

Prius c

2015



Let's get the most out of every day and night.

The city doesn't sleep when the sun goes down, and neither does the 2015 Toyota Prius c. Four models offer access to your music and your tech, and great mpg, so the fun never has to stop. A stylish new grille and LED headlights make it the center of attention, and futuristic new LED taillights ensure that you leave an impression wherever you go. A premium interior adds extra comfort and the available Entune® App Suite¹ connects to your busy life. And its proven Hybrid Synergy Drive® is ready for many miles of eco-sensitive driving. Fun new colors like Electric Lime Metallic, Tangerine Splash Pearl² and Sparkling Sea Metallic help you find a Prius c that fits your style. Let's light up the night. Let's go places.



*Four friends, great music,
and lots of creativity –
that's all we need. Let's
make the next big thing.*



Prius c Four shown in Electric Lime Metallic with available 16-in. 8-spoke alloy wheels.



Left to right: **Prius c Four** shown in Electric Lime Metallic with available 16-in. 8-spoke alloy wheels; **Prius c Two** shown in Sparkling Sea Metallic; **Prius c One** shown in Black Sand Pearl; **Prius c Three** shown in Tangerine Splash Pearl¹ with available moonroof and 15-in. 8-spoke alloy wheels.

1. Extra-cost color.

More music, friends and fun. Stay connected to your world.

Let's not miss a thing. Prius c makes it easy to stay connected to your friends, your tunes and your passions with available Entune™ Premium Audio with Navigation.¹ Featuring the powerful Entune® App Suite,² this system lets you stream music with Pandora,³ buy movie tickets with MovieTickets.com, make dinner reservations with OpenTable® and more – all from the comfort of your Prius c. Standard Bluetooth®⁴ wireless technology seamlessly connects your phone and favorite playlists, so you never have to miss a call, or your favorite driving mix.⁵ It's just one more way Prius c helps fuel your passions 24/7.



TOUCH TRACER DISPLAY

This available feature places a duplicate image of the steering wheel controls on the Multi-Information Display. A quick glance at the display allows the driver to confirm which button is being pressed without having to look down at the steering wheel.



USB PORT⁶

With Prius c, you'll never find yourself without the right soundtrack for the drive. Equipped with both a USB port and an auxiliary audio jack, Prius c can handle almost any digital music device you can dish out.



ENTUNE™ PREMIUM AUDIO WITH NAVIGATION

This available technology helps you stay connected to your social network, locate fun spots in the city, listen to your favorite music and even make dinner reservations. Its thoughtful design and easy-to-read display help keep everything you need within reach.



Prius c Four interior shown in Black SofTex.®

An intelligent space that inspires big ideas.

Your world is full of possibilities – get comfy as you explore them all. Prius c offers a space that's tailored to you, with available SofTex®-trimmed seating that includes a 6-way adjustable driver's seat, and convenient tech like the available Smart Key System¹ that makes it easy to get in and out. Of course, when things are this nice inside, don't be surprised when your Prius c becomes your crew's new hangout spot.



SOFTEX®

Available SofTex® seat trim material weighs approximately half as much as genuine leather, and its manufacturing process generates approximately 85% fewer CO₂ emissions and 99% fewer Volatile Organic Compounds (VOCs) than that of conventional synthetic leather.



CUP HOLDERS

Perfect for those morning coffee runs or late afternoon lattes, Prius c's cup holders keep your drinks nearby and secure. And with specially designed pockets in the doors, your water bottle can come along for the ride as well.



SMART KEY SYSTEM WITH PUSH BUTTON START

Turn on the fun. When the available Smart Key fob is close by, both the vehicle's front doors and its liftgate can be unlocked without using your key. And the engine starts with the push of a button.



Prius c Four interior shown in Black SofTex.®

A flexible interior that adapts to your needs.

Prius c may look small, but it's filled with big ideas. Its refreshed dash features new available piano-black accents and a tray that keeps your gotta-have items within reach. Up top, the available moonroof lets in the night breeze and lets you take in the city lights. And with 5-door access and available 60/40 split fold-down rear seats, Prius c can comfortably take your friends or your DJ equipment out for a night out on the town.



5-DOOR FLEXIBILITY

You've got shows to perform and friends to get from place to place, and Prius c is ready to help you do that. In addition to four doors that open wide, a large rear liftgate provides unencumbered access to the rear cargo area.¹



HEATED SEATS

Available SofTex[®]-trimmed heated front seats add a premium feel to your drive. Whether you're headed home from a late-night event or headed to an early-morning meet-up, Prius c helps you stay comfortable.



60/40 SPLIT FOLD-DOWN REAR SEATS

Prius c offers available 60/40 split fold-down rear seats that are engineered to offer a variety of custom seating and cargo configurations. Now you can find the perfect setup for all your passions.



Prius c Four interior shown in Light Blue Gray SofTex.[®]

Fun and efficiency. It's easy to have both.

You've got to get from uptown to downtown, plus pick up a few friends on the way. Then you need to get everyone back home. Not a problem. Thanks to its proven Hybrid Synergy Drive® technology, Prius c is EPA-estimated at 53 mpg city,¹ the highest city mpg estimate of any vehicle on the road today.² Since you can get where you need to go while using less fuel, crosstown trips to that gourmet grilled cheese sandwich shop are easier on your wallet too.



EV³/ECO MODES

Prius c offers different modes for different types of driving. EV Mode runs solely on battery power for up to one-half mile at low speeds. ECO Mode helps maximize fuel economy.



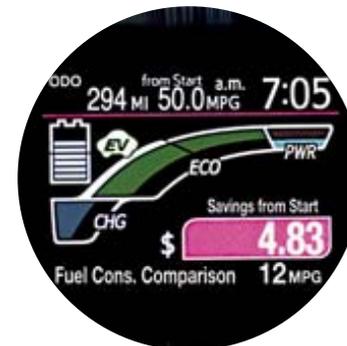
DRIVE INFORMATION

The drive information screen provides helpful trip information, such as average speed, driving time, EV driving distance, cruising range and outside temperature.



ENERGY MONITOR

The energy monitor screen indicates the operation of the engine and hybrid system in real time. Hybrid Synergy Drive® employs the most efficient source of power.



ECO SAVINGS

ECO Savings allows drivers to measure their savings against a customizable comparison vehicle. The customizable data includes fuel cost per gallon and a miles-per-gallon average.



Prius c Three shown in Tangerine Splash Pearl¹ with available moonroof and 15-in. 8-spoke alloy wheels.

1. Extra-cost color.

Peace of mind to make every drive more enjoyable.

Prius c looks out for you in the big city with the standard Star Safety System,[™] a suite of six active safety features designed to help keep you safe. This advanced system includes Vehicle Stability Control (VSC),¹ Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Anti-lock Brake System (ABS), Brake Assist (BA)² and Smart Stop Technology[®] (SST).³



WIL SEATING⁴

Whiplash-Injury-Lessening (WIL) seatback frames are engineered to yield in a controlled fashion, reducing the motion differential between the occupant's head and torso, and helping to lessen injury.



NINE AIRBAGS⁵

Prius c comes standard with nine airbags, including a driver and front passenger Advanced Airbag System. In a collision, the system senses impact severity and adjusts airbag deployment accordingly.



LATCH

LATCH (Lower Anchors and Tethers for Children) helps protect the smaller members of your family. LATCH includes lower anchors on outboard rear seats and tether anchors on all rear seats.



Prius c Four shown in Sparkling Sea Metallic with available 16-in. 8-spoke alloy wheels.

Prius c Models

ONE



Exterior Features

- Single LED projector low- and high-beam headlights
- LED tail and stop lights
- Power outside mirrors with turn signal indicators
- 15-in. steel wheels with wheel covers
- Shark-fin antenna
- Intermittent rear wiper
- Rear spoiler

Interior Features

- Entune™ Audio – includes the Entune™ Multimedia Bundle² (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, four speakers, auxiliary audio jack, USB 2.0 port³ with iPod^{®4} connectivity and control, voice recognition⁵, hands-free phone capability, phone book access and music streaming⁶ via Bluetooth^{®7} wireless technology)
- Automatic climate control
- 3.5-in. TFT Multi-Information Display with outside temperature, clock, fuel economy information, cruising range, odometer, trip distance, EV miles driven, Hybrid System Indicator, ECO Savings, ECO Score, energy monitor
- Fold-down rear seat
- Fabric-trimmed seats; 4-way adjustable driver's seat; 4-way adjustable front passenger seat
- Tilt/telescopic steering wheel with steering wheel controls
- Digital instrumentation with speedometer, fuel gauge, shift-position indicator, and EV^{14,15}/ECO Mode indicators
- Remote keyless entry system with illuminated entry
- Power windows with driver-side one-touch auto up/down
- Glove compartment
- One front 12V auxiliary power outlet
- Front seat maplights

TWO

Adds to or replaces features offered on ONE



Interior Features

- Entune™ Audio – includes the Entune™ Multimedia Bundle² (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, six speakers, auxiliary audio jack, USB 2.0 port³ with iPod^{®4} connectivity and control, voice recognition⁵, hands-free phone capability, phone book access and music streaming⁶ via Bluetooth^{®7} wireless technology)
- Fabric-trimmed two-tone seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket
- 60/40 split fold-down rear seats
- Cruise control
- Soft-touch center console with armrest and storage compartment
- Cargo area tonneau cover
- Cargo area light
- Engine immobilizer²⁵

THREE

Adds to or replaces features offered on TWO



Exterior Features

- Available power tilt/slide moonroof with sliding sunshade
- Available 15-in. 8-spoke alloy wheels

Interior Features

- Entune™ Premium Audio with Navigation⁸ and App Suite⁹– includes the Entune™ Multimedia Bundle² (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 port³ with iPod^{®4} connectivity and control, advanced voice recognition⁵, hands-free phone capability, phone book access and music streaming⁶ via Bluetooth^{®7} wireless technology), Entune[®] App Suite⁹ HD Radio^{™10} HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM All Access Radio¹¹ with 3-month complimentary trial, Gracenote[®] album cover art
- Entune[®] App Suite⁹ – includes Bing,[™] Facebook Places, iHeartRadio, MovieTickets.com, OpenTable,[®] Pandora^{®12} and Yelp[®]; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune[®] App Suite⁹ services is subscription-free. See toyota.com/entune for details.
- Touch Tracer Display
- Smart Key System¹⁶ on front doors and liftgate with Push Button Start and remote illuminated entry

FOUR

Adds to or replaces features offered on THREE



Exterior Features

- Integrated LED fog lights
- Heated power outside mirrors with turn signal indicators
- Power tilt/slide moonroof with sliding sunshade
- 15-in. 8-spoke alloy wheels
- Available 16-in. 8-spoke alloy wheels

Interior Features

- Integrated backup camera¹³
- SofTex[®]-trimmed seats with heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket
- SofTex[®]-trimmed tilt/telescopic steering wheel with steering wheel controls

Color/Trim/Wheels*

Color



Black Sand Pearl



Blue Streak Metallic



Sparkling Sea Metallic



Electric Lime Metallic



Absolutely Red



Tangerine Splash Pearl¹



Sun Fusion



Magnetic Gray Metallic



Classic Silver Metallic



Moonglow¹

Trim



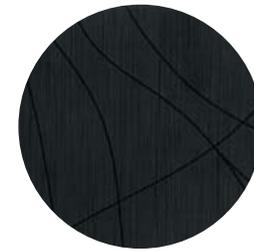
Prius c ONE
Gray fabric



Prius c TWO and THREE
Dark Blue/Black two-tone fabric



Prius c TWO and THREE
Light Blue Gray/Black
two-tone fabric



Prius c FOUR
Black SofTex[®]



Prius c FOUR
Light Blue Gray SofTex[®]

Wheels



15-in. steel wheels with wheel cover



15-in. 8-spoke alloy wheels



16-in. 8-spoke alloy wheels

*Not all trims and wheels available on all model grades. See dealer for details. 1. Extra-cost color.

Accessories

Prius c has lots of Genuine Toyota Accessories available to help make your car even more fun. Now your Prius c can reflect your unique style and stand out even more. Some accessories may not be available in all regions of the country. For a complete list of accessories, go to toyota.com/priusc.

INTERIOR

- All-weather floor mats³²
- Ashtray cup
- Cargo net — envelope²⁹
- Cargo tote²⁹
- Cargo tray
- Carpet cargo mat

- Carpet floor mats³²
- Emergency assistance kit
- First aid kit
- Toyota Key Finder³³
- Vehicle Intrusion Protection (VIP) Security System

EXTERIOR

- Alloy wheel locks
- Body side moldings
- Door edge guards
- Paint protection film³⁴
- Rear bumper protector



All-weather floor mats³²



Cargo net — envelope²⁹



Cargo tray



Carpet cargo mat



Door edge guards



Rear bumper protector

See numbered footnotes in Disclosures section.

Features¹

EXTERIOR	ONE	TWO	THREE	FOUR		ONE	TWO	THREE	FOUR	
Single LED projector low and high-beam headlights	S	S	S	S	15-in. steel wheels with wheel covers and P175/65R15 tires	S	S	S	—	
Integrated LED fog lights	—	—	—	S	15-in. 8-spoke alloy wheels with P175/65R15 tires	—	—	O/P	S	
LED tail and stop lights	S	S	S	S	16-in. 8-spoke alloy wheels with P195/50R16 tires	—	—	—	O	
Power outside mirrors with turn signal indicators	S	S	S	—	Shark-fin antenna	S	S	S	S	
Heated power outside mirrors with turn signal indicators	—	—	—	S	Intermittent rear wiper	S	S	S	S	
Power tilt/slide moonroof with sliding sunshade	—	—	P	S	Rear spoiler	S	S	S	S	
INTERIOR										
Automatic climate control	S	S	S	S	Fabric-trimmed seats; 4-way adjustable driver's seat; 4-way adjustable front passenger seat	S	—	—	—	
Entune™ Audio — includes the Entune™ Multimedia Bundle ² (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, 4 speakers, auxiliary audio jack, USB 2.0 port ³ with iPod® ⁴ connectivity and control, voice recognition ⁵ ; hands-free phone capability, phone book access and music streaming ⁶ via Bluetooth® ⁷ wireless technology)	S	—	—	—	Fabric-trimmed two-tone seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket	—	S	S	—	
Entune™ Audio — includes the Entune™ Multimedia Bundle ² (6.1-in. touch-screen display, AM/FM CD player, MP3/WMA playback capability, 6 speakers, auxiliary audio jack, USB 2.0 port ³ with iPod® ⁴ connectivity and control, voice recognition ⁵ ; hands-free phone capability, phone book access and music streaming ⁶ via Bluetooth® ⁷ wireless technology)	—	S	—	—	SofTex®-trimmed seats with heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat with seatback pocket	—	—	—	S	
Entune™ Premium Audio with Navigation ⁹ and App Suite ⁹ — includes the Entune™ Multimedia Bundle ² (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 ³ with iPod® ⁴ connectivity and control, advanced voice recognition ⁵ ; hands-free phone capability, phone book access and music streaming ⁶ via Bluetooth® ⁷ wireless technology), Entune® App Suite ⁹ HD Radio ¹⁰ HD predictive traffic and Doppler weather overlay, AM/FM cache radio, SiriusXM All Access Radio ¹¹ with 3-month complimentary trial, Gracenote® album cover art	—	—	S	S	Fold-down rear seat	S	—	—	—	
Entune® App Suite ⁹ — includes Bing,™ Facebook Places, iHeartRadio, MovieTickets.com, OpenTable® Pandora® ¹² and Yelp™; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite ⁹ services is subscription-free. See toyota.com/entune for details.	—	—	S	S	60/40 split fold-down rear seats	—	S	S	S	
Integrated backup camera ¹³	—	—	—	S	Cruise control	—	S	S	S	
3.5-in. TFT Multi-Information Display with outside temperature, clock, fuel economy information, cruising range, odometer, trip distance, EV miles driven, Hybrid System Indicator, ECO Savings, ECO Score, energy monitor	S	S	S	S	Tilt/telescopic steering wheel with steering wheel controls	S	S	S	—	
Touch Tracer Display	—	—	S	S	SofTex®-trimmed tilt/telescopic steering wheel with steering wheel controls	—	—	—	S	
SAFETY AND CONVENIENCE										
STAR SAFETY SYSTEM ™ — includes Vehicle Stability Control (VSC) ¹⁷ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ¹⁸ and Smart Stop Technology® (SST) ¹⁹	S	S	S	S	Digital instrumentation with speedometer, fuel gauge, shift-position indicator, and EV ^{14, 15} /ECO Mode indicators	S	S	S	S	
Nine airbags ²⁰ — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, driver knee airbag, driver and front passenger seat cushion airbags, and front and rear side curtain airbags	S	S	S	S	Remote keyless entry system with illuminated entry	S	S	—	—	
Driver and front passenger Whiplash-Injury-Lessening (WIL) ²¹ seats	S	S	S	S	Smart Key System ¹⁶ on front doors and liftgate with Push Button Start and remote illuminated entry	—	—	S	S	
						Power windows with driver-side one-touch auto up/down	S	S	S	S
						Soft-touch center console with armrest and storage compartment	—	S	S	S
						Glove compartment	S	S	S	S
						Cargo area tonneau cover	—	S	S	S
						One front 12V auxiliary power outlet	S	S	S	S
						Front seat maplights	S	S	S	S
						Cargo area light	—	S	S	S
						LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	S	S
						Tire Pressure Monitor System (TPMS) ²²	S	S	S	S
						Daytime Running Lights (DRL) with on/off feature	S	S	S	S
						Vehicle Proximity Notification System (VPNS) ²³	S	S	S	S
						Hill Start Assist Control (HAC) ²⁴	S	S	S	S
						Engine immobilizer ²⁵	—	S	S	S

S = Standard O = Optional — = Not available P = Available as part of a package

Specifications

MECHANICAL AND PERFORMANCE	ONE	TWO	THREE	FOUR
Engine	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ^{14, 15} /ECO Modes; 73 hp @ 4800 rpm (54 kW @ 4800 rpm), 82 lb.-ft. @ 4000 rpm (111 N•m @ 4000 rpm); 99 hybrid system net hp (74 kW)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ^{14, 15} /ECO Modes; 73 hp @ 4800 rpm (54 kW @ 4800 rpm), 82 lb.-ft. @ 4000 rpm (111 N•m @ 4000 rpm); 99 hybrid system net hp (74 kW)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ^{14, 15} /ECO Modes; 73 hp @ 4800 rpm (54 kW @ 4800 rpm), 82 lb.-ft. @ 4000 rpm (111 N•m @ 4000 rpm); 99 hybrid system net hp (74 kW)	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ^{14, 15} /ECO Modes; 73 hp @ 4800 rpm (54 kW @ 4800 rpm), 82 lb.-ft. @ 4000 rpm (111 N•m @ 4000 rpm); 99 hybrid system net hp (74 kW)
Bore x stroke	2.95 in x 3.33 in			
Compression ratio	13.4:1	13.4:1	13.4:1	13.4:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
IGNITION SYSTEM				
Electronic, with Toyota Direct Ignition (TDI)	Standard	Standard	Standard	Standard
EMISSION RATING				
Super Ultra Low Emission Vehicle (SULEV) ²⁶	Standard	Standard	Standard	Standard
ELECTRIC MOTOR				
Motor Type	Permanent magnet AC synchronous motor			
Power Output	60 hp (45 kW)			
Torque	125 lb.-ft. (169 N•m)			
Voltage	520V maximum	520V maximum	520V maximum	520V maximum
TRACTION BATTERY				
Type	Sealed Nickel-Metal Hydride (Ni-MH) ²⁷	Sealed Nickel-Metal Hydride ((Ni-MH) ²⁷	Sealed Nickel-Metal Hydride (Ni-MH) ²⁷	Sealed Nickel-Metal Hydride (Ni-MH) ²⁷
Power Output	25.9 hp (19.3 kW)			
Voltage	144V	144V	144V	144V
Transmission	Electronically controlled Continuously Variable Transmission (ECVT)			
DRIVETRAIN				
Front-Wheel Drive	Standard	Standard	Standard	Standard
SUSPENSION				
Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension	Standard	Standard	Standard	Standard
STEERING				
Electric Power Steering (EPS); power-assisted rack-and-pinion	Standard	Standard	Standard	Standard
Turning circle diameter, curb to curb (ft.)	31.4	31.4	31.4	31.4/37.4 ²⁸
BRAKES				
Power-assisted ventilated front disc brakes; rear drum brakes and Star Safety System™	Standard	Standard	Standard	Standard
EXTERIOR DIMENSIONS (in.)				
Overall height/width/length	56.9/66.7/157.3	56.9/66.7/157.3	56.9/66.7/157.3	56.9/66.7/157.3
Wheelbase	100.4	100.4	100.4	100.4
Track (front/rear)	58.3/58.1	58.3/58.1	58.3/58.1	58.3/58.1 57.5 ²⁹ /57.1
Ground clearance	5.5	5.5	5.5	5.5
Coefficient of drag (Cd)	0.28	0.28	0.28	0.28

Specifications (continued)

INTERIOR DIMENSIONS (front/rear) (in.)	ONE	TWO	THREE	FOUR
Head room without moonroof	38.6/37.0	38.6/37.0	38.6/37.0	38.6/37.0
with moonroof	NA	NA	37.9/36.4	37.9/36.4
Shoulder room	52.3/51.7	52.3/51.7	52.3/51.7	52.3/51.7
Hip room	51.0/50.8	51.0/50.8	51.0/50.8	51.0/50.8
Leg room	41.7/35.0	41.7/35.0	41.7/35.0	41.7/35.0
WEIGHTS AND CAPACITIES				
Curb weight (lb.)	2500	2500	2500	2500
Seating capacity	5	5	5	5
Passenger volume (cu. ft.)	87.4	87.4	87.4	87.4
Cargo volume ²⁹ (cu. ft.)	17.1	17.1	17.1	17.1
Fuel tank (gal.)	9.5	9.5	9.5	9.5
TIRES				
Spare – Temporary	Standard	Standard	Standard	Standard
MILEAGE ESTIMATES (mpg city/highway/combined)³⁰				
	53/46/50	53/46/50	53/46/50	53/46/50
OPTIONS				
Power tilt/slide moonroof with sliding sunshade	–	–	P	Standard
15-in. 8-spoke alloy wheels with P175/65R15 tires	–	–	O/P	Standard
16-in. 8-spoke alloy wheels with P195/50R16 tires	–	–	–	O

O = Optional – = 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.

Toyota Financial Services (TFS)[†] 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

*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.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow—from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

1. 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. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. Entune™ is a trademark of Toyota Motor Corporation. Always drive safely, obey traffic laws and focus on the road while driving. Services vary by phone/carrier. Functionality depends on many factors. Services subject to change. For enrollment and more details, see toyota.com/entune. 3. May not be compatible with all mobile phones, MP3/WMA players and like models. 4. iPod® and iPhone® are registered trademarks of Apple Inc. All rights reserved. 5. Advanced voice recognition capabilities vary by head unit. 6. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 7. Concentrating on the road should always be your first priority while driving. Do not use the hands-free phone system if it will distract you. 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. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 8. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. 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. See your *Navigation System Owner's Manual* for details. 9. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change. See toyota.com/entune for details. 10. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. 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. 11. SiriusXM services require a subscription after 3-month trial period. **Subscriptions governed by SiriusXM Customer Agreement available at 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. 12. PANDORA® the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 13. 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. 14. EV Mode works under certain conditions at low speeds for up to a mile. Please see your Toyota vehicle *Owner's Manual* for further details. 15. 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. 16. 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. 17. 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. 18. 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. 19. 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. 20. 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. 21. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 22. 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. 23. This device is not a substitute for safe driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects and to drive the vehicle in a safe and prudent manner to avoid making contact. 24. 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. Please see your *Owner's Manual* for further details. 25. 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.aloa.org. 26. Meets Tier-2/Bin-3 Federal emissions standard. For more information please visit www.arb.ca.gov. 27. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 28. When equipped with optional 16-in. 8-spoke alloy wheels with P195/50R16 tires. 29. Cargo and load capacity limited by weight and distribution. 30. 2015 EPA-estimated mileage. Actual mileage will vary. 31. 2015 EPA 53/46/50 city/highway/combined mpg estimates. Actual mileage will vary. Does not include vehicles with fuel efficiency rated by the EPA in MPGe (miles per gallon equivalent). Based on 2014/2015 fuelconomy.gov listed vehicles. 32. 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 its fasteners. Do not install a floor mat on top of an existing floor mat. 33. iPhone® not included. Toyota Key Finder requires customers download the free Toyota Key Finder application from the iTunes® App Store™ to operate features. Please review the Mac OS® devices listed under Toyota Key Finder on iTunes® App Store™ to verify compatibility. Please note: Interference from structures may affect signal strength. iPhone®, App Store™ iTunes® and Mac OS® are registered trademarks of Apple Inc. 34. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details.

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.

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 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.

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, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

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.