

September 2024

THE ALL-NEW TOYOTA PRIUS

- Fifth generation Prius presents a striking new look and delivers a dynamic drive
- The most efficient Prius yet is exclusively a plug-in hybrid model in the UK and Europe
- Dual DNA combines true electric driving capability with enhanced hybrid performance

The Toyota Prius introduces the unexpected for its fifth generation, with an eye-catching new chapter in its story of engineering innovation and dynamic design. Available in the UK and Europe exclusively as a plug-in hybrid, the latest Prius follows the precedent set by its predecessors by once again challenging convention.

Over more than a quarter of a century, Prius has made a lasting impact on Toyota and the motoring world as the first mass-produced electrified vehicle, setting the scene for future EV trends and making hybrid technology accessible to a wide range of customers.

The latest Prius takes the next step, supporting Toyota's multi-path technology approach to delivering carbon neutrality, a strategy that already seen sales of more than 27 million electrified vehicles globally, with the hybrid and plug-in hybrid versions of Prius alone accounting for more than five million of this total.

Toyota is committed to offering low-carbon solutions for all its customers, according to their local needs and infrastructure, to ensure no driver is left behind on the road to carbon neutrality. The new Prius strengthens a Toyota line-up that offers customers a wide range of technology options for reducing carbon, including battery electric and hydrogen fuel cell electric models.

The new Prius has a dual DNA at its heart with its combination of true electric vehicle (EV) performance and the convenience of hybrid technology. Its 13.6kWh battery enables electric driving for up to 53 miles – sufficient to cover most routine daily journeys. For longer trips, or when charging is not practical, the system offers enhanced output and an ultra-low combined WLTP CO₂ emissions rating of 12g/km (with 17in wheels) - the lowest yet for a Prius.

Since the launch of the first generation model in 1997, Prius has often been praised for efficiency but not so much for performance. However, Toyota's fifth generation hybrid technology has the power to surprise, delivering an overall improvement in both power and efficiency. The 2.0-litre engine produces 150bhp (152 DIN hp/112kW) and works in tandem with a new 161bhp (163 DIN hp/120kW) transaxle front motor for a total system output of 220bhp (223 DIN hp/164kW). The increase on the previous generation's 121bhp (122 DIN hp/90kW) ensures strong and responsive acceleration.

The quality of the driving experience goes beyond the new-found power and acceleration. Balance and handling have been enhanced, thanks to the Toyota New Global Architecture C platform, which brings lower weight and higher body rigidity for a more stable ride. A lower centre of gravity, helped by placing the EV battery under the rear seat and moving the fuel tank lower and forward, contributes to improved driving dynamics and agility.

In style terms, the wedge shape that has been a Prius signature since the second generation, has evolved to embrace elegant, modern lines. A coupe-like silhouette has been created by lowering the overall height by 50mm, moving the roof peak rearwards, and adopting larger diameter tyres, 17 or 19 inches according to model grade.

The distinctive shape is given added emphasis by a 50mm increase in the wheelbase. Conversely, the car's overall length has been reduced by 46mm. The rear view is accented by a three-dimensional linear lighting element, expressing the progressive design and focusing attention on the Prius logo.

The spacious cabin combines driving fun and practicality with a clean and simple lay-out. It is finished in high-quality materials, accentuated by design elements which generate a dynamic feel and sense of purpose.

The driver's view is anchored by the fully digital combimeter, positioned within their field of vision, keeping their focus on the road ahead. The new-design instrument panel has a clean look that avoids intruding in the driver's sight-line.

As well as delivering the unexpected in terms of performance, efficiency and aesthetics, the new Prius is also a pioneer when it comes to innovative technologies. This includes the Toyota Safety Sense systems with software updates delivered seamlessly over the air.

An enhanced front camera and radar can see further ahead and have a wider lateral and vertical view, allowing the detection of a wider range of potential hazards, including motorcycles and roadside objects. Front side radar sensors are added to support the Pre-Collision System, Lane Trace Assist and Front Cross Traffic Alert features.

POWERTRAIN

- Third generation plug-in hybrid powertrain is more compact yet more powerful
- Significant increase in total system output compared to previous generation
- New 2.0-litre engine and front motor produce a total system output of 221bhp (223 DIN hp/164kW)
- Battery density greater by 50 per cent, but with 30 per cent fewer cells

The new Prius was the first vehicle to use the TNGA 2.0-litre engine, replacing the previous 1.8-litre unit, and the third generation of Toyota's plug-in hybrid system. This has benefited from continuous improvement since the first Prius Plug-in was launched in 2012.

Toyota's experience in electrification has been deployed to create a plug-in hybrid powertrain which is more powerful and fun to drive. It is lighter and more compact and delivers better fuel economy and emissions efficiency.

Weight and space-saving measures included removing the one-way clutch between the two electric motors. This was possible thanks to the adoption of a new high-output, low-loss drive motor that delivers strong acceleration with lower fuel consumption.

The transaxle includes a new Power Control Unit (PCU) with an integrated, higher output DC-DC converter. Located on top of the transaxle, its operation is quieter thanks to running at a modified frequency. Output is 120 per cent higher than the previous model; the transaxle itself deploys 60 per cent more power, but thanks to optimisation measures weigh 20 per cent less.

New features include a dry sump system, reducing dynamic transmission fluid levels, and low-viscosity oil which reduces internal friction and contributes to an all-round improvement in transmission efficiency.

System output has been enhanced by an increase in battery capacity, from 8.8kWh to

13.6kWh. The lithium-ion battery has a higher energy density, giving 50 per cent higher capacity but using 30 per cent fewer cells, allowing the battery pack to be made shorter and installed below the rear seat.

Use of a higher-capacity battery also enables the introduction of Regeneration Boost for stronger deceleration and greater energy recovery. The driver can select one of three regeneration modes – gentle, medium and strong – allowing up to around 80 per cent of deceleration achieved without the need to apply the brake pedal.

When parked up, a 3.5kW on-board charger can top up the battery from a standard 220V mains electricity supply from zero to full in four hours.

This package of enhancements and new features combine to make this the most powerful and high performing Prius yet, as well as the most efficient. A 101bhp (102 DIN hp/75 kW) increase takes total system output to 220bhp (223 DIN hp/164kW). Combined with 190Nm of engine and 208Nm of electric motor torque, this enables acceleration from standstill to 62mph in 6.8 seconds.

DESIGN

- Prius's famous wedge shape reinterpreted within a coupe-like silhouette
- Dynamic styling incorporates aerodynamically efficient detailing
- Clean and stylish interior design
- New colour options

The familiar Prius wedge shape has been reborn in a progressive design which retains an unmistakable Prius look within a sleeker, sportier silhouette.

The roof line reaches its peak further towards the rear of the vehicle, behind the driver's door. It's a subtle change that's given more impact by a 50mm reduction in height compared to the previous model. A 50mm longer wheelbase and overall length reduction of 46mm, together with larger, 19-inch, diameter wheels (Excel grade) complete a new, coupe-like look.

The alloy wheel designs, specific to Prius, help regulate airflow along the side of the vehicle, contributing to better stability.

Clean lines and surfaces are inspired by the natural flow of air while exterior shapes have been optimised for aerodynamic efficiency and wind noise reduction. Front grille shutters control the inflow of cooling air, while the front and rear bumper profiles smoothly channel air around the car, culminating in a rear spoiler.

Form follows function at the front, with a distinctive face displaying Toyota's contemporary design language.

The range introduces two new colour options. Mustard is a sophisticated metallic yellow and Ash is a grey tinted with shimmering mica. Five other colours are available.

The driver sits behind a new, small-diameter (350mm) steering wheel, which contributes to the fun to drive quality. A seven-inch colour digital combimeter sits directly in the driver's field of vision, minimising distraction.

Distinctive accents on the instrument panel and the synthetic leather seats are colour coordinated and harmonise with the black-themed interior. Bezel-less, modular type switches add to the high-quality appearance while the interior lamp uses LEDs for wider illumination and modern appearance.

The interior is practical as well as stylish. Cabin storage offers better usability and capacity, including a seven-litre glovebox and revised console storage, which opens from the rear to allow easy access for both driver and passenger. Luggage compartment space has also increased, from 251 to 284 litres (VDA), thanks to the relocation of the battery pack.

CHASSIS AND HANDLING

- TNGA philosophy delivers improved handling and stability
- Lower centre of gravity supported by optimised battery lay-out
- More rigid body structure enhances passive safety

The new Prius is built on the Toyota New Global Architecture (TNGA) GA-C platform, continuing the trend set by its predecessor which was the first vehicle worldwide to be designed using TNGA principles. The latest generation delivers benefits in terms of handling

responsiveness, steering engagement and ride quality as a result of its lower weight and higher rigidity.

Individual components have been optimised to contribute to handling and comfort targets. For example, the rear pillar frame has 30 per cent greater torsional rigidity. Cold-stamp super high-tensile steel, as opposed to hot stamp material used in the past, provides both weight reduction and high body strength. In a world first for Toyota, 1470Mpa steel has been adopted, reducing the bodysell weight by 24kg. Strategic use of materials has reduced the roof weight by almost 1.5kg and each rear door by more than 500g.

Moving the battery pack under the rear seat and positioning the fuel tank position lower and further forward helps achieve a lower centre of gravity. That, combined with the design of underfloor parts to enhance air flow, creates a more stable driving feel and sense of connection to the road surface.

A new suspension design – MacPherson strut type at the front and trailing arm double wishbones at the rear – also promotes handling performance as well as ride comfort and quietness.

An additional benefit of the GA-C platform's increased rigidity is its capacity to absorb and disperse impact forces effectively in the event of a collision. Strong but lightweight ultra-high-tensile materials are applied and reinforced in key areas.

In line with Toyota's aims to progress towards a carbon neutral future, the new Prius includes some parts made from recycled materials, while both bumpers and other mouldings are constructed from Toyota Super Olefin Polymer which can be easily recycled.

EFFICIENCY AND TECHNOLOGY

- New Predictive Efficient Drive supports fuel efficiency
- Enhanced multimedia package, including Apple CarPlay and Android Auto smartphone connectivity

New Prius comes with a range of features to make driving easier, more efficient and more entertaining.

The new Predictive Efficient Drive system supports fuel efficiency by learning a driver's

regular routes and driving style and automatically optimising use of the car's full-electric mode to minimise consumption. Additionally, navigation system data identifies regular locations for sudden deceleration, automatically increasing regenerative braking to maximise energy recovery. When highways or uphill sections are approaching, which require additional power, the system proactively selects Hybrid mode to charge the battery for the upcoming high demand. The system becomes increasingly effective as the amount of data available increases with the number of miles driven.

The Toyota Smart Connect+ multimedia package is provided as standard. Its functions include access to a cloud-based navigation system, which uses constantly updated real-time traffic event information for accurate and efficient route planning. Route information is downloaded in advance to enable seamless navigation even when the system is not connected to the cloud.

Users can access smartphone navigation services wirelessly via Apple CarPlay or, using a wired connection, with Android Auto. The multimedia unit also includes a built-in web browser for music and video streaming or staying up to date with the latest news.

Selecting multimedia functions via voice commands has been made easier with the "Hey Toyota" on-board voice agent. This will respond to spoken requests from the driver or front seat passenger to adjust the climate control, choose multimedia options, make a phone call, or open and close the windows. "Hey Toyota" is designed to understand conversational speech, so, for example, the command "I'm hungry" will generate restaurant recommendations in the local area.

In addition to the pre-set Normal, Eco and Sport modes familiar on most Toyota hybrid and plug-in Hybrid vehicles, the driving experience can be customised with the driver's preferred settings for powertrain, steering and air conditioning.

SAFETY AND DRIVER ASSISTANCE

- Latest generation Toyota Safety Sense technology
- New driver monitor camera detects distraction or fatigue
- Enhanced Road Sign Assist includes excess speed alerts

The Prius comes with the latest generation of Toyota Safety Sense as standard, with

expanded capabilities and new driver assistance and accident prevention functions.

The forward range of the front camera covers double the distance of the previous unit. Together with increased lateral and vertical view, this means it can detect potential hazards earlier. By upgrading the performance of millimetre-wave radars at the front, an expanded detection range can monitor objects closer to the front of the vehicle than previously. The new sensors have improved the detection capabilities of the Pre-Collision System, adding the capability to detect a motorcycle in addition to pedestrians and cyclists.

The ACC system has been updated with an additional following distance setting. Better vehicle detection capability allows more than one preceding vehicle to be identified, as well as those in adjacent lanes. This helps with highway overtaking by adjusting speeds in line with traffic conditions, especially when changing lanes. It also includes a new function to prevent inadvertent undertaking.

Lane Departure Alert with Steering Assist can now recognise roadside objects, such as walls or barriers, to help the system define the lane the car is travelling in. Lane recognition has also been improved for the Lane Tracing Assist system which now helps ensure more space between vehicles being overtaken in adjacent lanes by offsetting the driving path with minor steering adjustments while keeping the car within its lane.

The Road Sign Assist (RSA) function further supports safe driving by recognising signs on the road ahead and displaying them as symbols in the combimeter. In compliance with European Union regulations, the driver is notified, visually on the display and by an audible alert, if they exceed the stated speed limit or overlook a 'no entry' sign. The Adaptive Cruise Control (ACC) speed can be reset with the push of a button to respond to changes in the speed limit indicated by the RSA, while a speed limiter option can additionally be selected to prevent acceleration beyond a driver-defined speed.

Proactive Driving Assist is another new Toyota Safety System feature. It supports drivers with gentle braking into corners or braking and/or steering to maintain a safe distance between a vehicle ahead, pedestrian or cyclist, using the vehicle's camera and radar.

Other functions enhance a driver's awareness via features such as the Panoramic View Monitor which provides an all-round view of the vehicle's immediate surroundings during low-speed manoeuvres; Blind Spot Monitor and Rear Cross Traffic Alert with automatic braking, which warns of traffic and hazards when overtaking or reversing.

A new driver monitor camera, constantly monitors the driver for any sign of distraction, excessive fatigue or medical emergency. An audible alert will initially sound to prompt the driver and, when Lane Tracing Assist is activated, an Emergency Stop Driving System can safely bring the vehicle to a halt if the driver does not respond by steering, accelerating or decelerating within a pre-defined time. The effectiveness of the pre-collision system is also enhanced by considering a driver's status when a potential hazard is detected and adjusting its reaction accordingly.

The new Prius is also equipped as standard with a front centre airbag that helps prevent contact between front occupants during a collision.

UK MODEL RANGE

- Two Prius versions – Design and Excel
- Up to 10 years/100,000 miles warranty cover

The Prius range comprises two versions: Design and Excel.

Key equipment features on the Design model include 17-inch alloy wheels, smart entry, rear privacy glass, the Toyota Smart Connect+ multimedia system with both cloud-based and embedded navigation, fully digital driver's combimeter, parking sensors with obstacle, vehicle and pedestrian detection and dual-zone air conditioning with nanoe-X air quality system. The latest generation Toyota Safety Sense active safety and driver assistance systems are also provided as standard.

The Excel rides on 19-inch wheels (17-inch wheels can be specified if the customer prefers) and comes with eight-way power adjustable front seats with memory setting and integrated heating and ventilation. A digital rear-view mirror and power back door are also included in the specification.

Up to 10 years' manufacturer warranty

In common with every new Toyota, Prius is eligible for Toyota warranty protection for up to 10 years or 100,000 miles (whichever comes first). This comprises an initial three-year manufacturer warranty, followed by up to a further seven years of service-activated warranty.

For the first three years of the car's life, owners can have it serviced at a place of their

choice. When the new car warranty period expires, they can then benefit from an additional 12 months (or 10,000 miles) warranty when they have their vehicle serviced at a qualifying Toyota workshop, in line with its service schedule. The warranty is provided at no extra cost, up to a limit of 10 years/100,000 miles. Terms and conditions apply; full details are available at www.toyota.co.uk.

TOYOTA PRIUS TECHNICAL SPECIFICATIONS

ENGINE		
Engine code		M20A-FXS
Type		4-cylinder, in-line
Valve mechanism		DOHC 16-valve with VVT-iE and VVT-i
Fuel system		Sequential multipoint electronic fuel injection
Displacement (cc)		1,987
Compression ratio		14.0:1
Bore x stroke (mm)		80.5 x 97.62
Max. engine output (bhp/DIN hp/kW @ rpm)		150/152/112 @ 6,000
Max. engine torque (Nm @ rpm)		190 @ 4,400-5,200
Total hybrid system output (bhp/DIN hp/kW)		220/223/164
ELECTRIC MOTOR		
Type		Permanent magnet, synchronous
Max. output (kW)		120
Max. torque (Nm)		208
HYBRID SYSTEM		
Hybrid battery type		Lithium-ion
Battery capacity (usable kW/h)		13.6
Nominal voltage (V)		266.4
Number of modules		72
Max. EV speed (mph)		84
Max. EV range (combined cycle, miles)	17in wheels	53.44
	19in wheels	44.12
TRANSMISSION		
Type		Electric continuously variable transmission (E-CVT)
Drivetrain		Front-wheel drive
Differential gear ratio		3.605
PERFORMANCE		
0 – 62mph acceleration (sec)		6.8
Max. speed (mph)		110
FUEL CONSUMPTION, EMISSIONS (WLTP) & INSURANCE		

Fuel consumption – WLTP combined cycle (mpg)	403.5 - 565.0	
Fuel tank capacity (l)	40	
CO ₂ emissions – WLTP combined cycle (g/km)	12-17	
Insurance group	31A	
SUSPENSION		
Front	MacPherson strut	
Rear	Double wishbone	
STEERING		
Type	Electric power steering	
Ratio	13.4:1	
Turns lock-to-lock	17in wheels	2.84
	19in wheels	2.76
Min. turning radius – tyre (m)	17in wheels	5.25
	19in wheels	5.4
Min. turning circle – body (m)	17in wheels	5.62
	19in wheels	5.75
BRAKES		
Front	Ventilated discs	
Rear	Solid discs	
Parking brake	Electric	
WHEELS & TYRES		
Wheels	17 or 19-inch alloy	
Tyres	17in wheels	195/60R17
	19in wheels	195/50R19
EXTERIOR DIMENSIONS		
Overall length (mm)	4,599	
Overall width (mm)	1,782	
Overall height (mm)	17in wheels	1,420
	19in wheels	1,430
Wheelbase (mm)	2,750	
Front track (mm)	1,563	
Rear track (mm)	17in wheels	1,579
	19in wheels	1,580

Front overhang (mm)		974
Rear overhang (mm)		875
Minimum running ground clearance (mm)	17in wheels	137
	19in wheels	144
Coefficient of drag (Cd)		0.27
INTERIOR DIMENSIONS		
Load capacity (litres, VDA)		284
Interior length (mm)		1,837.8
Interior width (mm)		1,501
Interior height (mm)		1,136
WEIGHTS		
Kerb weight (kg)		1,545 – 1,610
Gross vehicle weight (kg)		1,995
Towing capacity (kg)		Towing not permitted

TOYOTA PRIUS EQUIPMENT SPECIFICATIONS

SAFETY	DESIGN	EXCEL
Pre-Collision System with pedestrian/cyclist/motorcyclist/oncoming vehicle detection and intersection turn assist	✓	✓
Intelligent Adaptive Cruise Control	✓	✓
Lane Trace Assist and Lane Departure Alert with steering control	✓	✓
Lane Change Assist	✓	✓
Road Sign Assist with speed limiter	✓	✓
Automatic High Beam	✓	✓
Low speed acceleration suppression	✓	✓
Emergency Steering Assist	✓	✓
Emergency Driving Stop system	✓	✓
Automatic rear hazard light operation	✓	✓
Proactive Driving Assist	✓	✓
Driver and passenger front airbags	✓	✓
Driver and passenger central airbag	✓	✓
Driver's knee airbag	✓	✓
Front side airbags	✓	✓
Curtain airbags	✓	✓
Passenger airbag cut-off switch	✓	✓
ABS with EBD and Brake Assist	✓	✓
Vehicle Stability Control (VSC)	✓	✓
Traction Control (TRC)	✓	✓
Driver monitoring camera	✓	✓
Blind Spot Monitor	✓	✓
Front Cross Traffic Alert	✓	✓
Rear Cross Traffic Alert with auto braking	✓	✓
Rear Seat Reminder System	✓	✓
Tyre Press Warning System	✓	✓
Hill-start Assist Control	✓	✓
Whiplash injury-lessening front seats	✓	✓
Seatbelt pretensioners & force limiters	✓	✓
Isofix child seat restraint system	✓	✓
Child safety rear door locks	✓	✓
Emergency braking signal	✓	✓
Safe Exit Assist	✓	✓
eCall	✓	✓
Over-the-air safety & multimedia software updates	✓	✓
INSTRUMENTS AND CONTROLS	DESIGN	EXCEL
7-inch multi-information display	✓	✓
Digital speedometer	✓	✓

Electric power steering	✓	✓
Electronic parking brake	✓	✓
Manual headlight levelling	✓	✓
Reversing camera with dynamic guidelines	✓	✓
Smart Entry & Start	✓	✓
Front and rear intelligent parking sensors	✓	✓
3.3kW plug-in charger	✓	✓
COMFORT & CONVENIENCE	DESIGN	EXCEL
Power windows	✓	✓
One-touch up/down window operation	✓	✓
Electrically adjustable heated and folding door mirrors with auto retracting function	✓	✓
Manual tilt and telescopic-adjustable steering wheel	✓	✓
Automatic front wipers	✓	✓
Automatic headlights	✓	✓
Follow-me-home headlights	✓	✓
Digital rear-view mirror with cleaning system	x	✓
12V power socket (front)	✓	✓
230V outlet in load compartment	✓	✓
Noise reduction layer on windscreen	✓	✓
Noise reduction layer on front windows	x	✓
Foldable tonneau cover	✓	✓
AUDIO, NAVIGATION AND COMMUNICATIONS	DESIGN	EXCEL
6-speaker audio system	✓	✓
Toyota Smart Connect+ multimedia system with 12.3in touchscreen	✓	✓
Navigation – cloud-based & embedded services	✓	✓
Voice recognition/Smart Voice Assist	✓	✓
DAB digital broadcast reception	✓	✓
Auxiliary audio, phone and multimedia switches on steering wheel	✓	✓
Wireless smartphone integration (Apple CarPlay/Android Auto)	✓	✓
USB ports (x6)	✓	✓
Bluetooth	✓	✓
MyToyota connected services	✓	✓
VENTILATION	DESIGN	EXCEL
Dual-zone automatic air conditioning with nanoe-X air quality system	✓	✓
Rear passenger footwell heating	x	✓
Heat pump system with humidifier	✓	✓
SECURITY	DESIGN	EXCEL
Immobiliser with alarm system	✓	✓

Glass breaking, intrusion and motions sensors	✓	✓
Remote central door locking	✓	✓
SEATING, UPHOLSTERY & TRIM	DESIGN	EXCEL
Black fabric upholstery	✓	x
Black synthetic leather upholstery	x	✓
60:40 split folding rear seats	✓	✓
Height adjustable driver's seat	✓	✓
Power driver's seat lumbar adjustment	✓	✓
Power driver's seat adjustment with memory setting	x	✓
Satin chrome door handles and window switches	✓	✓
Soft-touch front door trim and rear door arm rests	✓	✓
Synthetic leather steering wheel trim	✓	✓
Ambient dashboard lighting	✓	✓
White ambient footwell lighting	✓	✓
Heated and ventilated front seats	x	✓
EXTERIOR & BODY	DESIGN	EXCEL
LED headlamps	✓	✓
LED daytime running lights	✓	✓
LED indicators	✓	✓
Turn signals with integrated DRLs	x	✓
LED rear lights and high-mounted stop light	✓	✓
LED rear light guides	x	✓
Black lower grille surround	✓	x
Gloss black lower grille surround	x	✓
Silver lower grille	x	✓
Black door mouldings	✓	✓
Black wheel arch mouldings	✓	x
Gloss black wheel arch mouldings	x	✓
Black rear bumper inserts	✓	x
Piano black rear bumper inserts	x	✓
Rear privacy glass	✓	✓
Power tailgate	x	✓
Remote tailgate release in cabin	✓	✓
Rear spoiler	✓	✓
17in wheels with dark grey full covers	✓	x
19in machined/black alloy wheels	x	✓
17in gloss black alloy wheels	Opt	Opt
Metallic or premium paint	Opt	Opt

ENDS