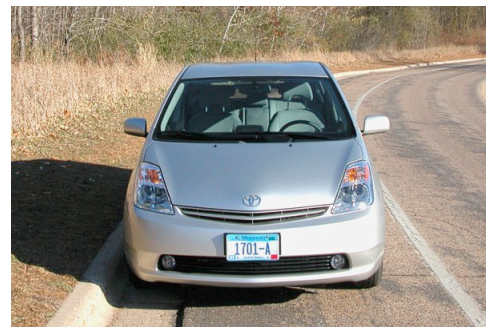


# PRIUS



HYBRID  
ELECTRIC

## Acceleration

The hybrid system is surprisingly swift. You can effortlessly merge into traffic, just like a traditional car.

## Electricity comes from the Gas Engine & Brakes

You never plug-in the battery-pack. In fact, there isn't even a cord. Charging is done for you.

**Gas Engine** automatically provides electricity by igniting gasoline to turn a generator.

**Brakes** automatically provide electricity by using excess kinetic energy to rotate a regenerator.

## Frequent Gas Engine Restarts are not harmful

Rather than just using a small motor to spin the gas engine to only 100 RPM, like traditional vehicles do, the hybrid system uses a much larger motor which spins the gas engine to a minimum of 800 RPM. Then it waits until oil-pressure is established before injecting fuel and producing a spark. This process enables a very smooth startup, reducing burden on bearings, pistons, and cylinders.

## Battery-Pack

**Life-Expectancy is 10-12 years** or around **150,000 to 200,000 miles** depending on driving conditions.

**Warranty is 8 years / 100,000 miles.** This covers the battery-pack, inverter, generator-motor, and propulsion-motor, enough to provide worry-free confidence for most owners.

Total weight is only 99 pounds and it's only the size of 6 loaves of bread.

## Cold Weather

4 years of Prius owners driving in the northern United States and Canada have proven that frigid conditions are of no concern. The cold weather of winter is not a problem for the hybrid system.

## Hill Climbing

You'll be quite surprised by the ability Prius has to climb hills. The torque provided by the motor and the electricity provided by the gas engine on-the-fly will allow you to zip up to the top without any struggle.

## Rear-Window View

Think of the two sections as "bifocals". Since the bottom section is physically lower than a rear-window in most cars, it is only for viewing very close objects. Everything else is visible through the upper section.



Black



Driftwood Pearl



Millennium Silver



Salsa Red Pearl



Seaside Pearl



Super White



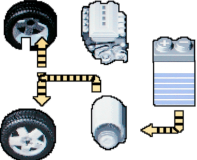
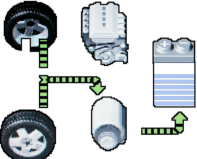
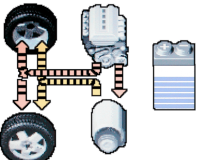
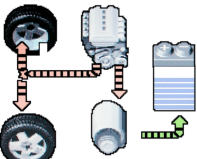
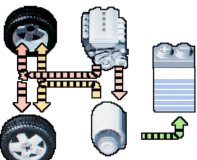
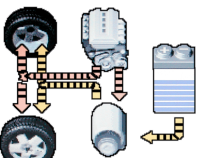
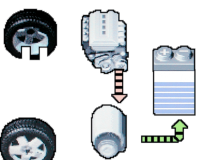
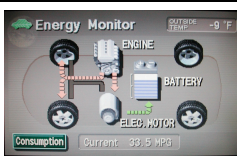
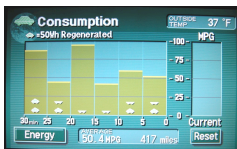
*All the information stated in this document was provided by Prius owners.  
None were affiliated with Toyota Motor Corporation, except as customers.*

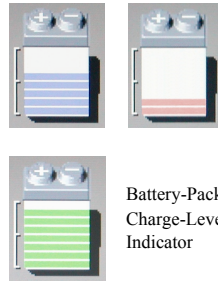
## Specifications 2004 US Version

<b>Emissions:</b>	<b>AT-PZEV</b> (Advanced Technology - Partial Zero Emission Vehicle) <b>90% less NO<sub>x</sub></b> (Nitrogen Oxides) than average <b>50% less CO<sub>2</sub></b> (Carbon Dioxide) than average
<b>MPG:</b>	EPA rating: <b>60 City, 51 Highway, 55 Combined</b> YMMV (Your Mileage May Vary)
<b>Multi-Display:</b>	Liquid-Crystal, Touch-Sensitive, 7.0 Inch width Energy Monitor, Consumption Data Air Conditioner (Heater & A/C) Interface Audio & Cell-Phone & Navigation Interfaces
<b>Battery-Pack:</b>	<b>99 Pounds total</b> <b>NiMH</b> (Nickel Metal Hydride) type <b>28 Modules total</b> <b>6 Cells within each Module</b> <b>168 Cells total</b> <b>1.2 Volts in each Cell</b> <b>6.6 Ah total</b> <b>201.6 Volts total</b>
<b>Gas Engine:</b>	1.5 liter (1,497 cc), 4 cylinder (inline), 16 valve Atkinson Cycle VVT-i (Variable Valve Timing with intelligence) 76 hp @ 5000 rpm 82 lb-ft torque @ 4200 rpm
<b>Electric Motor:</b>	50 kW power 67 hp @ 1200 - 1540 rpm 295 lb-ft torque @ 0 - 1200 rpm 500 volt maximum
<b>Transmission:</b>	Planetary-CVT (power-split device)
<b>Brakes:</b>	Regenerative, Hydraulic, Engine ABS (Anti-Lock), Disc Front, Drum Rear
<b>Tires:</b>	185/65R15, All-Season, Aluminum Alloy Rims
<b>Misc:</b>	5 passenger capacity 5 door hatchback 96.2 cubic ft passenger volume 16.1 cubic ft cargo volume 2890 pound curb-weight 106.3 inch (8.9 ft) wheelbase 175 inch (14.6 ft) length 67.9 inch (5.7 ft) width 58.1 inch (4.8 ft) height 0.26 Cd (coefficient of drag) 110 hp (gas engine & electric motor combined) 10.1 seconds 0-60 MPH 42 MPH top speed (electric motor only) 105 MPH top speed (gas engine & electric motor)
<b>Standard:</b>	By-Wire: Throttle & Braking & Gear-Selection Electric A/C, Electric Steering, Traction-Control Cruise-Control, 4 Cupholders, Double Glovebox Power Windows, Power Door-Locks Power & Heated Mirrors, Rear Defroster AM/FM/CD with 6 Speakers Keyless-Entry Remotes Tilt-Steering with Audio & Climate controls 60/40 Split-Folding Rear Seat LED Brake Lights
<b>Optional:</b>	Side Airbags, Side Curtains, Rear Wiper SE/SS (Smart-Entry/Smart-Start) HID (High Intensity Discharge) Lights Secondary Lights, Security Alarm VSC (Vehicle Stability Control) Electrochromic Rearview Mirror Integrated Garage Door Opener Bluetooth-enabled Cell-Phone support Voice-Recognition capabilities JBL 9-Speaker 6-CD Premium Audio

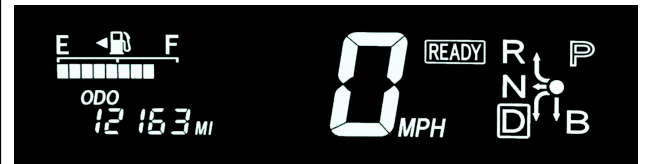
## Multi-Display Screen

This 7-inch wide touch-sensitive device located in the center of the dashboard provides quite a bit of useful hybrid system information, in addition to providing controls for AM/FM Radio, Cassette, CD, Air Conditioner (Heater & A/C), GPS Navigation, and Cell-Phone.

	<p><b>Stealth Mode or Battery Drive</b></p> <p>All thrust is provided by the electric motor and all power is provided by the battery-pack.</p>
	<p><b>Regeneration Charge</b></p> <p>As you approach a stop or just slow down, the excess kinetic energy is used to turn the generator. This creates electricity, which is used to charge the battery-pack.</p>
	<p><b>Engine &amp; Motor Drive</b></p> <p>Sometime the battery-pack isn't needed, the engine can directly provide electricity for the motor.</p>
	<p><b>Engine Drive &amp; Charge</b></p> <p>The engine provides thrust for the wheels along with electricity for charging the battery-pack.</p>
	<p><b>Engine &amp; Motor Drive + Charge</b></p> <p>The engine provides thrust to the wheels as well as electricity for both feeding the motor and charging the battery-pack, all at the same time.</p>
	<p><b>Full Power or Gradual Slowing</b></p> <p>Both rapid acceleration and moderate deceleration take full advantage of the hybrid system to achieve maximum efficiency.</p>
	<p><b>Startup Charge</b></p> <p>When you first startup a Prius, you will typically see this before shifting into drive or reverse.</p>
	<p><b>Energy Monitor</b></p> <p>This is the actual screen that the cutouts above are displayed on.</p>
	<p><b>Consumption</b></p> <p>Interested in MPG data? This shows current, a 30-minute summary, and average MPG (since "Reset" was last pressed) as well as the amount of electricity regenerated.</p>



Battery-Pack Charge-Level Indicator



Speedometer, Gear Selection, Odometer, Fuel Gauge

This display provides the traditional vehicle information; however, it's in a non-traditional place. Located near the base of the windshield, you may find it awkward at first. But like many Prius owners, you'll end up quite pleased after you discover how much easier it is to look out and over rather than down and close-up. Plus, the view of it won't ever be obstructed by the steering wheel.

**Self-Recharging.** The hybrid system recharges the battery-pack for you.



**Just Drive It.** Ignore all the technology. Let the computer worry about how to save gas and achieve Super Ultra Low Emissions for you. Enjoy the remarkably smooth & quiet ride.



Fold both right seats for 8 feet of storage length.



Roll out the hatch cover to conceal cargo.



Hidden storage is available below the false floor.



Spare-Tire & Battery-Pack revealed.