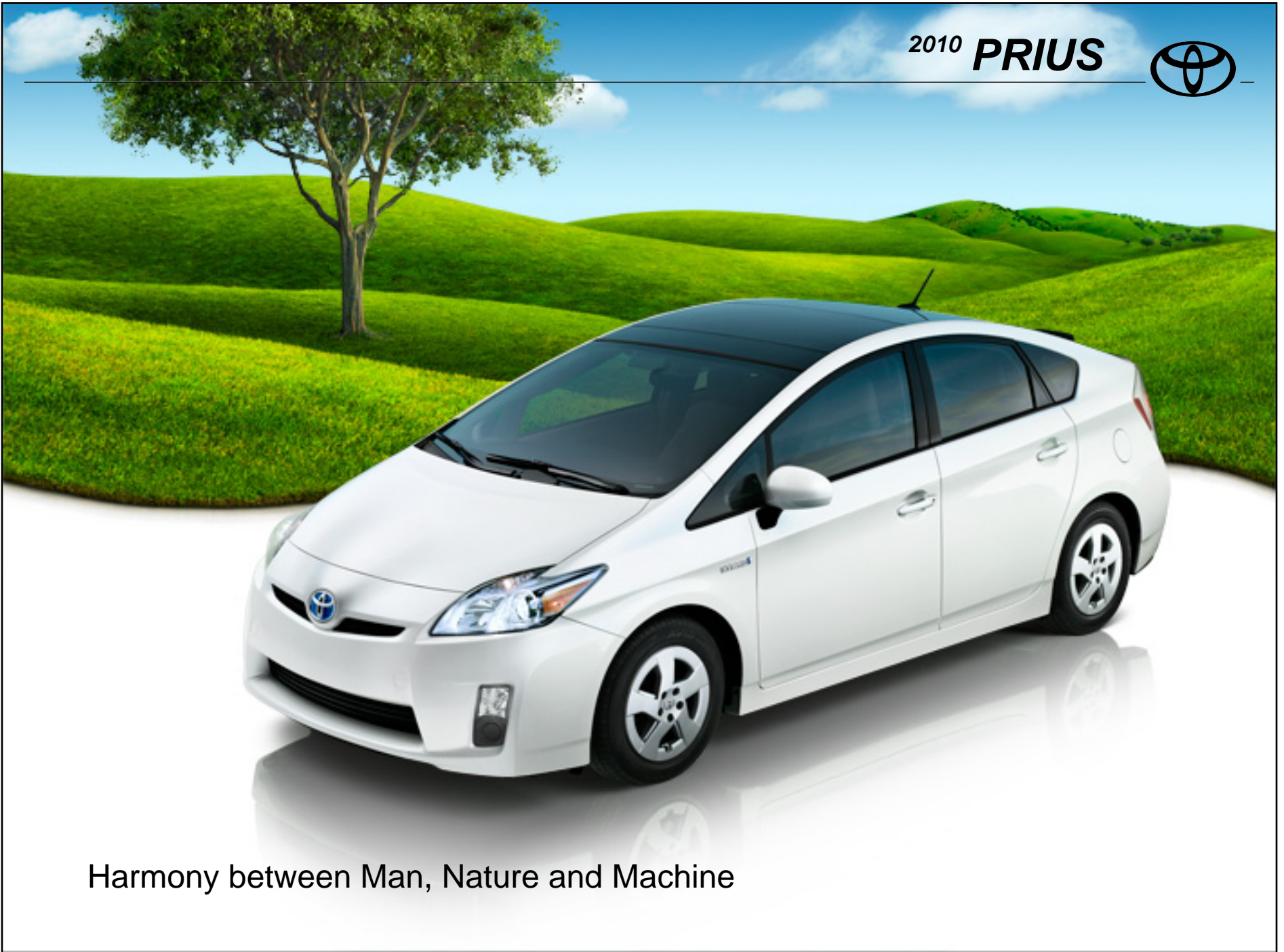


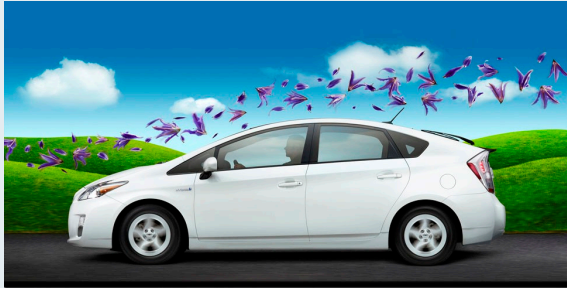
2010 **PRIUS**



Harmony between Man, Nature and Machine

Model Overview

2010 **PRIUS**



Prius IV shown in Blizzard pearl with available Solar Roof Package [1] (Available on Prius III and IV only.)



Prius V shown in Blue Ribbon Metallic with available Advanced Technology Package [27]



Prius interior shown in Dark Gray leather with available Advance Technology Package [27]

MSRP**

MPG City/Highway***

Seating

4-DR GAS/ELEC (ECVT)

\$22,000

51/48

5

EXTERIOR COLORS*

Blizzard Pearl
Additional Charge: \$220.00



Blue Ribbon Metallic



Classic Silver Metallic



Winter Gray Metallic



Black



Barcelona Red Metallic



Sandy Beach Metallic



INTERIOR COLORS*

Prius II/III - Fabric in Dark Gray



Prius II/III - Fabric in Bisque



Prius II/III - Fabric in Misty Gray



*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

**Manufacturers Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$750 for Cars and \$800 for Trucks, Vans and SUVs. (Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyotas charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyotas overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee.) Excludes taxes, license, title and available or regionally required equipment. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX will be higher. Actual dealer price will vary.

*** 2010 EPA-estimated mileage. Actual mileage will vary.

Standard Features and Options*

2010 **PRIUS**



- not available
- S** standard
- O** optional
- P** part of package

4-DR GAS/ELEC (ECVT)

MSRP**	\$22,000
Model Number	1223
EXTERIOR	
Projector-beam halogen headlamps with auto-off feature	S
LED (light-emitting diode) headlamps with auto leveling, auto-off and headlamp washers	-
Integrated fog lamps	-
LED taillamps	S
Color-keyed foldable power heated outside mirrors	S
Hybrid Synergy Drive® blue accent badges and headlamps	S
15-in. 5-spoke alloy wheels with P195/65R15 tires and wheel covers	S
17-in. 5-spoke alloy wheels with P215/45R17 tires	-
Washer-linked variable intermittent windshield wipers	S
Rear window with electric defogger with timer and intermittent wiper	S
UV reduction glass windshield	S
Driver and front passenger water-repellent side windows	-
Aerodynamic rear deck spoiler	S
Power tilt/slide moonroof with Solar Powered Ventilation System [1] and Remote Air Conditioning System [2]	-
Roof-mounted XM Satellite Radio [3] antenna	S
INTERIOR	
CFC-free automatic climate control with electric compressor, dust and pollen filtration mode, humidity sensor and air filter	S
Plasmacluster™ [4] ionizer	-

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*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

Standard Features and Options*

2010 **PRIUS**



- not available
- S** standard
- O** optional
- P** part of package

4-DR GAS/ELEC (ECVT)

AM/FM/MP3 CD player with six speakers and satellite radio capability [3]	S
JBL® AM/FM/MP3 6-disc CD changer with eight speakers, integrated satellite radio capability [3] and hands-free phone capability via Bluetooth® [5] wireless technology	-
Voice-activated touch-screen DVD navigation system [6] with JBL® AM/FM/MP3 4-disc CD changer, eight speakers, integrated satellite radio capability [3], XM NavTraffic® [6] capability, hands-free phone capability and music streaming via Bluetooth®[5] wireless technology, and integrated backup camera [8]	-
Auxiliary audio jack	S
Power windows with auto up/down, jam protection in all positions and retained-power features	S
Power automatic door locks with anti-lockout feature	S
Smart Key System [9] on driver's door with Push Button Start and remote illuminated entry	S
Remote keyless entry system with 2-stage unlocking and panic function	S
Fabric-trimmed seats and door panels with storage pockets and bottle holders in front doors	S
Leather-trimmed seats and steering wheel with driver's seat power lumbar support and heated front seats with bottle holders in front doors	-
6-way adjustable driver's seat and 4-way adjustable passenger seat with adjustable headrests	S
Dual seatback pockets	S
60/40 split fold-down rear bench seat with adjustable headrests and fold-forward outboard headrests	S
Rear fold-down armrest with two cup holders	S
Tilt/telescopic adjustable steering wheel with audio, climate and multi-information display controls [11]	S
Steering wheel-mounted navigation, Dynamic Radar Cruise Control (DRCC) [12] and Lane Keep Assist (LKA) [13] controls [11]	-
Steering wheel-mounted Bluetooth®[5] hands-free phone-calling controls	-
Cruise control	S
Dynamic Radar Cruise Control (DRCC) [12]	-
Intelligent Parking Assist (IPA) [14]	-
Central instrument display with digital speedometer, instant fuel consumption, fuel gauge and shift-lever indicator	S

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Standard Features and Options*

2010 **PRIUS**



- not available
- S** standard
- O** optional
- P** part of package

4-DR GAS/ELEC (ECVT)

Multi-information display with energy monitor, fuel consumption history, Hybrid System Indicator, odometer with twin tripmeters and cruise information (average fuel economy, average speed and distance to empty)	S
Touch Tracer Display	S
Overhead console with maplights and shift illumination	S
Electronic shift lever with Hybrid Synergy Drive® blue accent	S
EV [15]/ECO/Power modes	S
Auto-dimming rearview mirror with HomeLink® [16] universal transceiver	-
Dual sun visors and illuminated vanity mirrors	S
Center-console with sliding armrest and storage compartment with removable utility tray, wire-management feature and dual front cup holders	S
Dual-compartment glove box	S
Remote hood and fuel-filler door releases	S
Rear dome lights and cargo area lamp	S
Retractable assist grips at all doors	S
Two 12V auxiliary power outlets	S
Cargo area side-panel storage and under-floor storage	S
Tonneau cover with clasp for under-floor stowage	S
SAFETY	
Star Safety System™ - includes Enhanced Vehicle Stability Control (VSC) [17] +Traction Control (TRAC), Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [18]	S
Safety Connect [19]	-
Pre-Collision System (PCS) [20]	-
Lane Keep Assist (LKA) [14]	-
Driver and front passenger Advanced Airbag System [21]	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [21]	S

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Standard Features and Options*

2010 **PRIUS**



- not available
- S** standard
- O** optional
- P** part of package

4-DR GAS/ELEC (ECVT)

Driver's knee airbag [21]	S
Driver and front passenger active headrests [22]	S
Direct Tire Pressure Monitor System (TPMS) [23]	S
Front and rear energy-absorbing crumple zones	S
Side-impact door beams	S
Driver and front passenger seatbelt warning sensor	S
3-point seatbelts in all seating positions	S
Adjustable seatbelt anchors for front seating positions	S
Emergency Locking Retractor (ELR) on driver's belt, Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts	S
Front seatbelt pretensioners with force limiters	S
LATCH (Lower Anchors and Tethers for Children) for outboard rear seating positions only	S
Child-protector rear door locks	S
Hill Start Assist Control (HAC) [24]	S
Collapsible steering column	S
Engine immobilizer [24]	S
Center high-mount stop lamp (CHMSL)	S
Temporary spare tire	S

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Options*

2010 **PRIUS**



The following option combinations are available in your area

Prius II 4-Door Gas/Electric Hybrid (ECVT) (1223)	
Base Model: \$.00	50 state emissions (FE)

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Specifications

2010 **PRIUS**



	4-DR GAS/ELEC (ECVT)
MSRP**	\$22,000
Model Number	1223
GASOLINE ENGINE	
Type	Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder
Displacement	1.8 liters (1798 cc)
Bore x stroke	3.17 in. x 3.48 in.
Compression ratio	13.0:1
Valvetrain	Four valves per cylinder with Variable Valve Timing with intelligence (VVT-i)
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Ignition system	Electronic, with Toyota Direct Ignition (TDI)
Power output	98 hp @ 5200 rpm (73 kW @ 5200 rpm)
Torque	105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Emission ratings	Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) [25]
ELECTRIC MOTOR	
Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60kW)
Torque	153-lb.-ft. (207 N•m)
Voltage	650V maximum
TRACTION BATTERY	
Type	Sealed Nickel-Metal Hydride (Ni-MH) [26]
Power Output	36 hp (27 kW)
Voltage	201.6V
Hybrid System Net Power	134 hp (100 kW)
MECHANICAL/PERFORMANCE	
Transmission	Electronically controlled continuously variable transmission (ECVT)
Front Suspension	Independent MacPherson strut with stabilizer bar
Rear Suspension	Torsion beam

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Specifications

2010 **PRIUS**



	4-DR GAS/ELEC (ECVT)
Steering	Electric Power Steering (EPS); rack-and-pinion with electric power-assist
Turning circle diameter, curb to curb (ft.)	34.2
Brakes	Power-assisted ventilated front disc, solid rear disc with Anti-lock Brake System (ABS) and integrated regenerative braking
Coefficient of drag (Cd)	0.25
EXTERIOR DIMENSIONS (IN.)	
Overall height/width/length	58.7/68.7/175.6
Wheelbase	106.3
Track (front/rear)	60.0/59.8
Minimum running ground clearance	5.5
INTERIOR DIMENSIONS, FRONT/REAR (IN.)	
Head room	38.6/37.6
Shoulder room	54.9/53.1
Hip room	52.7/51.2
Leg room	42.5/36.0
WEIGHTS AND CAPACITIES	
Curb weight (lb.)	3042
Seating capacity	5
Passenger volume (cu. ft.)	93.7
Luggage capacity (cu. ft.)	21.6
Fuel tank (gal.)	11.9
TIRES	
P195/65R15	Standard
P215/45R17	N/A
MPG	
Mileage estimates (mpg city/highway/combined) [28]	51/48/50



Accessories

EXTERIOR ACCESSORIES



Paint protection film
\$395 Installed MSRP*



Rear bumper applique
\$69 Installed MSRP*



Wheel locks (alloy)
\$67 Installed MSRP*

INTERIOR ACCESSORIES



All-weather Floor/Cargo Mats
- 5pc Set
\$199 Installed MSRP*



Ashtray Cup
\$17 Parts Only MSRP**



BLU Logic® Hands-free
System
\$299 Installed MSRP*



Cargo Net
\$51 Installed MSRP*



Cargo Organizer
\$49 Installed MSRP*



Cargo tote by Nifty Products
\$40 Installed MSRP*



Carpet Floor Mats & Cargo
Mat
\$200 Installed MSRP*



Emergency assistance kit
\$70 Installed MSRP*



First aid kit
\$29 Installed MSRP*



Illuminated door sill
\$359 Installed MSRP*



iPod Interface
\$299 Installed MSRP*



Remote engine start
\$529 Installed MSRP*



VIP RS3200Plus Security
System
\$359 Installed MSRP*



XM Satellite Radio kit
\$449 Installed MSRP*

* Installed MSRP is the Manufacturers Suggested Retail Price for accessories installed by the manufacturer. Actual prices for the dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.



Nearest Dealer*

Toyota Dealers in your Area:

Tejas Toyota
Distance: 7.67 miles
 19011 Highway 59 N.
 Humble TX, 77338
 Phone: (281) 446-0271
<http://www.tejastoyota.com>



GET DIRECTIONS to this dealer

Other Toyota Dealers Nearby:

Fred Haas Toyota World
Distance: 15.81 miles
 20400 Interstate 45 North
 Spring TX, 77373
 Phone: (281) 297-7000
<http://www.fredhaastoyota.com>



GET DIRECTIONS to this dealer

Community Toyota
Distance: 20.67 miles
 4701 Interstate 10 East
 Baytown TX, 77521
 Phone: (281) 839-7700
<http://www.communitytoyota.com>



GET DIRECTIONS to this dealer

Gullo Toyota Of Conroe
Distance: 25.18 miles
 500 I-45 South
 Conroe TX, 77304
 Phone: (936) 441-4141
<http://www.gullotoyota.com>



GET DIRECTIONS to this dealer

Fred Haas Toyota Country
Distance: 25.62 miles
 22435 Sh-249
 Houston TX, 77070
 Phone: (281) 357-4000
<http://www.fredhaastoyotacountry.com>



GET DIRECTIONS to this dealer

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 for hybrid vehicles are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, 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 Owner's Warranty Information booklet for details.

Accessories: For accessories purchased at time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months or 36,000 miles (whichever comes first) from the vehicle's in-service date, which is the same coverage as the Basic coverage of the Toyota New Vehicle Limited Warranty.

For dealer-installed accessories purchased after the new vehicle purchase, the coverage is 12 months or 12,000 miles (whichever comes first) from the date the accessory was installed on the vehicle, or the remainder of the above 36 months or 36,000 miles Basic coverage from the vehicle's in-service date, 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.

For customers (non-dealer) installed accessories purchased after the new vehicle purchase, the coverage is 1 month or 12,000 miles (whichever comes first), from the purchase date of the accessory.

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 refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

DISCLAIMERS

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A vehicles only.

[1] The Solar Power Ventilated System uses an electric fan to draw outside air into, through, and out the cabin once the exterior temperature reaches above 68 degrees Fahrenheit. It will lower the cabin temperature near the outside ambient temperature to help make the cabin more comfortable with reentering the vehicle. It must be turned on prior to leaving the vehicle and cannot perform cooling such as with an air conditioner.

[2] Maximum operation duration of this system is three minutes. System may not operate if the hybrid battery is under load/or if the battery charge is low. See your Owner's Manual for further information.

[3] Satellite radio requires monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[4] Plasmacluster™ is a trademark of Sharp Electronics, Inc.

[5] The phones on this site have been tested for Bluetooth® compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage, and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[6] The navigation system is designed to assist in locating an address or point of interest. XM NavTraffic® requires a monthly service fee and hardware, and is designed to provide real-time traffic or alternative routes of travel. Discrepancies may be encountered between the system and your actual location. Road system changes may affect the

accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic navigation updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[7] Available on Prius III and IV only.

[8] 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.

[9] 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.

[10] Includes front passenger and rear hatch Smart Key System.

[11] Controls included based on vehicle equipment.

[12] Dynamic Laser Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your Owner's Manual for important instructions and cautions.

[13] Lane Keep Assist is designed to read the lane markers of certain roads and apply slight torque to the steering wheel to help keep the car in the center of the lane. If the vehicle approaches the outer limits of its lane, the Lane Departure Warning feature will sound a warning tone and applies a slight torque to the steering wheel to notify the driver that corrective action may be required. These features are not a collision-avoidance system and are not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your Owner's Manual for further information.

[14] Intelligent Parking Assist requires driver brake control. Always look around the outside of the vehicle and use mirrors to confirm clearance.

[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] HomeLink® is a registered trademark of Johnson Controls, Inc.

[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] System available fall 2009. Comes with 1-year trial subscription. Longer term service requires a separate subscription. Contact the Safety Connect Call Center is limited by cellular connection availability and reception of GPS satellite signals, so you may be unable to contact the Call Center or receive emergency support. Enrollment and Subscription agreement required. Additional service packages are available for additional charges.

[20] The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors. See your Owner's Manual for further information.

[21] 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.

[22] Active headrests can help prevent or limit the extent of whiplash in certain types of rear-end collisions.

[23] 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.

[24] The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key, it can be costly to replace. If you lose a key, your Toyota dealer can help, or you can find a qualified independent locksmith to perform high security key services at www.aloa.org.

[25] Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. Downhill Assist

Warranties / Disclaimers

2010 **PRIUS**



Control (DAC) is designed to help the driver maintain vehicle control and speed on steep, downhill descents. Neither system is a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether DAC and HAC will be effective in preventing a loss of control. Please see your Owner's Manual for further details.

[26] AT-PZEV-rated by the California Air Resources Board. 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] Available on Prius V only.

[29] 2010 EPA-estimated mileage. Actual mileage will vary.

Helpful Links

2010 **PRIUS**



BUYER TOOLS:

Find Local Specials
www.buyatoyota.com

Request a Quote
www.buyatoyota.com

Locate a Dealer
<http://www.toyota.com/dealers>

Competitive Comparison
<http://www.toyota.com/compare>

Toyota Financial Services
www.toyotafinancial.com

Payment Estimator
<http://www.toyotafinancial.com/estimator>

Apply for Credit
<http://www.toyotafinancial.com/apply>

Certified Used Vehicles
<http://www.toyota.com/tcuv>

Warranty Info.
www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources
www.toyotaownersonline.com

Vehicle Reference Guides
<http://prg.toyotapartsandservice.com/>

Maintenance Guides
<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service
<http://www.toyotaownersonline.com/service>

Car Care Tips
<http://www.toyotaownersonline.com/carcare>

Driver Tips
<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts
<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help
<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News
<http://www.toyota.com/news>

Toyota Motorsports
<http://www.toyota.com/motorsports>

Toyota NASCAR Racing
<http://www.toyota.com/pitpass>

Future Concept Vehicles
<http://www.toyota.com/future>

Community Care
<http://www.toyota.com/community>

QUESTIONS:

FAQs
<http://www.toyota.com/FAQ>

Contact Toyota
<http://www.toyota.com/contact>