Meet the 2013 Toyota Prius c, the smallest member of the Prius Family and the most affordable Prius ever. Its compact size makes it remarkably city friendly. Plus, Prius c offers an EPA-estimated 53 city mpg, the highest of any vehicle without a plug. With features like the available Entune®-equipped multimedia system, Prius c helps connect you to your world and take on the game of life. So let’s play. **2013 Toyota Prius c.**

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*Prius c is all about helping you have fun while you navigate through life. Its smart size is perfect for prowling the urban landscape.*

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1. See footnote 23 in Disclosures section.  
2. Based on 2012 and 2011 EPA estimates; excludes plug-in hybrids (PHeV) and electric vehicles (EV). 2013 EPA-estimated 53 city/46 highway/50 combined mpg for Prius c. Actual mileage will vary.  
3. See footnote 6 in Disclosures section.
Prius c Four shown in Habanero with available 16-in. Alloy Wheel Package.
Projector-beam halogen headlights provide a more consistent and precisely focused beam than traditional headlights.

Roll in style with these sweet available 16-in. alloy wheels. Their eye-catching finish and chiseled 8-spoke design add a definite upscale look. Prius c also offers available 15-in. alloy wheels as another stylish option.

You got the last two tickets to a show at that club on 223rd. You’re currently at 3rd. With its city-friendly size, Prius c can help make short work of long, busy streets. So you can make spontaneous plans way uptown even when you’re way downtown.

Prius c Four shown in Summer Rain Metallic with available 16-in. Alloy Wheel Package.
Your friends want dim sum up in Chinatown and tiramisu down in Little Italy.

Display Audio With Navigation and Entune®
This available system includes a 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, six speakers, SiriusXM Radio3 with 90-day complimentary trial, HD Radio™ with iTunes® Tagging; auxiliary audio jack, USB port6 with iPod® connectivity and control, vehicle information with customizable settings, and hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology.

Entune®
Entune® is a collection of popular mobile apps and data services integrated with select Toyota vehicles. Entune® includes three years of complimentary access to apps and services delivered via most smartphones and some feature phones. (After three years, access charges will apply; excluding Pandora.) Once the phone is connected to the vehicle using a USB cable, the features of Entune® are operated using the vehicle’s controls. The data services of Entune® include fuel prices, sports scores, stocks, traffic and weather. Apps include Bing™, iHeartRadio, MovieTickets.com, Pandora® and OpenTable®. See toyota.com/entune for availability of apps and services.

No worries. Prius c offers an available navigation system1 that features Entune.®2 Entune® offers a variety of data services and useful apps such as Bing™ point of interest search, which can help you find just about anything, including restaurants in the area. Or, if they insist, in two areas.

1. See footnote 5 in Disclosures section. 2. See footnote 6 in Disclosures section. 3. See footnote 7 in Disclosures section. 4. See footnote 8 in Disclosures section. 5. See footnote 9 in Disclosures section. 6. See footnote 2 in Disclosures section. 7. See footnote 3 in Disclosures section. 8. See footnote 4 in Disclosures section.

The standard audio system on Prius c delivers sweet sound at a sweet price. For starters, it’s equipped with four speakers or available with six. And with a USB port, auxiliary audio jack and Bluetooth® wireless technology, the system provides you with hands-free phone capability, phone book access and music streaming.
TOUCH TRACER DISPLAY
This available feature places a duplicate image of the steering wheel-mounted controls on the Multi-Information Display. A quick glance at the display allows the driver to confirm which button will be pressed without having to look down at the steering wheel.

GET CONNECTED
With Prius c, you’ll never find yourself without the right soundtrack for the drive. Equipped with both a USB port¹ and an auxiliary audio jack, Prius c can handle almost any digital music device you can dish out.

¹. See footnote 6 in Disclosures section.
Prius c Four interior shown in Light Blue Gray SofTex® trim. 2012 model shown.
Relax. Prius c offers the convenient Smart Key System! This available feature allows you to open the car doors and even start the vehicle without having to extract your keys. So you can work that look and still work your car.

The only thing tougher than pulling those skinny jeans on is pulling the keys out of your pocket.

SMART KEY SYSTEM WITH PUSH BUTTON START
When the available Smart Key fob is within approximately 2.3 feet of Prius c, both the vehicle's front doors and its liftgate can be unlocked without a key. And the engine starts with the push of a button.

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

1. See footnote 11 in Disclosures section.
The neighbor asked you to help bring "Tulip" home from the shelter. Tulip’s a bullmastiff.

Good thing Prius c has available 60/40 split fold-down rear seats and 17.1 cu. ft. of cargo area, so Tulip can plant himself in back with complete comfort. Though it’s a compact car, you’ll be impressed by how our engineers were able to offer so much practicality and so many creature comforts within Prius c. So don’t be surprised if Tulip makes himself at home — long before he actually gets home.

5-DOOR FLEXIBILITY
Whether you’re transporting a group of your friends or man’s best friend, you and your passengers will appreciate how easy it is to get into and out of Prius c. In addition to four doors that open wide, a large rear liftgate provides unencumbered access to the rear cargo area.

60/40 SPLIT FOLD-DOWN REAR SEATS
You could say that Prius c is loaded with capability. The available 60/40 split fold-down rear seats are engineered to offer a wide variety of custom seating and cargo configurations.

1. Cargo and load capacity limited by weight and distribution.
And speaking of the rear seats — or more accurately, the space beneath them — that is where we’ve located the sealed Nickel-Metal Hydride (Ni-MH) battery. This design not only saves space, but also helps improve overall vehicle handling.

AVAILABLE MOONROOF
If you’re a person who appreciates fresh air, then the eco-sensitive Prius c offers a win-win scenario with its available moonroof. Simply push a button, and you’ll soon be breathing in that same fresh air you’re helping to preserve.

AVAILABLE HEATED FRONT SEATS AND HEATED POWER MIRRORS
Prius c Four offers features typically found in higher-priced vehicles. Available SofTex®-trimmed heated front seats give Prius c an added touch of luxury, while the convenience of available heated power mirrors helps you stay aware of your surroundings.
You read gas pumps are germy things to touch. Help avoid them with an EPA-estimated 53 city mpg.1

You read right. Fortunately, you’ll have plenty of time to pick up some hand sanitizer before your next visit to the gas station. Receiving an EPA-estimated 53 mpg1 in the city, Prius c can not only help limit your contact with gas pump microbes, but also help limit your exposure to high fuel prices. And that could result in some healthy savings every month.

Super Ultra Low Emission Vehicle2
Prius c is rated as a Super Ultra Low Emission Vehicle (SULEV). SULEV is a designation that indicates this hybrid vehicle produces fewer smog-forming emissions than does an average gasoline-powered vehicle.

Fuel Economy Information
Offering an instantaneous readout of your current and average mpg, the handy Multi-Information Display allows you to continually monitor the fuel mileage of your Prius c.

Multi-Information Display
This color screen displays a wide variety of data to help inform the driver, such as cruising range, fuel economy, EV Driving Ratio, trip timer and outside temperature.

Drive Information
The drive information screen provides helpful trip information, such as average speed, driving time, EV Driving Ratio and 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 when possible.

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.

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HYBRID SYNERGY DRIVE®

For more than a decade, Toyota has been a world leader in the development of advanced, eco-sensitive technology with our Hybrid Synergy Drive®. Hybrid Synergy Drive® combines a gasoline engine, two electric motor/generators, an Electronically controlled Continuously Variable Transmission (ECVT), and a high-voltage battery pack that powers the larger of the two motor/generators when it’s driving the wheels. Depending on the situation, Hybrid Synergy Drive® can operate in electric-only, gas-only or combined electric/gas mode. With each generation, this tried-and-tested system continues to get more efficient, more reliable and more popular.

EV/ECO MODES

Prius c offers different modes for different types of driving. EV Mode runs solely on battery power. ECO Mode helps maximize fuel economy.

REFINED AERODYNAMICS

To help improve the performance of Prius c, we positioned vortex generators at key points on the body. These projections help dictate airflow behavior around the vehicle, improving straight-line control and overall efficiency.

REAR SPOILER

The rear spoiler not only helps improve airflow dynamics at the back of the vehicle, it also gives the streamlined profile of Prius c an extra touch of sportiness.

1. See footnote 10 in Disclosures section.
You’ve got a car full of friends. You’ve also got a road full of crazy drivers.

Vehicle Stability Control (VSC)
To help compensate for a loss of traction while cornering, VSC adjusts engine power, braking and steering torque-assist control to help the vehicle follow the direction in which it is being steered.

Traction Control (TRAC)
TRAC helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

Anti-Lock Brake System (ABS)
ABS helps prevent brakes from locking up by pulsing brake pressure to each wheel to help you stay in control in emergency braking situations.

Electronic Brake-Force Distribution (EBD)
To help keep the rear wheels from locking up during sudden braking situations, EBD redistributes brake force.

Brake Assist (BA)
During emergency stops, BA is designed to detect sudden or “panic” braking, then add the brake pressure needed to help prevent a collision.

Smart Stop Technology® (SST)
At speeds greater than five miles per hour, when the accelerator is depressed first and the brakes are then applied firmly for longer than one-half second, SST is designed to help the driver bring the vehicle to a stop.

Your friends picked the right person to drive. Prius c comes standard with the Star Safety System™, a suite of six active safety features designed to help you stay out of harm’s way. This advanced system includes Vehicle Stability Control (VSC), Traction Control (TRAC), Electronic Brake-force Distribution (EBD), Anti-lock Brake System (ABS), Brake Assist (BA) and Smart Stop Technology® (SST).

NINE AIRBAGS:
- Driver Advanced Airbag System
- Front passenger Advanced Airbag System
- Driver seat-mounted side airbag
- Front passenger seat-mounted side airbag
- Driver knee airbag
- Driver seat-cushion airbag
- Front passenger seat-cushion airbag
- Driver-side front and rear side curtain airbag
- Passenger-side front and rear side curtain airbag

1. See footnote 12 in Disclosures section. 2. See footnote 13 in Disclosures section. 3. See footnote 14 in Disclosures section. 4. See footnote 15 in Disclosures section.
CRUMPLE ZONES
An important element of occupant protection, crumple zones are structurally engineered to absorb and dissipate energy during a collision by a process known as controlled deformation.

ADVANCED AIRBAG SYSTEM
Prius c comes standard with a front Advanced Airbag System that provides dual stage functionality. In a collision, the system senses impact severity and adjusts airbag deployment accordingly.

DRIVER AND FRONT PASSENGER ADVANCED WIL SEATS
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 minimize injury.

3-POINT SEATBELTS
Prius c provides 3-point seatbelts in all seating positions, while the front seats are also equipped with pretensioners and 2-step force limiters.

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.

Photo not intended to replicate actual inflated airbags.

1. See footnote 15 in Disclosures section. 2. See footnote 16 in Disclosures section.
**Combinations**

**INTERIOR COLOR CHOICES**

<table>
<thead>
<tr>
<th>FABRIC PRIUS c ONE</th>
<th>FABRIC PRIUS c TWO, THREE</th>
<th>SOFTEX® PRIUS c FOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAY</td>
<td>LIGHT BLUE GRAY/BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LIGHT BLUE GRAY</td>
</tr>
</tbody>
</table>

**WHEELS**

1. 15-in. steel wheels with wheel covers
2. 15-in. 8-spoke alloy wheels
3. 16-in. 8-spoke alloy wheels

**EXTERIOR/INTERIOR COLOR COMBINATIONS**

- BLACK SAND PEARL
- ABSOLUTELY RED
- CLASSIC SILVER METALLIC
- BLUE STREAK METALLIC
- HABANERO
- MOONGLOW®
- SUPER WHITE
- SUMMER RAIN METALLIC
- MAGNETIC GRAY METALLIC

**PACKAGE**

<table>
<thead>
<tr>
<th>16-in. Alloy Wheel Package</th>
<th>16-in. 8-spoke alloy wheels with P195/50R16 83V tires; power tilt/slide moonroof with sliding sunshade</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE</td>
<td>TWO</td>
</tr>
<tr>
<td></td>
<td>THREE</td>
</tr>
<tr>
<td></td>
<td>FOUR</td>
</tr>
</tbody>
</table>

**OPTIONS**

- Power tilt/slide moonroof with sliding sunshade
- 15-in. 8-spoke alloy wheels with P175/65R15 86H tires

1. Extra-cost color.
## Features

### EXTERIOR

<table>
<thead>
<tr>
<th>Feature</th>
<th>ONE</th>
<th>TWO</th>
<th>THREE</th>
<th>FOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projector-beam halogen headlights</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Integrated fog lights</td>
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<tr>
<td>Rear combination lights with LED stop lights</td>
<td>S</td>
<td>S</td>
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<td>S</td>
</tr>
<tr>
<td>Hybrid Synergy Drive® blue accent badges</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Color-keyed power outside mirrors with turn signal indicators</td>
<td>S</td>
<td>S</td>
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<td>S</td>
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<tr>
<td>Color-keyed heated power outside mirrors with turn signal indicators</td>
<td>—</td>
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</tr>
<tr>
<td>Color-keyed outside door handles with touch-sensor lock/unlock feature</td>
<td>—</td>
<td>S</td>
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<td>—</td>
</tr>
<tr>
<td>Power tilt/slide moonroof with sliding sunshade</td>
<td>—</td>
<td>—</td>
<td>O</td>
<td>O/P</td>
</tr>
<tr>
<td>15-in. steel wheels with wheel covers and P175/65R15 86H tires</td>
<td>S</td>
<td>S</td>
<td>S</td>
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</tr>
<tr>
<td>15-in, 8-spoke alloy wheels with P175/65R15 86H tires</td>
<td>—</td>
<td>—</td>
<td>O</td>
<td>S</td>
</tr>
<tr>
<td>16-in, 8-spoke alloy wheels with P195/50R16 83V tires</td>
<td>—</td>
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</tr>
<tr>
<td>Intermittent windshield wipers and intermittent rear wiper</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Variable intermittent windshield wipers and intermittent rear wiper</td>
<td>—</td>
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<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Color-keyed rear spoiler with LED center high-mount stop light</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Black roof-mounted antenna</td>
<td>S</td>
<td>S</td>
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</tbody>
</table>

### INTERIOR

<table>
<thead>
<tr>
<th>Feature</th>
<th>ONE</th>
<th>TWO</th>
<th>THREE</th>
<th>FOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic climate control with air filter, electric compressor and push-button controls</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>AM/FM CD player with MP3/WMA playback capability, four speakers in four locations, auxiliary audio jack, USB port with iPod® connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology</td>
<td>—</td>
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</tr>
<tr>
<td>AM/FM CD player with MP3/WMA playback capability, six speakers in six locations, auxiliary audio jack, USB port with iPod® connectivity, auto sound leveling, hands-free phone capability, phone book access and music streaming via Bluetooth® wireless technology</td>
<td>—</td>
<td>—</td>
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</tr>
<tr>
<td>Display Audio with Navigation™ and Entune® — includes 6.1-in. touch-screen, AM/FM CD player with MP3/WMA playback capability, four speakers in four locations, SiriusXM Radio® with 90-day complimentary trial, HD Radio® with iTunes® Tagging®, auxiliary audio jack, USB port® with iPod® connectivity and control, vehicle information with customizable settings, hands-free phone capability, phone book access, advanced voice recognition and music streaming via Bluetooth® wireless technology</td>
<td>—</td>
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<td>S</td>
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</tr>
<tr>
<td>Entune® — includes Bing™, iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; Real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune®, services is complimentary for three years. See toyota.com/entune for details.</td>
<td>—</td>
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<td>S</td>
</tr>
<tr>
<td>3.5-in. TFT Multi-Information Display with customizable settings, outside temperature, clock, fuel economy information, cruising range, odometer, trip distance, EV10/ECO Mode indicators, and EV10/ECO Mode indicators</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Touch Tracer Display</td>
<td>—</td>
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<td>S</td>
</tr>
<tr>
<td>Fabric-trimmed front seats; 4-way adjustable driver’s seat; 4-way adjustable front passenger seat</td>
<td>S</td>
<td>—</td>
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<td>—</td>
</tr>
<tr>
<td>Fabric-trimmed two-tone front seats; 6-way adjustable driver’s seat; 4-way adjustable front passenger seat and seatback pocket</td>
<td>—</td>
<td>S</td>
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<td>—</td>
</tr>
<tr>
<td>SofTex®-trimmed heated front seats; 6-way adjustable driver’s seat; 4-way adjustable front passenger seat and seatback pocket</td>
<td>—</td>
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<tr>
<td>Fold-down rear seat</td>
<td>—</td>
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</tbody>
</table>

### SAFETY AND CONVENIENCE

<table>
<thead>
<tr>
<th>Feature</th>
<th>ONE</th>
<th>TWO</th>
<th>THREE</th>
<th>FOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Star Safety System™ — includes Vehicle Stability Control (VSC)™, Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)™ and Smart Stop Technology® (SST)™</td>
<td>S</td>
<td>S</td>
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</tr>
<tr>
<td>Nine airbags® — 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</td>
<td>S</td>
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</tr>
<tr>
<td>Driver and front passenger Advanced Whiplash-Immobilizer (W/L)® seats</td>
<td>S</td>
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</tr>
<tr>
<td>3-point seatbelts for all seating positions, driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger seatbelts</td>
<td>S</td>
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<tr>
<td>Driver and front passenger seatbelt pretensioners with force limiters</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Driver and front passenger seatbelt warning sensor</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Child-protector rear door locks</td>
<td>S</td>
<td>S</td>
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<td>S</td>
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<tr>
<td>High-tensile-strength steel body panels</td>
<td>S</td>
<td>S</td>
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</tr>
<tr>
<td>Front energy-absorbing crumple zone and side-impact door beams</td>
<td>S</td>
<td>S</td>
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</tr>
<tr>
<td>Roof-impact protection structure</td>
<td>S</td>
<td>S</td>
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<tr>
<td>Pedestrian injury mitigation structure</td>
<td>S</td>
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<tr>
<td>Tire Pressure Monitor System (TPMS)®</td>
<td>S</td>
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<tr>
<td>Daytime Running Lights (DRL) with on/off feature</td>
<td>S</td>
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<tr>
<td>Vehicle Proximity Notification System (VPNS)</td>
<td>S</td>
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<tr>
<td>Hill Start Assist Control (HAC)®</td>
<td>S</td>
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<td>S</td>
</tr>
<tr>
<td>Engine immobilizer®</td>
<td>—</td>
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</tr>
</tbody>
</table>

S = Standard
O = Optional
— = Not Available
P = Feature is available as part of an option package.

See numbered footnotes in Disclosures section.
Specifications

**MECHANICAL AND PERFORMANCE**

**PRIUS c**

**ENGINE**
- Type: 1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i); EV10/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)
- Compression ratio: 13.4:1
- Induction system: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
- Emission rating: Super Ultra Low Emission Vehicle (SULEV)²

**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

**TRACTION BATTERY**
- Type: Sealed Nickel-Metal Hydride (Ni-MH)²¹
- Power output: 25.9 hp (19.3 kW)
- Voltage: 144V

**TRANSMISSION**
- Type: Electronically controlled Continuously Variable Transmission (ECVT)

**DRIVETRAIN**
- Type: Front-Wheel Drive

**SUSPENSION**
- Type: Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension

**STEERING**
- Type: Electric Power Steering (EPS); power-assisted rack-and-pinion
- Turning circle diameter, curb to curb (ft.): 31.4 (37.4 with 16-in. 8-spoke alloy wheels)

**BRAKES**
- Type: Power-assisted ventilated front disc brakes; rear drum brakes and Star Safety System™

**EXTERIOR DIMENSIONS (in.)**
- Overall height/width/length: 56.9/66.7/157.3
- Wheelbase: 100.4
- Track (front/rear): 58.3/58.1 (57.5/57.1 with 16-in. 8-spoke alloy wheels)
- Ground clearance: 5.5
- Coefficient of drag (Cd): 0.28

**INTERIOR DIMENSIONS (front/rear) (in.**
- Head room (with moonroof): 38.6/37.0 (37.9/36.4)
- Shoulder room: 52.3/51.7
- Hip room: 51.0/50.8
- Leg room: 41.7/35.0

**WEIGHTS AND CAPACITIES**
- Curb weight (lb.): 2500
- Seating capacity: 5
- Passenger volume (cu. ft.): 87.4
- Cargo volume²² (cu. ft.): 17.1
- Fuel tank (gal.): 9.5

**TIRES**
- Type — All-Season: Standard
- Spare — Temporary: Standard

**MILEAGE ESTIMATES (mpg city/highway/combined)**
- 53/46/50

---

**ACCESSORIES**
Add a personal touch to your Prius c with Genuine Toyota Accessories²⁴ Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

- Alloy wheel locks
- All-weather floor mats²⁵
- Ashtray cup
- Body side moldings
- Cargo net²² – envelope
- Cargo tote²²
- Cargo tray²²
- Carpet cargo mat²²
- Emergency kit
- First aid kit
- Paint protection film²⁶
- Rear bumper protector
- VIP Security System²⁷

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See numbered footnotes in Disclosures section.
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. 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. 2. May not be compatible with all mobile phones, MP3/WMA players and like models. 3. iPod® is a registered trademark of Apple Inc. All rights reserved. 4. 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. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on toyota.com have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software, coverage and wireless carrier. Phones are warranted by their manufacturer, not Toyota. 5. Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your Navigation System Owner’s Manual or contact XM for details. 6. Always drive safely, obey traffic laws and focus on the road while driving. Apps/services may vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps identified by “TM” or “®” are trademarks or registered trademarks of their respective companies. For enrollment, cost and more details, see toyota.com/entune. 7. XM services require a subscription after trial period, and are sold separately or as a package. Subscriptions governed by SiriusXM Customer Agreement; see www.siriusxm.com. If you decide to continue your XM 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. 8. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation and U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp. 9. Ilies™ Tagging is a registered trademark of Apple Inc. All rights reserved. 10. 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’s starting or stopping. 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. 11. 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. 12. 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. 13. 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. Braeking effectiveness also depends on proper brake-system maintenance and tire and road conditions. 14. 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 limit the 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. 15. 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 side airbags typically inflate in frontal collisions; side and curtain ABs in side collisions; Rool-Sensing Curtain ABs at a severe side-impact, 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. 16. Whiplash-Injury-Lessening front seats can help reduce the severity of whiplash injury in certain rear-end collisions. 17. 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. 18. Hill Start Assist Control (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. 19. 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’s immobilizer. If the code in the key or Smart Key fob does not match the code in the vehicle’s immobilizer, the engine will not start. If the code is not replaced, you may have to replace the key or Smart Key fob, your 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. 20. Meets Tier-2/Bin-3 Federal emissions standard. 21. Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. 22. Cargo and load capacity limited by weight and distribution. 23. 2013 EPA-estimated S3 city/46 highway/50 combined mpg. Actual mileage will vary. 24. Toyota Genuine Accessory Warranty will apply when the installation is completed by a trained Toyota Technician. If another installer does perform the installation, the Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. If the film is installed by anyone else, the “Parts Only” warranty—12 months—will be applicable instead. 25. 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 retention hooks/clips. Do not install a floor mat on top of an existing floor mat. 26. Toyota Genuine Accessory Warranty will apply when the installation is completed by a trained Toyota-approved installer. If the film is installed by anyone else, the “Parts Only” warranty—12 months—will be applicable instead.

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 Toyota accessories and 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.toyawardsvisa.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

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 computer and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emission warranties. 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 are governed by Federal and California regulations. Refer to applicable Warranty and Maintenance Guide for details.

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 a particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

Owner’s Manual

May not be compatible with all mobile phones, MP3/WMA players and like models. May not be compatible with all mobile phones, MP3/WMA players and like models.

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 those 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 further details. Please contact 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.

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.