mpg highway, which is comparable to that of a hybrid vehicle. It is estimated that the Prius will consume about 4.0 gallons of gasoline per 100 miles, or approximately 2.0 gallons per 100 miles in city driving.

- Emission Standards: The Prius meets the California Air Resources Board (CARB) Hybrid Electric Vehicle (HEV) standards for emissions.

- Safety Features: The Prius includes a Supplemental Restraint System (SRS) which activates only in a full-frontal collision and an optional Front & Rear Head/Side Curtain Airbags. Additionally, the Prius features a Tire Pressure Monitoring System (TPMS) which provides real-time pressure monitoring alerts.

- Maintenance: The Prius requires routine maintenance such as oil changes, brake fluid replacements, and battery replacements. It is recommended to consult the owner's manual for detailed maintenance information.

- Accessories: The Prius offers a variety of accessories such as Car & Cargo Mats, Carpeting, and Keyless Entry.

- Special Features: The Prius offers a number of special features such as an auxiliary audio input, a digital music player, and a digital music player with a cassette deck.
Toyota Canada, in partnership with the Canadian Tourism Commission, has developed a national program to promote tourism within Canada. “GET GOING CANADA” encourages Canadians to drive Canada, see its wonders, and demonstrates our pride in and dedication to “The World’s Greatest Country”.

For more information on Toyota vehicles, please visit your local Dealer or toyota.ca.

Toyota recognizes its duty to safeguard the environment. To support this concern, our brochure is printed on recycled paper with vegetable-based inks to be fully recyclable.