



**PRIUS**



**NOW.**

# START SOMETHING ELECTRIC

Introducing an automotive revolution. With the latest in hybrid technology and computerised features, it will change the way you look at driving. In fact it will make you question everything you expect from a car.

The combination of a petrol and electric engine allows you to use up to 50% less fuel than a similar sized car\*. One tank of fuel can get you over an astonishing 1000 kms\*. That's the distance between Sydney and Melbourne!

This reduction in fuel consumption also means fewer emissions. Actually, the Prius will produce up to 90% fewer smog forming pollutants than a similar sized car\*. The seamless transition from its petrol to electric motor and regenerative braking equates to optimal performance and efficiency, meaning the ingenious Prius only uses fuel when it needs to. This is all made possible thanks to a technology called Hybrid Synergy Drive. The same technology that allows the petrol motor to charge the battery in the electric motor, while you drive. And the most amazing thing is that the Prius drives like a normal car.

In a Prius, the impressive technology and gadgetry isn't just restricted to under the bonnet. It also offers some stunning computerised features such auto-recognition keyless entry# and Start button ignition. Furthermore it has a DVD based satellite navigation system# and a world wide Toyota first; bluetooth technology for hands-free mobile phone use#.

Start changing the way you think about cars.  
Start thinking over 1000 kms per tank is normal\*.  
Start reducing emissions by up to 90%



\*Fuel consumption testing based on ADR81/01 in factory controlled conditions.  
#Only available in the i-Tech pack.

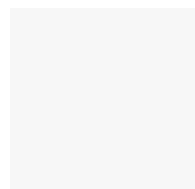
## PRIUS MODEL LINE-UP

PRIUS	i-TECH PACK
Push Button Start 15" Alloys Front Fog Lights 60/40 Split Rear Seats Reverse Warning Cruise Control Motor Traction Control Brake Assist System Single CD Player 6 Speakers Audio Control on Steering Wheel By Wire Technology (Brake & Shift) Illuminated Entry/Exit Rear Centre Headrest	(Additional to Prius Base Model) Smart Entry and Start Satellite Navigation Vehicle Stability Control Blue Tooth Capability CD Changer and Cassette Premium JBL Audio 9 Speakers Front Side Air Bags Side Curtain Air Bags

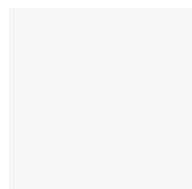
## EXTERIOR/INTERIOR COLOUR COMBINATIONS

EXTERIOR COLOUR	INTERIOR TRIM
Glacier White	Medium Grey
Sterling Silver	Medium Grey
Ebony	Medium Grey
Crimson	Ivory
Magnetic Bronze	Ivory
Gun Olive	Ivory
Crystal Blue	Ivory

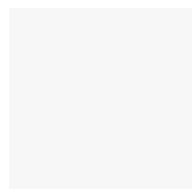
### EXTERIOR COLOUR



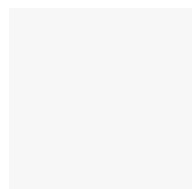
GLACIER WHITE



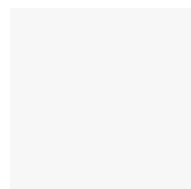
STERLING SILVER



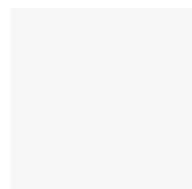
EBONY



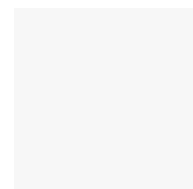
CRIMSON



MAGNETIC BRONZE

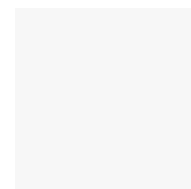


GUN OLIVE

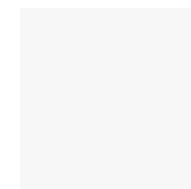


CRYSTAL BLUE

### INTERIOR TRIM



MEDIUM GREY



IVORY