

# 2014 Prius c







Prius c with Premium Package shown in Summer Rain Metallic.

# Designed for the city.

Made for you.

With its city-friendly size and combined fuel consumption rating of 3.8 L/100 km, the 2014 Prius c makes short work of long, busy streets. So go ahead, make spontaneous plans way uptown even when you're way downtown. Complementing its bold and sleek exterior design is a modern and stylish interior that includes user-friendly technology that is easy

to access, and quality details like soft-touch materials on the dash and available supple SofTex®-trimmed seats. Prius c offers a host of convenient and premium features that only add to an already-exceptional driving experience.

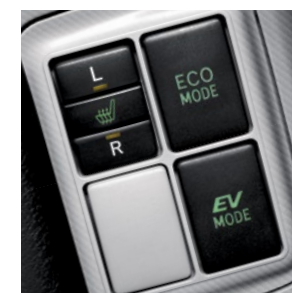


## SMART KEY SYSTEM WITH PUSH BUTTON START

When the available Smart Key fob is within 2.3 ft. of Prius c, both the vehicle's front doors and its liftgate can be unlocked without a key. The engine can also be started with the push of a button.

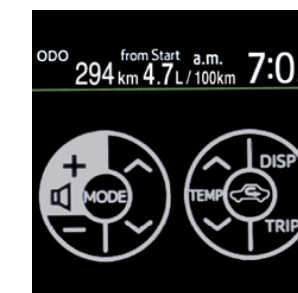
## DISPLAY AUDIO SYSTEM<sup>9</sup> WITH NAVIGATION<sup>4</sup>

The available Display Audio System<sup>9</sup> with Navigation<sup>4</sup> is fully loaded with fantastic features and functionality, like a 6.1-inch touch-screen, Bluetooth<sup>®3</sup> wireless music streaming, and a unique "text to voice" feature that converts text messages from your phone into voice messages through the car speakers.



## EV/ECO MODE

Prius c offers two different modes for different types of driving. EV mode drives solely on battery power for up to 1.6 km under certain conditions, while ECO mode helps maximize fuel economy.



## 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 to press without having to look down at the steering wheel.



# Make room.

Creating extra space has never been easier.

Prius c was created with the big city in mind. As the smallest and most affordable member of the Prius family, Prius c makes fitting into the city easier, and more fun than ever. Its low centre of gravity design and 9.6 metre turning circle not only deliver agile and responsive handling, but also make parking in the most

challenging of spaces incredibly easy. Even though it's a compact car, Prius c offers a surprising amount of interior space. Whether you and four friends are heading out to take in a show or you're configuring the seats to transport all of your gear, Prius c will always make the most out of any situation.

## AVAILABLE MOONROOF

If you're someone 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.



## 5-DOOR FLEXIBILITY

You and your passengers will love just how easy it is to get in 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.



# Drive confident.

Safety features designed to protect.

Where you're going is just as important as how you get there. That's why we've engineered Prius c with the most advanced active and passive safety systems to help you stay out of harm's way. It features a Supplemental Restraint System<sup>1</sup> that includes 9 standard airbags, Whiplash-Injury-Lessening (WIL)

seatbacks, as well as front and rear energy-absorbing crumple zones and a collapsible steering column to help protect occupants in the event of a collision. What does this all mean? Peace of mind, knowing that Prius c has you covered.



Prius c with Premium Package shown in Absolutely Red.



## CARGO SPACE

The large rear liftgate opens up wide to give you easy access to a spacious 481 litres of cargo area – that's enough space for four golf bags or an equivalent number of snowboards.

## REAR SEAT DESIGN

Underneath the rear seats is where we've hidden the Nickel-Metal Hydride (Ni-MH) battery. This design not only saves space, but also helps to improve overall vehicle handling.



## 60/40 SPLIT FOLD-DOWN REAR SEATS

The available 60/40 split fold-down rear seats are engineered to offer a wide variety of custom seating and cargo configurations that adapt to whatever adventure you're taking.



## 9 AIRBAGS<sup>1</sup>

Prius c comes equipped with 9 standard airbags<sup>1</sup>, including: dual-stage driver and front passenger airbags, front seat-mounted side airbags, a driver's knee airbag, front & rear head/side curtain airbags and front seat cushion airbags.

## 3-POINT SEATBELTS

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

## LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) are included on all outboard second-row seats.

## TIRE PRESSURE MONITOR SYSTEM

The Tire Pressure Monitor System evaluates the pressure of the tires and issues a warning if the pressure becomes critically low.



Prius c Features

INTERIOR	Prius c	Prius c Technology
ENTERTAINMENT & CONNECTIVITY		
AM/FM/CD Player, MP3/WMA Playback	●	–
6.1" Touch Panel Display Audio <sup>5</sup> w/Navigation, <sup>4</sup> AM/FM/CD Player, MP3/WMA Playback	–	●
SiriusXM® Satellite Radio	–	●
USB Input Port, Auxiliary Input Jack	●	●
Bluetooth® <sup>3</sup> Hands-Free Phone Connectivity & Wireless Audio Streaming	●	●
4-Speakers	●	–
6-Speakers	–	●
Steering Wheel Bluetooth® <sup>3</sup> & Audio Controls	●	●
Advanced Voice Recognition	–	●
COMFORT & CONVENIENCE		
Air Conditioning w/Automatic Climate Controls	●	●
Cabin Air Filter, Rear Seat Heater Ducts	●	●
Power Door Locks	●	●
Power Windows w/Driver Side Auto Up/Down	●	●
Outside Temperature Gauge, Dual Trip Odometer	●	●
Multi-Information Display w/ECO Drive Monitor	●	●
Touch Tracer Display	–	●
Dual Vanity Mirrors	●	●
4-Spoke, Tilt & Telescopic Steering Wheel w/Climate Controls	●	●
Digital Clock	●	●
Carpet Floor Mats, All-Season Floor Mats	●	●
Push Button Start	–	●
Smart Key System (Driver Door Handle Touch Lock/Unlock Sensor)	–	●
Cruise Control	–	●
Centre Console Box w/Armrest	–	●
Front & Rear Cupholders, Door Map Pockets	●	●
Front Passenger Seat Back Pocket	–	●
Accessory Power Outlet (12 V), Retained Accessory Power	●	●
Keyless Entry	●	●
Tonneau Cover	–	●
SEATING & TRIM		
Front Bucket Seats w/Fabric Seat Material	●	●
Driver & Front Passenger Seats w/Recline, Fore/Aft Adjustments	●	●
Driver Seat Cushion Height Adjustments	–	●
Rear Bench Seat w/Fold-Down Seat Back	●	–
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	–	●
All-Position Vertically Adjustable Headrests	–	●

● = Standard   ○ = Optional   – = Not Available

Available Packages

	Prius c	Prius c Technology
Upgrade Package		
6-Speakers, Driver Seat Cushion Height Adjustment, Cruise Control, Variable Intermittent Wipers, Tonneau Cover, Rear Centre Console Box, Premium Cloth Seats, All-Position Vertically Adjustable Headrests, 60/40 Split Rear Bench Seat, Leather Covered Instrument Panel, Front Passenger Seatback Pocket	○	–
Premium Package		
P195/50R16 All-Season Radial Tires, 16" Aluminum Alloy Wheels, Fog Lamps, Heated Front Seats, SofTex®-Trimmed Seats, Power Moonroof w/Sunshade, Synthetic Leather-Wrapped Steering Wheel, (Delete Rear Assist Grips)	–	○

Genuine Accessories

Block Heater
Bodyside Mouldings
Cargo Net
Hood Deflector
Paint Protection Film
Rear Bumper Protector

Prius c Specifications

MECHANICAL	Prius c	Prius c Technology
ENGINE		
Type		
1.5 Litre, 4-Cylinder, DOHC, 16-Valve, Variable Valve Timing w/Intelligence (VVT-i), Sequential Multiport Electronic Fuel Injection, Drive Mode Select	●	●
Compression Ratio		
13.4:1	●	●
Hybrid System Net Power		
Net HP: 99 hp (74 kW) <sup>8</sup>	●	●
Electric Motor		
Permanent Magnet AC Synchronous Motor	●	●
HV Battery		
Sealed Nickel-Metal Hydride (Ni-MH)	●	●
DRIVETRAIN		
Drive Configuration		
Front Engine/Front Wheel Drive	●	●
Hill-Start Assist Control (HAC)	●	●
Transmission		
Automatic, Continuously Variable Transmission (CVT)	●	●
CHASSIS		
Suspension		
Front: Independent MacPherson Gas Struts w/Stabilizer Bar	●	●
Rear: Torsion Beam Type	●	●
Brakes		
Power-Assisted, Ventilated Front Discs, Rear Drums	●	●
Integrated Regenerative Braking System, Electronically Controlled Hydraulic Braking System (ECB-R)	●	●
Steering		
Electric Rack & Pinion w/Variable Power Assist	●	●
Wheels & Tires		
15" Steel Wheels w/Full Wheel Covers	●	–
15" Aluminum Alloy Wheels, Wheel Locks	–	●
16" Aluminum Alloy Wheels, Wheel Locks	–	○
P175/65R15, All-Season Radials, Temporary Spare Tire	●	●
P195/50R16, All-Season Radials, Temporary Spare Tire	–	○

(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Toyota tests certain Bluetooth® capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth® technology are available with bilingual compatibility. Please see your Toyota Dealer for details. (4) The Toyota Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Rely on your common sense to decide whether or not to follow a specified route. Detailed coverage is not available for every city or roadway. Optional periodic geographic updates are available at an additional cost. The Navigational systems in some vehicles are available with bilingual capability. Please see your Navigation System Owner's Manual and your Toyota Dealer for further details. (5) 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. (6) 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. (7) 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, 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. (8) The maximum output indicates engine plus HV battery output. (9) Driving while distracted can result in loss of vehicle control. Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving.

New vehicle warranty summary

– No deductibles – no transfer fees

DIMENSIONS	mm (in.)	Prius c	Prius c Technology
Length	3995 (157.3)	●	●
Width	1695 (66.7)	●	●
Height (Unloaded)	1445 (56.9)	●	●
Wheelbase	2550 (100.4)	●	●
Track			
Front:	1480 (58.3)	●	●
Rear:	1475 (58.1)	●	●
Headroom			
Front:	981 (38.6)	●	●
Rear:	937 (37.0)	●	●
Legroom			
Front:	1060 (41.7)	●	●
Rear:	888 (35.0)	●	●
Shoulder Room			
Front:	1329 (52.3)	●	●
Rear:	1314 (51.7)	●	●
Turning Circle	m (ft.)		
9.6 (31.4)	●	●	
Ground Clearance	140 (5.5)	●	●

WEIGHT & CAPACITIES
Curb Weight
1132 (2500)
Seating Capacity
5
Cargo Capacity
litres (cu.ft.)
481 (17.1) Behind Rear Seats
Fuel Capacity
litres (gal)
36 (7.9)

FUEL CONSUMPTION RATING <sup>2</sup>
City/Highway/Combined
L/100 km      mpg (imperial gallon)
3.6/4.0/3.8      78/71/74



2014 Prius c comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

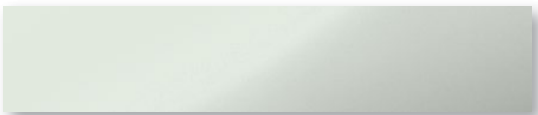
- VSC** VEHICLE STABILITY CONTROL  
Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.<sup>5</sup>
- TRAC** TRACTION CONTROL  
Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).
- ABS** ANTI-LOCK BRAKE SYSTEM  
Prevents brakes from locking up by “pulsing” brake pressure to each wheel to help you stay in control in emergency braking situations.

- EBD** ELECTRONIC BRAKE-FORCE DISTRIBUTION  
Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.
- BA** BRAKE ASSIST  
Detects sudden or “panic” braking and adds the full pressure needed to help prevent a collision.<sup>6</sup>
- SST** SMART STOP TECHNOLOGY  
Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.<sup>7</sup>

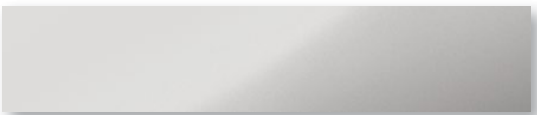
Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit [toyota.ca](http://toyota.ca) for more details.

Colours

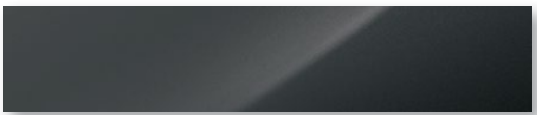
EXTERIOR COLOUR OPTIONS



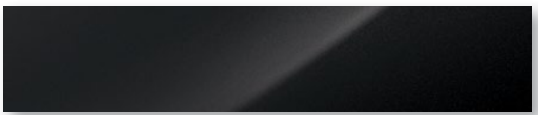
082 Moonglow



1F7 Classic Silver Metallic



1G3 Magnetic Grey Metallic



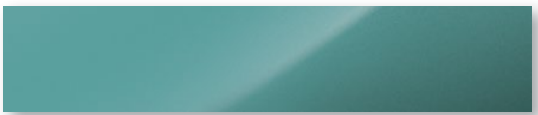
209 Black Sand Pearl



3P0 Absolutely Red



5A3 Sun Fusion



774 Summer Rain Metallic



8T7 Blue Streak Metallic

Please see your Toyota Dealer for details.

INTERIOR COLOUR OPTIONS

	Moonglow	Classic Silver Metallic	Magnetic Grey Metallic	Black Sand Pearl	Absolutely Red	Sun Fusion	Summer Rain Metallic	Blue Streak Metallic
Prius c	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric	Black/Grey Fabric
Prius c Technology	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®	Black/Grey Fabric or Black SofTex®





Prius c



Prius



Prius Plug-in



Prius v



Camry Hybrid



Highlander Hybrid



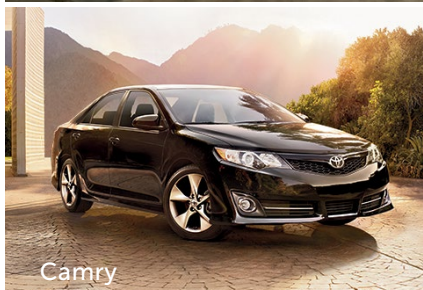
Yaris



Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

At Toyota **quality**, **safety** and **sustainability** are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit [toyota.ca](http://toyota.ca).



Toyota recognizes its duty to safeguard the environment. Please recycle.  
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