



2023 PRIUS

Walkaround Guide



TABLE OF CONTENTS

OVERVIEW	1	TECHNOLOGY	19
Breathtaking Design	3	Wireless Charging	19
Captivating Drive	3	Digital Key	19
Making the Grade	4	Power Outlet	20
EXTERIOR DESIGN	5	Advanced Park	20
Design Philosophy	5	Panoramic View Monitor	21
Colours	6	Camera Washer	22
Front Fascia	7		
Front Lamps	7	TOYOTA MULTIMEDIA	23
Rear Lamps	7	XLE Grade	23
Panoramic Glass Roof	8	Limited Grade	23
Wheels	8		
Rear Door Handle	9	TOYOTA SAFETY SENSE 3.0	24
Beyond Zero Badge	9	Pre-Collision System w/ Pedestrian Detection	24
INTERIOR DESIGN	10	Lane Departure Alert	25
Island Architecture	10	Full Speed Dynamic Radar Cruise Control	25
Emergency Indicator Lamp	11	Lane Tracing Assist	25
Interior Space	11	Road Sign Assist	25
PERFORMANCE	12	TOP SELLING FEATURES	26
Overview	12		
Captivating Drive	12		
Steering & Handling	13		
Ride Comfort	13		
Hybrid System Outline	14		
Acceleration	15		
Hybrid Battery	15		
Engine	16		
Electronic On-Demand AWD	16		

Hybrid Reborn



OVERVIEW

Prius was the first ever mass-produced hybrid vehicle 25 years ago and has become the world's top selling hybrid vehicle. Since the original Prius launched, Toyota envisioned a world where hybrid-powered fuel efficiency was not the alternative, but rather the norm. Now, with over 5 million units sold in North America, and over 20 million globally, Toyota hybrids are not only a common sight but have prevented over 82 million tons of CO₂ emissions from entering the atmosphere. We believe that Toyota hybrids bring accessible electrification to drivers everywhere.

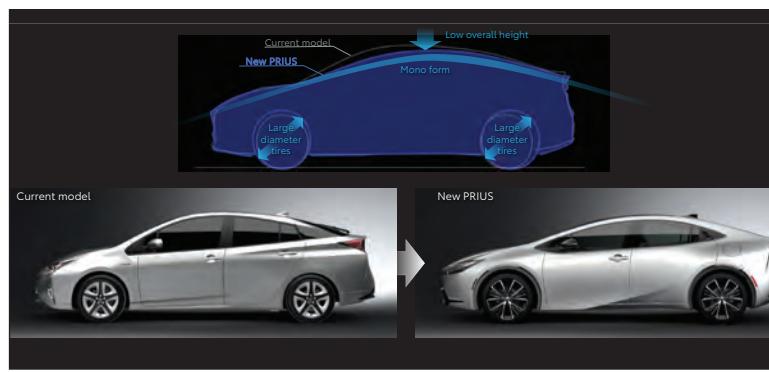


Now in a brand new chapter, Prius is 'Hybrid Reborn' as Toyota's new HEV icon. 2023 Prius presents a new Package & Platform combination that manifests both 'Breathtaking Design' and 'Captivating Drive Performance'. For this latest Prius, the goal was to create a vehicle that not only met the practical needs of today's customers, but also had emotional appeal.



Package

The form of new Prius has been lowered and elongated, together with enhanced mono-form design, evokes a sporty drive.



Platform

New Prius adopts 2nd generation TNGA-C platform, offering a low centre of gravity with reduced weight and increased rigidity compared to the previous generation. The hybrid battery is placed underneath rear row seats for a low centre of gravity and enhanced luggage capacity.

BREATHTAKING DESIGN

Design shifts to an exciting and emotional direction as Prius is reborn to lead as the Toyota hybrid icon.

- The iconic Prius mono-form is evolved to create a sleeker image
- Centre of gravity lowered with large diameter wheels
- Simple and clean overall design
- Distinctive hammerhead front fascia
- New 'island architecture' interior framework



CAPTIVATING DRIVING

5th gen HEV system enhances both driving performance and ride comfort. Engine displacement increases from 1.8L to 2.0L providing responsive and engaging acceleration.

- Swift steering response
- Less switching between accelerator/brake pedal
- Enhanced ride comfort with minimal line of sight movement
- Excellent cabin quietness



MAKING THE GRADE

The all-new 2023 Toyota Prius offers an array of standard and available features no matter the grade. Whether choosing the XLE or the Limited grade – in Wind Chill Pearl, Cutting Edge, Guardian Gray, Black, Supersonic Red, Mustard, or Reservoir Blue – Prius drivers will be ready to look to the road ahead.

XLE AWD Grade

- Standard Features:
 - 19-inch alloy wheels
 - 8-inch Toyota Multimedia
 - Wireless Apple CarPlay & Android Auto
 - 6 USB-c ports
 - Electronic Parking Brake (EPB)
 - Softex heated leather steering wheel
 - Digital Rear-View Mirror & Home Link
- Driver and front passenger heated seats
- 8-way power driver's seat
- Softex seats
- Smart Key with Push Button Start
- Direct light illumination
- Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)



Limited AWD Grade

- XLE AWD Standard Features+:
 - 12.3-inch Toyota Multimedia
 - JBL® Premium Audio System with 8 speakers
 - Fixed glass roof
 - 8-way power driver's seat with driver memory
 - Driver and front passenger heated and ventilated Seats
 - Rain sensing wipers
 - Qi wireless charger
 - Digital Key
 - Power back door
 - Advanced Park
 - Digital Rearview Mirror
 - Heated rear seats
 - Panoramic View Monitor
 - Front and Rear Parking Assist with Automatic Braking (PA w/AB)

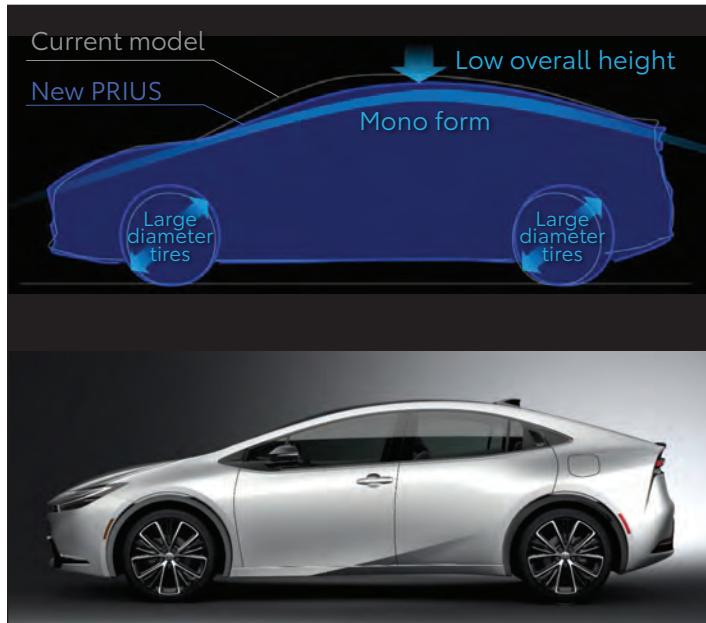


EXTERIOR

DESIGN PHILOSOPHY

Designed in Japan, the all-new Prius is reborn with a modern, progressive, and sharp styling inside out. Its piercing silhouette evokes a new level of aerodynamic flair. The new Prius lowers the roofline by 50 mm from the prior generation, and widens rear of the vehicle by 20 mm, adding sportiness to its dynamic look.

BREATHTAKING DESIGN



- While the Prius iconic mono-form was inherited, the roof peak has been moved back to create a sleek silhouette
- Centre of gravity and passenger hip point has been lowered
- Vehicle width was also increased to achieve an overall Lower and Wider vehicle proportion
- Large diameter wheels were added to complete the proportions of a sporty new look
- Character lines have been simplified to achieve a clean and smooth overall design

Inspired by emotions felt in the natural world like that of flow of air and water, Prius shifts in a more exciting and emotional direction as the 'Hybrid Reborn' icon. The original 'Pioneer', new Prius leads all other Toyota HEV vehicle to the next stage with emotional value.

EXTERIOR

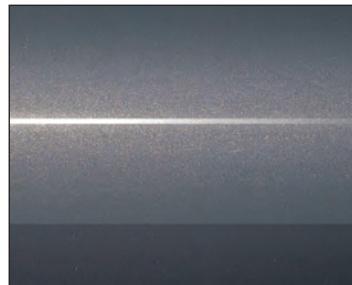
COLOURS

Colour selection of the new Prius is designed with the image of 'mature and distinct' that is classy with a hint of playfulness.

Two new body colours are developed for the launch of new Prius.

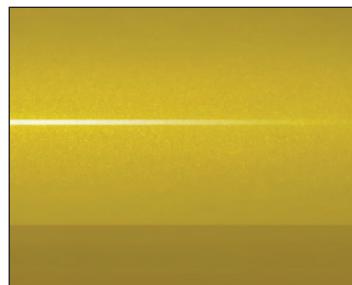
1M2 / Guardian Gray

Understated yet striking gray expresses mature sophistication. Tinted metallic flakes added to solid gray produces a finely nuanced look.



5C5 / Mustard

Vibrant mustard yellow colour with a slight darker undertone creates a new sporty image. The 'MUSTARD' colour is slightly suppressed in saturation, and has been given a metallic effect so that only the highlights shine, creating a dynamic appearance.



FRONT FASCIA

The simple yet iconic front design features a hammerhead motif integrating functional elements.



FRONT LAMPS

Daytime running lamp is designed in a distinct sideways U-shape that accentuates the rectangular hammerhead, and combines the daytime running lamp and turn signal lamps, expressing a progressive image when illuminated.



REAR LAMPS

The rear design features a single-line functional rear combination lamp and a centrally-placed 'PRIUS' logo, which together emphasize the progressive image of the PRIUS brand.



EXTERIOR

PANORAMIC GLASS ROOF

Fixed panoramic glass roof is available on Limited grade. The colour and texture are matched over the entire cabin top surface to emphasize the simple design. Large glass area of the panoramic roof helps to create an open interior space with natural lighting.



WHEELS

Standard, large 19" aluminum wheels, with elongated rectangular machined graphic and 3D painted parts, results in a sporty look as well as added performance and handling.



REAR DOOR HANDLE

The rear door handle is located within the pillar, expressing a sporty image without interrupting the seamless body form. In addition, the flush and flat shape allows smooth airflows towards rear end of the vehicle. A Toyota First, a rear door opener switch has been added for easy operation with either hand.



BEYOND ZERO BADGE

As part of Toyota's diverse approach to carbon neutrality, the Prius hybrid is part of lineup that looks to move "beyond zero". As a symbol of that commitment, the 2023 Prius will be the first Toyota vehicle to wear a new "Beyond Zero" badge, a global effort to achieve carbon neutrality in our products, manufacturing, and beyond.



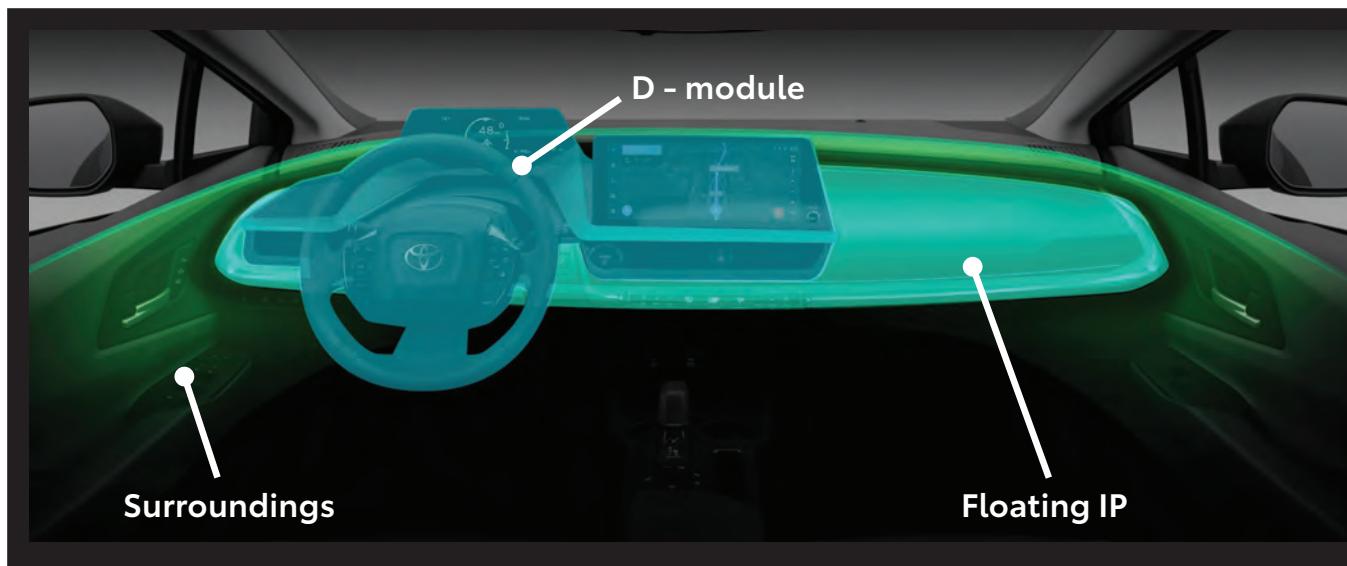
INTERIOR

Interior design of Prius is clean-cut and intuitive, featuring Island Architecture that is both functional and attractive.



ISLAND ARCHITECTURE

Island Architecture design features three zones of a Floating Instrument Panel, D-Module, and Surroundings. The 'D-module', integrating a standalone MID meter screen and the centre multimedia screen, helps the driver to keep eyes at the road ahead while having operations close at hand.



EMERGENCY INDICATOR LAMP

A Toyota first, the instrument panel illumination is linked with TSS notifications, such as PDA (Proactive Driving Assist), debuts on Prius.

Beyond ambient lighting, the illumination brightness is optimized to suit driving conditions, and is located within the driver's peripheral vision to avoid distracting the driver.



INTERIOR SPACE

The Interior is designed to be a sporty and high-quality cabin space in a black base colour with glossy accents. The available large glass panel roof invites in nature for an open space feeling.



PERFORMANCE

OVERVIEW

Hybrids are more efficient than gasoline-only vehicles. Additionally, the electric motors provide instantaneous torque resulting in quick, responsive acceleration from a complete stop.

All new Prius adopts our latest 5th generation hybrid technology with outstanding fuel efficiency and added value of electric vehicle driving feel.

Electronic on-demand AWD system employs a motor to drive rear wheels, enabling stable driving performance during take-off and drive on slippery road surfaces such as snow.

Fifth generation hybrid system makes massive improvements on hybrid system outline, hybrid transaxle, and hybrid battery.



CAPTIVATING DRIVE

Acceleration

Acceleration at pick up and driving speeds had been a key improvement focus on the new Prius. The fifth generation hybrid system allowed for reduced energy loss and increased motor output. As a result, the accelerator pedal delivers powerful acceleration even when slightly depressed, giving customers quick acceleration response at everyday speed ranges.



STEERING & HANDLING

The body structure and suspension has been overhauled on the new Prius. Joints in the Prius new body structure had been reinforced for rigidity to improve steering and handling characteristics. Together, the new Prius aims to achieve intuitive handling and stability, so the vehicle responds to driver's steering actions smoothly.



RIDE COMFORT

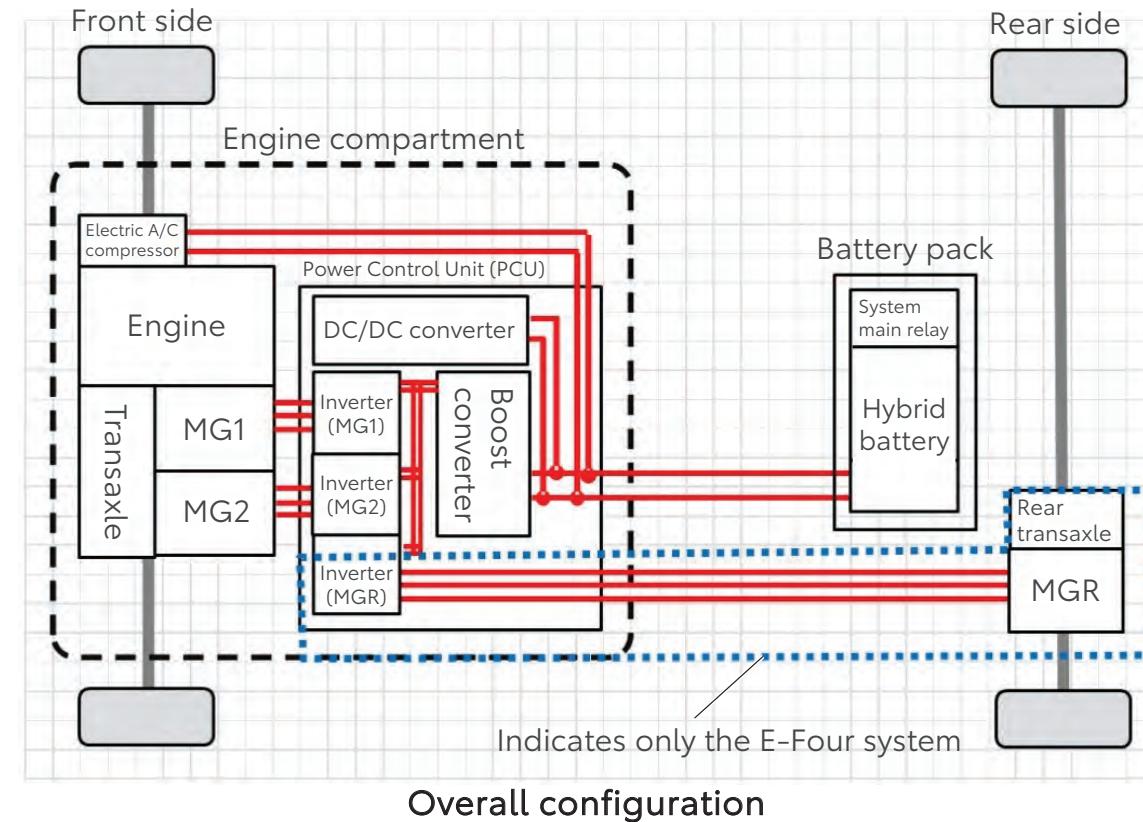
The new Prius delivers a smooth and luxurious drive worthy of a Toyota HEV icon. Chassis parts are tuned to reduce excessive vehicle motion on rough surfaces, providing a stable ride while maintaining the driver's stable line of vision. New Electronically Controlled Brake is adopted to allow more intuitive control of deceleration.

The new Prius was developed with dedicated attention to riding comfort, acceleration control, and enhanced cabin quietness.

Overview	Exterior	Interior	Performance	Technology	Multimedia	Safety	Features
----------	----------	----------	-------------	------------	------------	--------	----------

HYBRID SYSTEM OUTLINE

- A** Fifth generation THS controls driving force by combining the engine and 2 Motor Generators in the front and battery pack in the rear, generating excellent dynamic performance and fuel efficiency
- B** A compact high-output motor was adopted for transaxle/motor, enabling low fuel consumption and excellent acceleration
- C** Power Control Unit: A newly developed PCU was utilized to reduce fuel consumption, and integrated into the front to increase luggage compartment capacity
- D** A newly developed lithium-ion battery cell with 14% increased output compared to previous generation was integrated as part of hybrid battery pack to reduce size and weight

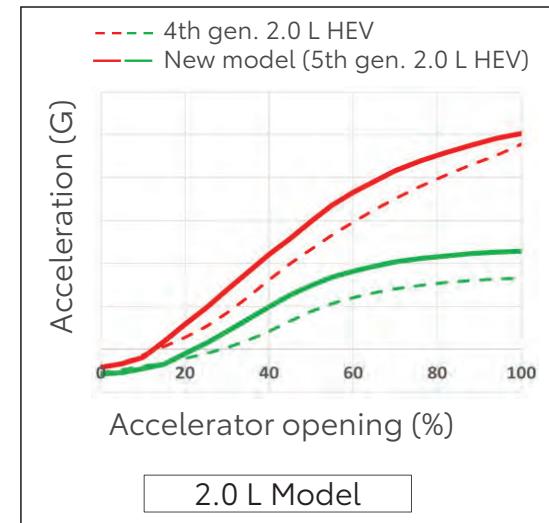


Item	Weight	Output Power	Input Power
Performance	14% reduce	14% increase	13% increase

ACCELERATION

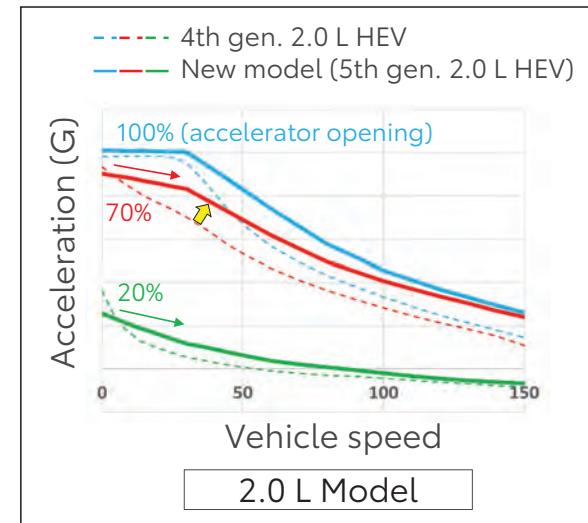
Acceleration

Direct acceleration and speed control have been enhanced. Steep linear drive force in response to pedal operation allows drivers to enjoy direct acceleration response unique to electric vehicles.



Maintain Acceleration

Drive force is maintained as the vehicle speed increases, resulting in a feeling of continuous acceleration.



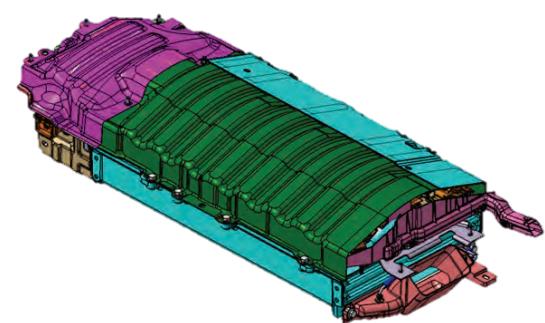
Turning Performance

Rear assist is now available in the mid-speed range with increased rear motor output. Applying the same control on dry roads provides a high level of turning performance and stability in a wide range of road environments.

HYBRID BATTERY

Dynamic Performance

A newly developed lithium-ion battery cell with 14% increased per-pack output compared to the previous Ni-MH (nickel metal hydride) battery has been adopted, enabling compact size, lighter weight, and higher output.



Strengthened Durability

Battery cooling path has been optimized to prevent battery life deterioration due to temperature rises while maintaining quietness.

Space Saving Location

The battery pack is purposefully situated under the rear seat, providing luggage compartment capacity.

PERFORMANCE

ENGINE

New 2.0L 4 Cylinder M20A-FXS engine, in conjunction with 5th Gen THS, is adopted to enhance output, fuel efficiency and provide cleaner emissions. Engine output on new Prius has been greatly increased from 121 to 196 horsepower.

- The engine size has been reduced to achieve low weight, excellent dynamic performance, and "Fun to Drive" characteristics.
- A variable cooling system with an electric water pump and thermostat is adopted to enhance engine warm up performance and reduce friction loss.

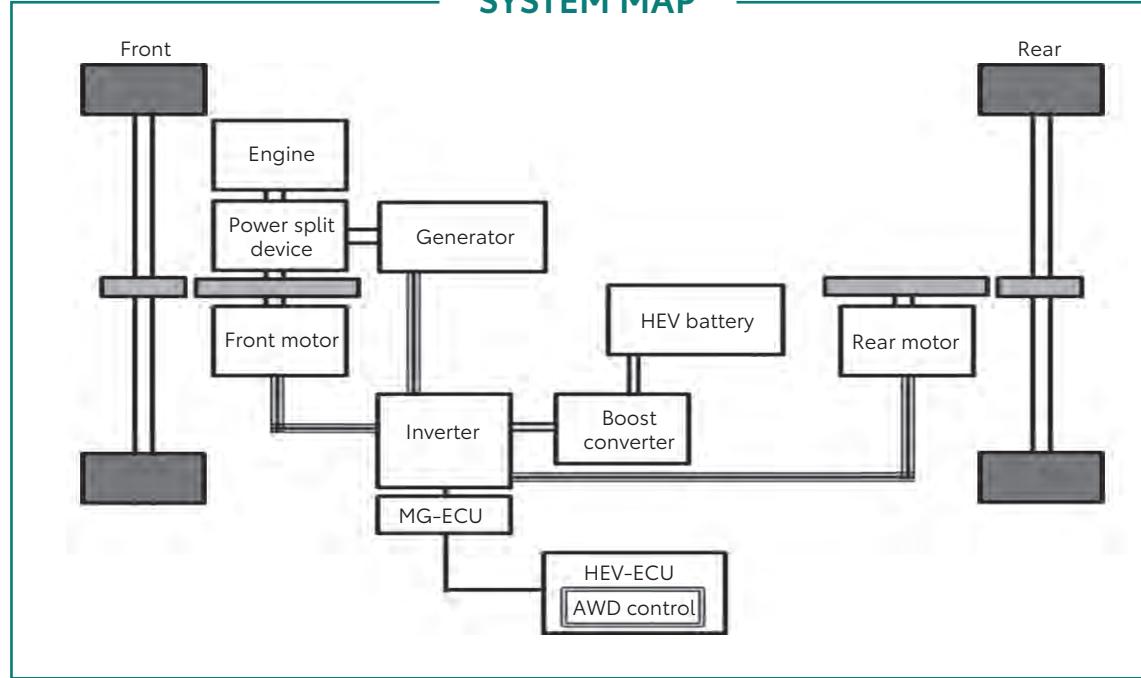


ELECTRONIC ON-Demand AWD

The AWD system on Prius employees Electronic On-Demand AWD system to control fuel efficiency and smooth acceleration.

- A** AWD system performs precise electronic control of the front-rear torque distribution based on driving conditions to create smooth start-off acceleration, handling and stability, and fuel efficiency.

SYSTEM MAP

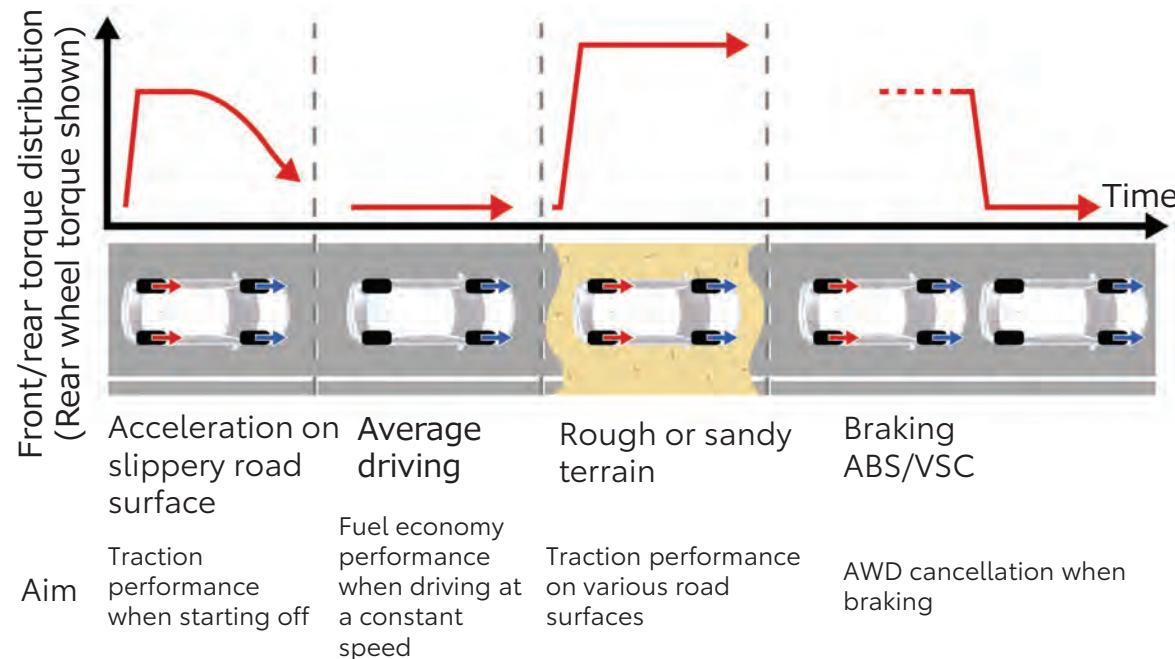


ELECTRONIC ON-DEMAND AWD (continued)

B Driving condition-based control

- When starting off, information such as the accelerator operation amount and vehicle speed is evaluated to determine the driving conditions, and the distribution of torque to the rear wheels is controlled to deliver sufficient traction performance.
- When driving normally, the distribution of torque to the rear wheels is controlled to enhance the straight line acceleration and cornering stability.
- When it is determined that the vehicle is driving stably, the distribution of torque to the rear wheels is decreased, enhancing fuel economy.
- When braking, AWD is cancelled to increase brake effectiveness.

FRONT-REAR TORQUE DISTRIBUTION

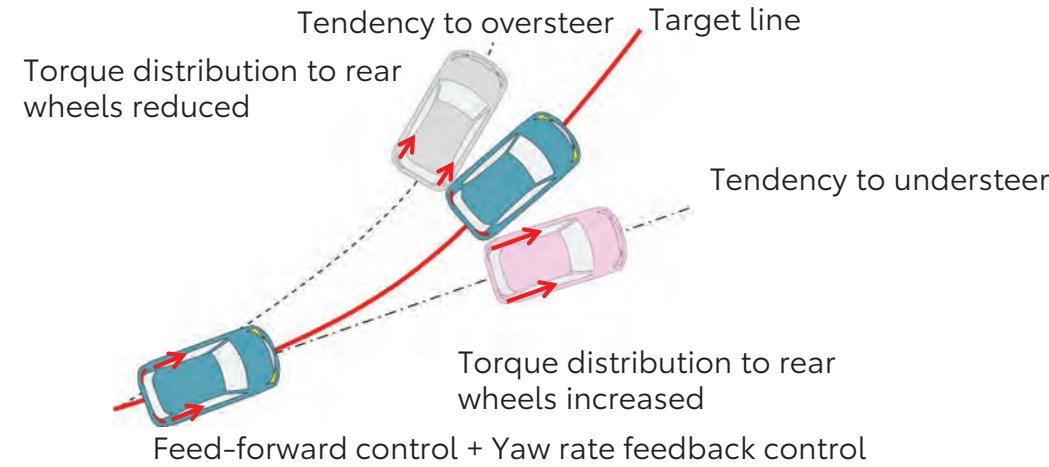


ELECTRONIC ON-DEMAND AWD (continued)

C AWD control during cornering

- The system predicts the driver's intended path based on information such as the vehicle speed, steering angle. Using feed-forward control and yaw rate feedback control, the front-rear torque distribution is optimally corrected to suit the driving state and vehicle behavior during cornering in accordance with the road conditions, contributing to the excellent cornering performance.

CONTROL DURING CORNERING

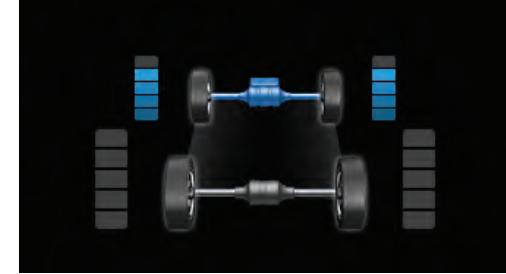


D Visibility

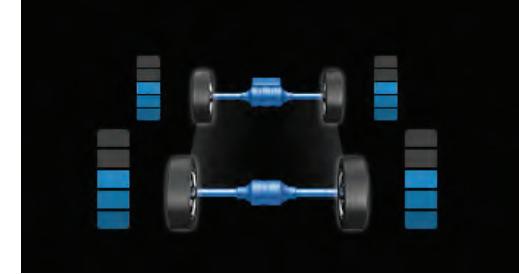
- Front and rear torque distribution levels of the AWD system operation are displayed on the Multi-information Display. The indicator displays the AWD system operating status in any drive condition, providing peace of mind for the driver even on slippery roads. The Multi-information Display indicator can also be accessed through steering wheel switches.

MULTI-INFORMATION DISPLAY INDICATORS

2WD indicator



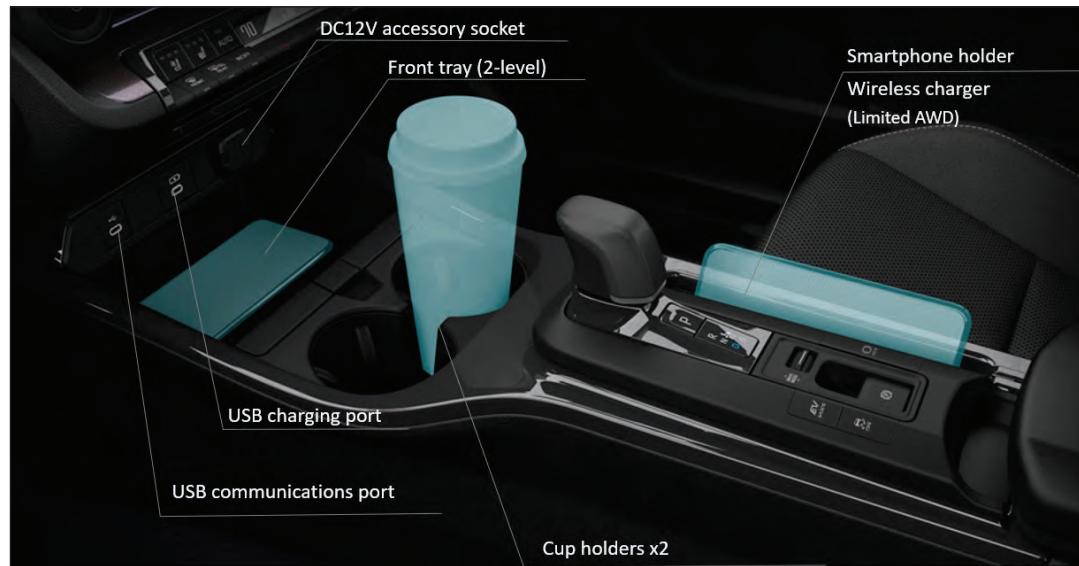
AWD indicator



WIRELESS CHARGING

A Qi wireless charger capable of max. 10W rapid charging (iPhone max 7.5W) is available on new generation Prius. The wireless charger has been changed from a tray to pocket type to save space and sit closer to the driver. The slit pocket type charging unit fits sideways alongside the shift lever.

The wireless charger is constructed so that the retaining arms centre the smartphone within the charging area. The smartphone is held securely in place even when subjected to vibrations during driving, preventing unintended disruption to charging.



DIGITAL KEY

A smartphone, coupled with Toyota App, can be used as a digital key on the new Prius. You can use your smartphone as a Digital Key by simply carrying it in your pocket.

There are multiple benefits to Digital Key

- Enables sharing of vehicle access amongst multiple users, making it easy to lend/borrow vehicles without need for keys hand over.
- As with the smart key, if the user is carrying a smartphone, the doors can be locked/unlocked and the hybrid system can be started without onscreen operation of the phone.
- The digital key system enables the car to be effectively utilized for various needs including valet services, car sharing, and luggage pick up services.
- Even if the smartphone is lost or the battery is depleted, a physical key can be used in a conventional way.



POWER OUTLET

The new Prius is equipped with multiple power outlet options including 6 Type-C USB ports, DC, and AC power outlets.

Type-C

Both Type-C USB communication port and Type-C charging ports are available, offering a maximum of 15W (DC 5.0V/ 3.0 A) charging capability. Illumination is added to enhance visibility of the port opening.

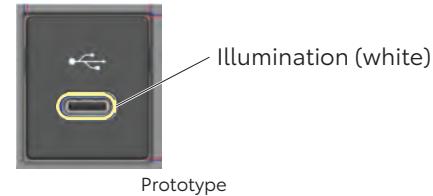


DC Power

A DC 12 V accessory socket is available in the centre console area for front passengers use and convenience.

AC Power

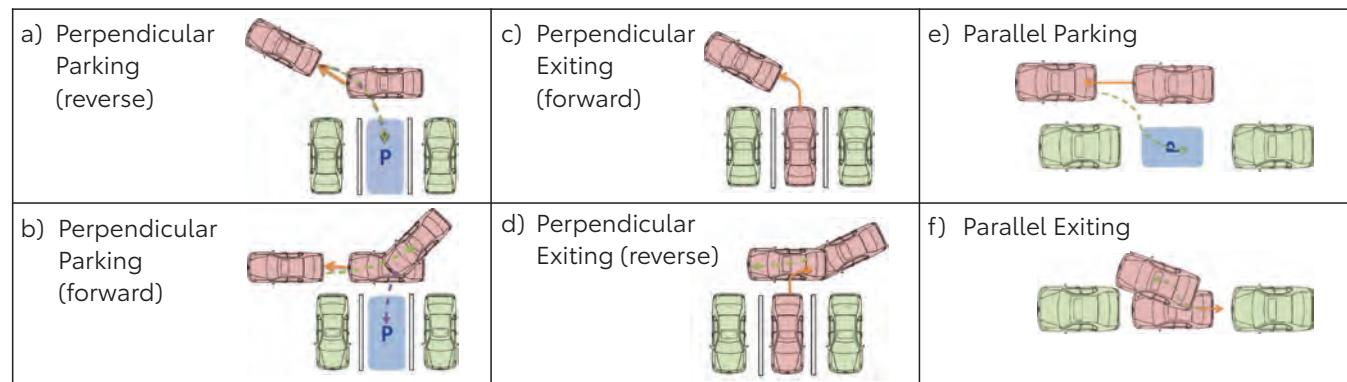
AC power outlets are provided in the console area and in the luggage trunk space



USB communications port (Type-C) design surface

ADVANCED PARK

Advanced Park system supports multiple parking operations including Perpendicular Parking and Parallel Parking:



Advance Park function utilizes 4 PVM cameras and 12 ultrasonic sensors to map out vehicle surroundings and assists in steering, accelerator, braking and shifting operations to park in targeted parking position set by the driver.

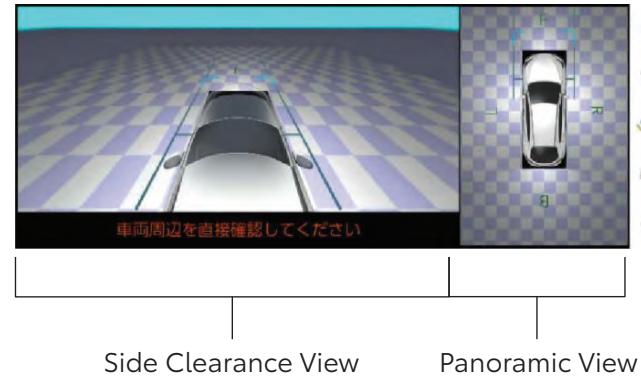
PANORAMIC VIEW MONITOR

Visibility Assistance

- The Panoramic View Monitor displays a composite image from cameras, showing the vehicle in a bird's eye view from above to support the driver when driving at slow speeds.
- At vehicle speeds of below about 12 km/h*, the Panoramic View Monitor screen can be displayed by pressing the camera switch.
- Instead of operating the main switch or onscreen switch, the Panoramic View screen can also be displayed by using the voice command system.

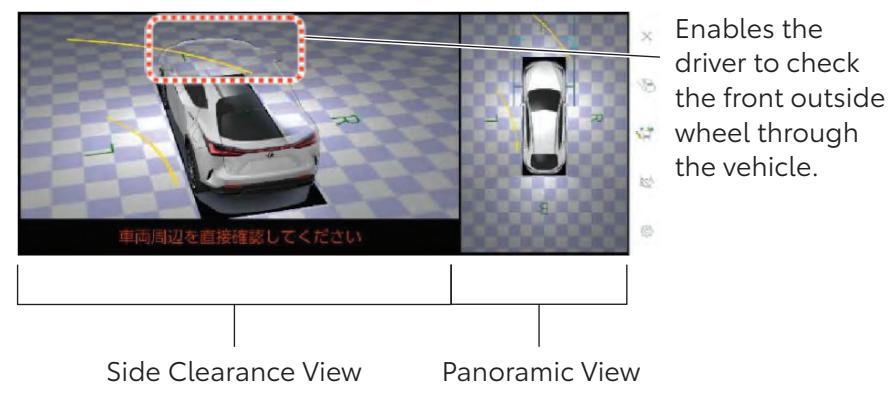
Side Clearance View

- When the shift position is D or N, pressing the camera switch to change the display mode displays the Panoramic View & Side Clearance View, which shows the front of the vehicle as if viewed from above and behind. This view enables the driver to intuitively check the clearance at the sides of the vehicle when passing another vehicle in a narrow road or stopping at the roadside.



Cornering View

- Cornering View displays an image as if viewed diagonally from the rear of the vehicle. This view supports the driver in checking left/right turns in a narrow road and avoiding mounting on curbs.



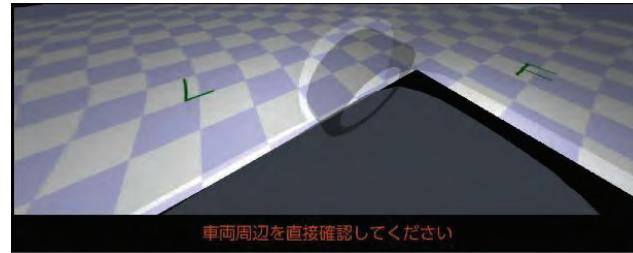
When the Panoramic View & Side Clearance View screen is displayed, turning the Cornering View auto display mode ON and turning the steering wheel about 180° or more from the neutral position automatically changes the display to the Panoramic View & Cornering View.

PANORAMIC VIEW MONITOR (continued)

See-Through View

- See-through View displays an image as if the vehicle's body is transparent and the driver is able to see areas that cannot be seen directly, supporting the driver in checking safety beneath the vehicle.
- Moving View displays an image as if viewed from diagonally above the vehicle, supporting the driver in checking safety around the vehicle panoramically.
- When the shift position is P, pressing the camera switch displays the See-through View or the Moving View.

See-through View



Pressing the display mode switching button changes screens

Moving View



CAMERA WASHER

A camera washer system is available to wash contamination (water droplets, dirt, snow residue etc.) from the surface of the back camera lens. Washer fluid can be sprayed by operating the combination switch attached to the steering wheel or multimedia switch.

TOYOTA MULTIMEDIA

As Toyota HEV icon, new Prius receives the all-new Toyota Multimedia system with large Optical Bonding screens and significant software updates all-new interface compared to previous generation Prius.

- Standard Wireless Android Auto™
- Standard Wireless Apple Carplay®
- Available Cloud Navigation (with active Drive Connect trial or subscription)
- Dual Bluetooth® phone connectivity



XLE

XLE comes equipped with the 8" Toyota Multimedia screen with connected services trials or available subscriptions.



Limited

Limited models come with the 12.3" Toyota Multimedia screen with connected services trials or available subscriptions.

TOYOTA SAFETY SENSE 3.0

The new Prius comes equipped with Toyota Safety Sense 3.0., which features both software and hardware enhancements that work jointly for better road detection and collision prevention.

TSS updates can be done through a software update through wireless communication using the DCM. Even during OTA software updates, vehicle can be driven normally and TSS functions used. Software updates are pushed when engine is on, it can take several days if driven for short period during that time. Note that you can't downgrade the TSS version. It will also require a subscription to connected services to do OTA updates. Critical updates will be pushed directly.

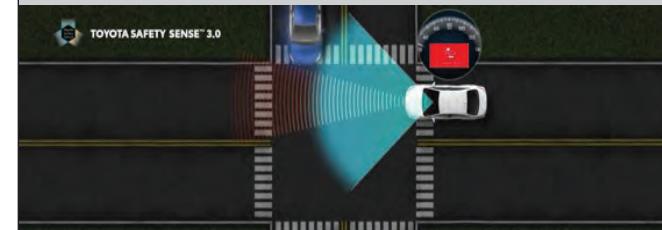
TSS 3.0 Safety Sense enhancements include the following:

- Pre-Collision System w/ Pedestrian Detection (PDC w/ PD)
- Lane Departure Alert with Steering Assist (LDA)
- Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- Lane Tracing Assist (LTA)
- Road Sign Assist (RSA)
- Automatic High Beam Assist (AHBA)*



Toyota
Safety
Sense

Pre-Collision System w/ Pedestrian Detection



TSS 3.0 enhancements include:

- » Motorcyclist detection
- » Ability to detect laterally approaching vehicles at an intersection

*Automatic High Beam Assist remains unchanged from TSS 2.5 systems.

TOYOTA SAFETY SENSE 3.0 (continued)

Lane Departure Alert

TOYOTA SAFETY SENSE® 3.0



TSS 3.0 enhancements include:

- » Enhanced lane recognition capable of detecting certain three-dimensional objects like guardrails

Full Speed Dynamic Radar Cruise Control

TOYOTA SAFETY SENSE® 3.0



TSS 3.0 enhancements include:

- » Ability to detect more than one preceding vehicle, including vehicles in adjacent lanes
- » Four preset distance settings instead of three

Lane Tracing Assist

TOYOTA SAFETY SENSE® 3.0



TSS 3.0 enhancements include:

- » Ability to detect slower vehicles in adjacent lanes
- » When passing, will provide steering input to offset the vehicle within the lane to increase the distance from the vehicle being passed

Road Sign Assist

TOYOTA SAFETY SENSE® 3.0



TSS 3.0 enhancements include:

- » Enhanced to detect additional sign types:
 - Certain intersection signs
 - Warning signs, such as pedestrian crossings

TOP SELLING FEATURES

Hybrid Reborn:

After 25 years of pioneering hybrid technology, the all new Prius is reborn as the icon for all Toyota hybrid powertrain. We have made significant improvements from its platform, to powertrain, to driving performance, to technology. It is a hybrid built for the future with no compromise.



Fuel Efficiency

As part of Toyota's diverse approach to carbon neutrality, the Prius hybrid is part of a lineup that looks to move "beyond zero". Fifth generation Toyota Hybrid System enables Prius to remain one of the most fuel efficient vehicles in its class, having an estimated fuel consumption of City/Hwy/Cmbd of 4.8/4.7/4.8 L/100k.

Captivating Drive Performance

When it comes to performance, Prius is purpose-built. The new hybrid system enhances driving performance with increases to both engine and battery output. Net horsepower output has been increased from 121 to 196 hP. The acceleration feel and vehicle handling have also been enhanced, providing a driving feel and accelerator response unique to electrified vehicles.



Breathtaking Design

The all-new Prius offers a style that is modern, progressive and understated from the inside out. With its piercing silhouette that evokes a level of aerodynamic flair, the new Prius lowers the roofline and expands the rear of the vehicle versus previous generation, adding a dynamic look to its modern style. Interior design of Prius is clean-cut and intuitive, featuring new Island Architecture that is both functional and attractive.



Latest Technology

As our hybrid powertrain icon, all new Prius features Toyota latest technology of new Toyota Multimedia, which allows for dual Bluetooth® phone connectivity and wireless Apple CarPlay® and Android Auto™ compatibility, and Toyota Safety Sense 3.0.



TOYOTA
UNIVERSITY

