

2012 TOYOTA PRIUS V

# Expanding the Prius family

The newest entrant in a growing Prius family of hybrid vehicles, the Prius v delivers an unparalleled blend of versatility and fuel efficiency in a comfortable, mid-size package. It promises a new evolution in hybrid vehicles with excellent cargo space and Prius' heritage of environmental performance and fuel economy.

The new Prius v, with "v" expressing the vehicle's versatility, will meet the needs of growing families with active lifestyles while providing the same attributes traditionally found in the Prius DNA. Despite the spaciousness of a family friendly midsize vehicle, the Prius v will deliver estimated EPA fuel economy ratings of 44 mpg city, 40 mpg highway and 42 mpg combined.

"The Prius v brings leading-edge hybrid technology to customers who need more room and provides more cargo space than 80 percent of all small SUVs," said Toyota Division Group Vice President and General Manager Bob Carter. "And because it's a Prius, it produces 66 percent fewer smog-forming emissions than the average new vehicle and will have the best mileage ratings of any SUV, crossover, or wagon sold in America. We think that's a win-win for everybody."

The Prius v will be utilizing the same proven Hybrid Synergy Drive system as the third-generation Prius, with the advantages of high



Toyota's famously efficient Prius hybrid lineup is now expanding to include the new Prius v for 2012.

mileage, low emissions, and never needing to be recharged.

A product of the same culture of innovation that spawned the original Prius 14 years and two-million units ago, the Prius v follows family tradition with new technologies and equipment advances that continue to raise the bar on the cutting edge automotive science.

## FAMILIES

The Prius v emphasizes overall proportion with spa-

ciousness and flexibility for active families.

Comfortable interior space and good visibility have been assisted by a high seating position, ample head room, and an impressive 38-inch couple distance, providing generous rear legroom. A low, wide-opening rear hatch reveals 34.3 cubic feet of cargo space behind the rear seats, making it the most spacious dedicated hybrid vehicle on the market.

Comfortable seating for five is specifically designed for young families. Sliding

second row seats allow for easier ingress and egress and rear-storage flexibility, with a 45-degree recline for greater comfort. The 60/40 split, folding rear seats present four different seat arrangements that provide excellent usability for passengers and luggage, while a fold-flat front-passenger seat allows for extremely long cargo.

## CONNECTIVITY

Seamlessly integrated into the Prius v are state-of-the-art electronics and

enhanced connectivity features.

A Bluetooth wireless connection for compatible hands-free phone calls is standard, now improved by an automatic phone book transfer function. Also standard is a USB port that allows playing of music and video from portable audio devices, using the vehicle sound system and in-dash display screen, including full iPod integration.

The standard audio system has a 6.1-inch screen and six speakers. The screen also displays the

energy monitor and fuel consumption data, and functions as the monitor for the integrated back-up camera and the Display Audio System.

The sound system will include HD Radio with iTunes tagging for future purchase and SiriusXM Satellite Radio.

## DRIVING MODES

In addition to the standard driving mode, Prius v drive system also includes an Eco driving mode, an EV driving mode, and a Power mode. In Power mode, enhanced mid-range response enables easier coping with slopes and mountainous terrain. In EV mode, the Prius v can run on battery power alone for short distances and lower speeds, up to about a mile. In Eco driving mode, the engine management system prioritizes fuel economy, managing throttle response and limiting power consumption from the air conditioning.

## HANDLING

A new feature, Pitch and Bounce Control, works with suspension enhancements to improve ride comfort and control. Because the Prius v is a larger vehicle more likely to carry loads and passengers, front and rear suspension components have been redesigned to improve handling and ride quality.