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TOYOTA | PRIUS C





is Smart.

HYBRID SYNERGY DRIVE

Environmentally friendly Hybrid Synergy Drive. PRIUS c was created to make it more a part of daily life, enabling a smart new way of living that's filled with joy and happiness. That's what PRIUS c is all about.

HYBRID SYNERGY DRIVE

Always winning attention

PRIUS c's distinctive prow and sleek, aerodynamic, triangle silhouette say a lot about the car's performance, and about the person who drives it. When you're this active — and have this much fun — you're always the center of attention.



HYBRID SYNERGY DRIVE

Like riding on air

PRIUS c's compact new Hybrid Synergy Drive system offers excellent acceleration performance, with satisfying, agile response when you want it most. In town or on the highway, power is delivered smoothly and efficiently.



Drive Mode Switches

Drive mode switches let you optimize fuel consumption, throttle response, and onboard energy use to suit driving conditions. ECO Drive mode, for example, optimizes air conditioner energy use and other parameters to ensure maximum fuel efficiency, while EV Drive mode uses only electric motor power to ensure quiet, emission-free driving.



Minimum Turning Radius

4.8 m (Tires)

Minimum Turning Radius

With a minimum turning radius of only 4.8m, PRIUS c makes it easy to maneuver in narrow streets, or parallel park in limited space.



HYBRID SYNERGY DRIVE

Be tempted at a glance

One look at the friendly yet advanced new design of the PRIUS c cockpit tells you you're about to have a driving experience of pure pleasure. It's got a practical and easy-to-operate layout, plus an advanced multi-information display for instant confirmation of vehicle operating status and control settings. With innovation at your fingertips, the fun and satisfaction of eco-driving are yours to command.





Eco Drive Monitor

The 3.5-inch, full-color TFT multi-information display lets you quickly confirm a wide range of vehicle operating parameters. Color-themed content is easy to view and makes eco-driving more fun.



Menu Screen

User-friendly Menu Screen provides immediate access to information.



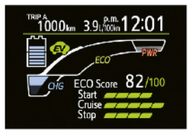
Energy Monitor

Realtime monitoring of engine and motor operating status.



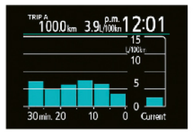
Drive Information

Average speed, current cruising range, and other essential driving information.



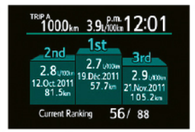
ECO Score

Realtime ECO Score display when starting, cruising, and idling.



5-min Consumption

Displays fuel consumption for the preceding 30 minutes in 5-minute increments.



Past Record

Displays your top three fuel efficiency records as well as your current fuel efficiency ranking.



Air Conditioning

Cabin climate can be controlled from the steering wheel, or via a dial and switches that are integrated into a single panel within easy reach of the driver's seat.



Steering Wheel Switches with Touch Tracer

Steering wheel switches with Touch Tracer technology help minimize the need for eye movement when operating controls. As you touch each area of the switch, the corresponding function is instantly illuminated in the multi-information display. In addition to audio and information display content, the steering wheel switches also let you control the air conditioning recirculation mode and temperature settings.



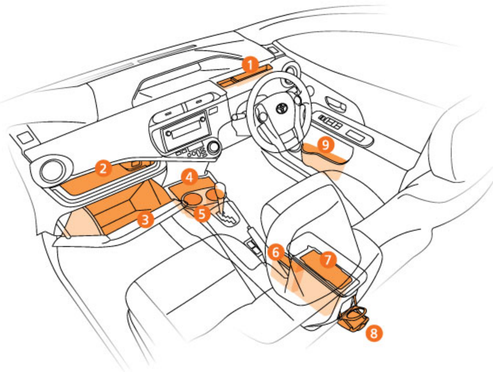


HYBRID SYNERGY DRIVE

Set yourself free

Inside, the compact yet surprisingly spacious PRIUS c lets you create your own world. Entry is easy, with a low hip point, high head clearance, and a form-fitting new seat to welcome you. In-cabin storage abounds, and the versatile folding rear seats give you the freedom to carry all kinds of fun gear.





Storage Space

Easy-to-access storage areas are provided to meet every imaginable need. From compartments and pockets for small items, to cup holders for beverages, a wide variety of amenities help you keep your belongings organized.

1. Meter side box
2. Open tray for front seat passenger
3. Glove box
4. Front console tray
5. Front cup holders
6. Console side pocket
7. Center console box
8. Rear cup holder
9. Door trim pockets



1 Meter side box

A convenient, 0.4L box that's perfect for small items.



2 Open tray for front seat passenger

A versatile storage area equipped with a USB terminal and an audio-in mini-jack.







Luggage Room

Optimized hybrid system design positions the battery and fuel tank under the rear seat, ensuring a full 260L of potential cargo space.

Seat Configuration

60:40 split rear seats are freely configurable, so even long items and bulky recreational gear are easier to accommodate.



LOW EMISSIONS

Exceptionally high fuel efficiency optimizes performance and minimizes output of CO_2 and other harmful emissions. Naturally, the PRIUS c is also designed to comply with relevant exhaust emissions regulations in various countries around the world.

FUEL EFFICIENCY

In addition to PRIUS c's newly-developed 1.5-liter engine, numerous other advances—including aerodynamic body design, close driver support via the multi-information display, and superior low-temperature performance—help enhance real-world fuel efficiency.

Hybrid Synergy Drive Innovation

4 key benefits for you

Hybrid Synergy Drive supports environmentally friendly driving with a host of technologies for low emissions, high fuel efficiency, excellent acceleration, and quiet operation.

HYBRID SYNERGY DRIVE

ACCELERATION

The high-torque power of the motor combines with the 1.5-liter engine to endow PRIUS c with outstanding acceleration performance, particularly in the middle speed ranges that are most frequently used for daily driving.

QUIETNESS

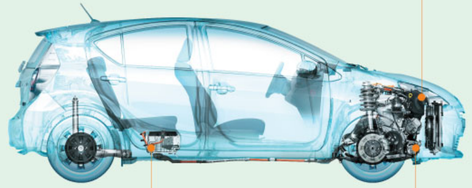
When powered only by the electric motor, PRIUS c offers its occupants—and the surrounding neighborhood—an atmosphere of quiet serenity. A pristine aural environment is also ensured by optimal placement of sound-absorbing and vibration-damping materials.

A compact new Hybrid Synergy Drive system with an optimally positioned battery layout for driving stability and high-efficiency power delivery

PRIUS c's newly developed Hybrid Synergy Drive system employs a lighter, more compact design to achieve truly outstanding small-class fuel economy. Optimized for efficient power delivery in every detail, it features an ECO Drive mode for maximum fuel efficiency, as well as an EV Drive mode for smooth, quiet operation that's all-electric and emission-free.

Engine

Based on a proven 1.5-liter engine of outstanding reliability, PRIUS c's powerplant employs advanced Atkinson cycle and exhaust gas recirculation (EGR) technologies to boost fuel efficiency and reduce unwanted emissions. Friction reduction at various points throughout the engine, and an improved electric water pump, also contribute to more efficient power delivery.



Drive Battery

The battery that powers the electric motor is optimally positioned under the rear seat to ensure sufficient trunk space.

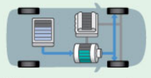
Transaxle / Motor / Inverter

Compact new Hybrid Synergy Drive system design significantly reduces overall size and weight. The electric motor also features a newly developed starter with rectangular coil for enhanced power and performance.

How the PRIUS c Hybrid Synergy Drive system works

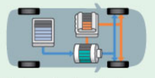
PRIUS c's Hybrid Synergy Drive system optimally regulates output from the engine and motor to ensure both maximum fuel efficiency and outstanding performance.

Starting



When you step on the accelerator, the vehicle begins moving smoothly and quietly, powered only by the electric motor.*1

Normal Driving



Motor and engine output are regulated to achieve optimum driving and battery-charging efficiency. Under low-load conditions, driving on electric power only is also possible.*1

Accelerating

In addition to the gasoline engine, the electric motor is also used to boost power and ensure smooth, confident acceleration.

Decelerating

The rotation of the wheels is used to drive the motor, causing it to function as a generator that efficiently captures the kinetic energy of deceleration and uses it to charge the battery.

Stopped

When the vehicle comes to a stop, the engine and motor both stop; no fuel is consumed.*2

*1: Gasoline engine power may also be used in some cases.
*2: If battery power is low when the vehicle comes to a stop, the engine will keep running to drive the generator motor that charges the battery; no external power is required for charging.

Reassurance is built in

PRIUS c gives you peace of mind with active safety features that help you prevent accidents, as well as passive safety features that help reduce collision damage. These built-in reassurances contribute to both your driving safety and fun.





Headlamp

LED headlamps with an auto levelling system contribute to forward visibility by illuminating a wide area, and to fuel efficiency by reducing energy use.



Braking control on a road surface with different left and right side traction characteristics



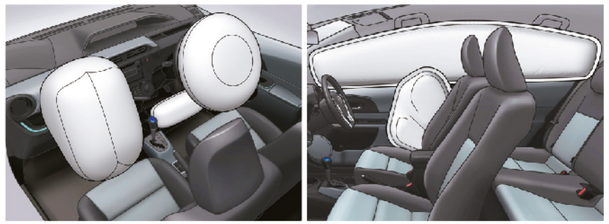
Rear wheel skid control



Front wheel skid control

Brake System

Even on slippery roads, PRIUS c helps you maintain vehicle stability with an Anti-lock Brake System, Vehicle Stability Control, Traction Control, Hill-start Assist Control, Brake Assist, and Electronically Controlled Braking-Regeneration.



Supplement Restraint System Airbags

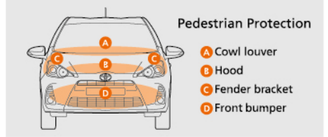
PRIUS c contributes to your safety with seven airbags: SRS airbags for both front seats, SRS side airbags for both front seats, SRS curtain-shield airbags for both sides, and an SRS airbag for the driver's knees.



WIL Concept Seat

Seat frame rigidity has been increased and headrest position has been optimized. In the event of a rear-end collision, the driver and passengers' backs sink into the seat, so that both head and back are simultaneously supported, mitigating impact force to the neck. These changes were made in an effort to help reduce injuries caused by whiplash.

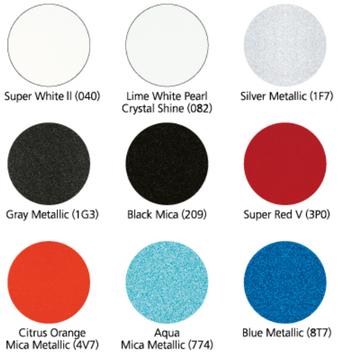




Body Structure

Designed in accordance with the principles of "collision compatibility" to help protect occupants when vehicles of differing sizes and weights collide, the body features crushable zones to help absorb impact force and reduce cabin deformation. In addition, the front of the PRIUS c is designed to help reduce leg and head impact force on pedestrians in the event of a collision.

Exterior Colors



Super White II (040)
Lime White Pearl Crystal Shine (082)
Silver Metallic (1F7)
Gray Metallic (1G3)
Black Mica (209)
Super Red V (3P0)
Citrus Orange Mica Metallic (4V7)
Aqua Mica Metallic (774)
Blue Metallic (8T7)

Interior Colors

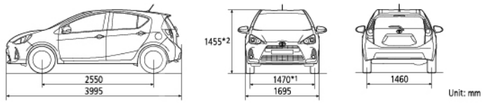


Synthetic Leather (Black)

Specifications

Model code		NHP10R-AHXVB
Transmission		Electrically Controlled Continuously Variable Transmission
DIMENSIONS & WEIGHT		
Overall length X width X height	mm	3995 X 1695 X 1455*2
Wheelbase	mm	2550
Tread Front	mm	1470*1
Rear	mm	1460
Ground clearance	mm	135
Curb weight	kg	1120-1140
PERFORMANCE		
Total max. output	kW	74
CHASSIS		
Suspension Front		MacPherson struts
Rear		Torsion beam
Brakes Type		Hydraulic / Regenerative
Front		Ventilated disc
Rear		Drum
Minimum turning radius (Tires)	m	4.8
Fuel tank capacity	liters	36
Tires		185/60R15

ENGINE		16V 1.5-liter (1NZ-FXE)
Type		16-valve with VVT-i
Piston displacement	cc	1497
Max. output (SAE net)	kW/rpm	54/4800
Max. torque (SAE net)	Nm/rpm	111/4000
Fuel system		Electronic Fuel Injection
MOTOR		
Type		Synchronous alternating current motor (Permanent magnet type)
Max. voltage	V	520
Max. output	kW	45
Max. torque	Nm	169
BATTERY		
Type		Sealed Ni-MH (Nickel-Metal Hydride)
Modules		20 (144V)
Connection method		Series
Capacity	Ah	6.5



*1: Rough road tire *2: Rough road tire with gained vehicle height (10mm)

- Addition of extra features may change figures in this chart.
- Toyota Motor Thailand Co., Ltd. reserves the right to alter any details of specifications and equipment without notice. Details of specifications and equipment are also subject to change to suit local conditions and requirements. Please inquire at your local dealer for details of any such changes that might be required for your area.
  Note: Vehicles pictured and specifications detailed in this catalog may vary from models and equipment available in your area.
- Vehicle body color might differ slightly from the printed photos in this catalog.