

2012 Prius c



Prius c Four shown in Habanero with available 16-in. Alloy Wheel Package.



Prius c Four interior shown in Light Blue Gray SofTex trim.

Meet the 2012 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, its EPA-estimated 53 mpg rating¹ in the city is the highest of any hybrid vehicle without a plug². With features like the available Entune™³ multimedia system, Prius c connects you to your world and helps you take on the game of life. So let's play. **2012 Toyota Prius c. Moving Forward.**



TOP STANDARD AND AVAILABLE FEATURES⁴

Available Display Audio with Navigation⁵ and Entune™ Available Touch Tracer Display Available Smart Key System⁶ EV⁷/ECO drive modes Bluetooth®⁸ wireless technology

1. See footnote 23 in Disclaimers section. **2.** See footnote 28 in Disclaimers section. **3.** See footnote 6 in Disclaimers section. **4.** Features listed not available on all model grades. **5.** See footnote 5 in Disclaimers section. **6.** See footnote 11 in Disclaimers section. **7.** See footnote 10 in Disclaimers section. **8.** See footnote 4 in Disclaimers section.

Combinations

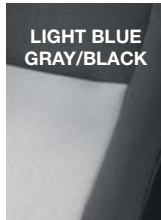
INTERIOR COLOR CHOICES

FABRIC
PRIUS c ONE



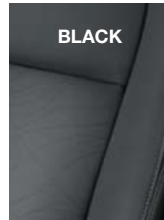
GRAY

FABRIC
PRIUS c TWO, THREE

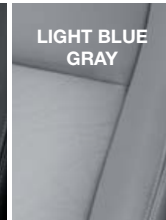


LIGHT BLUE
GRAY/BLACK

SOFTTEX
PRIUS c FOUR



BLACK



LIGHT BLUE
GRAY

WHEELS



1



2



3

- 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



BLUE STREAK METALLIC



SUMMER RAIN METALLIC



ABSOLUTELY RED



HABANERO



MAGNETIC GRAY METALLIC



CLASSIC SILVER METALLIC



MOONGLOW



SUPER WHITE

PACKAGES

		ONE	TWO	THREE	FOUR
16-in. Alloy Wheel Package	16-in. 8-spoke alloy wheels with P195/50R16 83V tires; power tilt/slide moonroof with sliding sunshade	—	—	—	P

OPTIONS

Power tilt/slide moonroof with sliding sunshade	—	—	O	O/P
15-in. 8-spoke alloy wheels with P175/65R15 86H tires	—	—	O	S
16-in. 8-spoke alloy wheels with P195/50R16 83V tires	—	—	—	O/P

See numbered footnotes in Disclaimers section.

Specifications

MECHANICAL AND PERFORMANCE

PRIUS c

GASOLINE ENGINE

Type	1.5-Liter Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ¹⁰ /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 (74kW)
Bore x stroke	2.95 in. x 3.33 in.
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) ²⁰

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)
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DRIVETRAIN

Type	Front-Wheel Drive
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SUSPENSION

Type	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension
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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 TM
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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 volume ²² (cu. ft.)	17.1
Fuel tank (gal.)	9.5

TIRES

Type — All-Season	Standard
Spare — Temporary	Standard

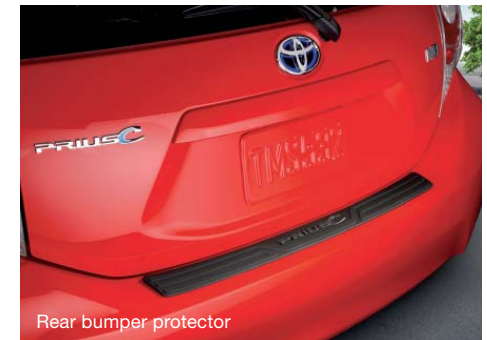
MILEAGE ESTIMATES (mpg city/highway/combined)²³

53/46/50

ACCESSORIES

Add a personal touch to your Prius c with Genuine Toyota Accessories.²⁴ Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

Alloy wheel locks	Cargo tote ²²	Paint protection film ²⁶
All-weather floor mats ²⁵	Cargo tray ²²	Rear bumper protector
Ashtray cup	Carpet cargo mat ²²	VIP Security System ²⁷
Body side moldings	Carpet floor mats ²⁵	
Cargo net ²² – envelope	First aid kit	



See numbered footnotes in Disclaimers section.

DISCLAIMERS

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 version, coverage and your 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. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions. Select Entune™ apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier. Not all apps and data services are available initially. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding apps and services. 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 U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 9. iTunes® 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 starting off or approaching them, so take extra care while driving. 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. Braking 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 gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. 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 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. 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. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org 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. 2012 EPA mpg ratings 53 city/46 highway/50 combined mileage. 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 "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. Paint protection film for the leading hood edges/fenders and front bumper sold as two separate packages. 27. Available for vehicles with factory security. 28. Based on 2012 and 2011 EPA ratings; excludes plug-in hybrids (PHEV) and electric vehicles (EV). 2012 EPA mpg ratings 53 city/46 highway/50 combined mileage for Prius c. Actual mileage will vary.

TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

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

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.

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.