

# 2010 TOYOTA PRIUS

EFFECTIVE 12-01-09

**MAJOR CHANGES FOR 2010:**

*All New Design*



CODE	SERIES	MODEL	INVOICE	RETAIL
1221		4D Hatchback I .....	20330.00	21400.00
1223		4D Hatchback II .....	21432.00	22800.00
1225		4D Hatchback III .....	22156.00	23800.00
1227		4D Hatchback IV .....	24762.00	26600.00
1229		4D Hatchback V .....	26129.00	28070.00

OTHER CHARGES	MODEL	INVOICE	RETAIL
Destination Charge .....	Standard .....	750.00	750.00

## STANDARD EQUIPMENT

**I**  
 3-Point Seat Belts in All Positions  
 Air Conditioning, Air filter, Automatic, CFC-Free, Pollen sensor  
 Airbags, Driver Advanced, Front Driver Side Seat mounted, Front Passenger Advanced, Front Passenger Side Seat mounted, Occupant Sensor, Side Curtain  
 Antenna, Fixed  
 Assist Handle(s)  
 Audio, AM/FM, CD, MP3, 2 speakers  
 Audio, Digital media auxiliary jack  
 Brakes (front/rear): Disc vented/Disc solid  
 Brakes - ABS  
 Brakes, Electronic Brake Distribution (EBD), Hydraulic, Power-assisted, Quick Brake Assist, Regenerative system  
 Bumpers, Body-color  
 Child Safety Features, Locks, rear doors  
 Child Seat Anchors, LATCH  
 Clock, Digital  
 Consoles, Floor, Overhead, Storage  
 Cupholders: 2  
 Defoggers, Rear  
 Displays, Multi-information, Outside temperature  
 Door Handles, Body-color  
 Drive System, Front Wheel  
 Emissions, AT-PZEV, SULEV  
 Energy Crumple Zone, Front & rear  
 Engine (Electric) - Battery - Power Output (kw): 60  
 Engine (Electric) - Battery, Sealed Nickel-Metal Hydride (NI-MH)  
 Engine (Electric) - Horsepower: 73 @ 5200 RPM; Torque: 142 @ 4000 RPM  
 Engine (Electric) - Maximum Output (kw): 100  
 Engine (Electric) - Maximum Volts: 650  
 Engine (Electric) - Normal Volts: 201.6  
 Engine (Electric) - Type, AC synchronous, Atkinson Cycle, Hybrid Synergy Drive, Permanent Magnet  
 Engine - 1.8L Inline 4-cyl EFI DÖHC 16-valve Hybrid ETCS-i VVT-i (2ZR-FXE) Horsepower: 98 @ 5200 RPM; Torque: 105 @ 4000 RPM  
 Glass, Solar control  
 Grille, Mesh  
 Head Restraints, Active front  
 Headlights, Auto off, Halogen, Projector  
 Ignition, Push-button start, Toyota Direct Ignition (TDI)  
 Immobilizing System, Engine  
 Instrument Panels, Driver Information Center, Hybrid System Power Meter, Speedometer digital, Trip computer

### **II incl in addition to or in place of I**

Audio, AM/FM, CD, MP3, 6 speakers  
 Capabilities/Wiring, Prewire satellite radio  
 Cargo Area, Tonneau cover  
 Cruise Control  
 Cupholders: 4  
 Keys, SmartKey System

Knee Bolsters, Driver  
 Lights - Interior, Cargo, Dome, Map  
 Mirrors - Exterior, Color-keyed, Foldaway manual, Power Monitors, Tire pressure  
 Power Features, Accessory delay  
 Power Locks, Door  
 Power Outlet(s), 12-volt, 2  
 Remote Keyless Entry, Illuminated, Panic Button  
 Remote Releases - Interior, Fuel filler door, Hatch, Hood  
 Rollback Protection, Hill-start Assist Control (HAC)  
 Safety Belt, ALR/ELR, Force Limiters front, Pretensioners front  
 Seats - Driver, 6-way adjuster  
 Seats - Front, Buckets  
 Seats - Passenger, 4-way adjuster  
 Seats - Rear, 60/40 split-folding  
 Side-Impact Protection, Door Beams  
 Spoiler, Rear, decklid  
 Stabilizer Bar, Front & rear  
 Steering Column, Collapsible  
 Steering Column, Tilt/telescoping  
 Steering Wheel, Controls audio, Controls climate, Multi-function  
 Steering, Electric Power Steering (EPS), Rack & pinion  
 Storage, Glovebox  
 Storage, Pockets, door  
 Storage, Under floor  
 Struts, MacPherson, front  
 Suspension (front/rear): Independent/Torsion bar(s)  
 Throttle, Electronically controlled  
 Tire Size (spare): Temporary  
 Tire Size, 195/65R15, All Season  
 Traction Control, Traction Control System (TRAC), Vehicle Stability Control (VSC)  
 Transmission Mode(s), Eco, Power  
 Transmission: Automatic Electronically Controlled Continuously Variable (ECVT)  
 Upholstery, Cloth  
 Visors, Mirror illuminated  
 Warranty, Basic 3-year/36,000-mile  
 Warranty, Hybrid 8-year/100,000-mile  
 Warranty, Powertrain 5-year/60,000-mile  
 Washers, Front, Linked  
 Wheels, 15", 5-spoke, Aluminum alloy  
 Windows, Power  
 Wipers, Variable intermittent, front

Mirrors - Exterior, Color-keyed, Foldaway manual, Heated, Power  
 Spoiler, Aerodynamic  
 Storage, Pockets, seatback  
 Storage, Rear  
 Transmission Mode(s), Eco, EV, Power  
 Wipers, Intermittent, rear

# 2010 TOYOTA PRIUS contd.

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**III incl in addition to or in place of II**

Audio, AM/FM, 6-disc CD changer, MP3, 8 speakers  
Communication, Bluetooth hands-free phone

Steering Wheel, Controls audio, Controls climate, Controls phone,  
Multi-function

**IV incl in addition to or in place of III**

Air Conditioning, Air filter, Automatic, CFC-Free, Ionizer, Pollen  
sensor

Seats - Driver, 6-way adjuster, Lumbar support power  
Seats - Front, Buckets, Heated

Garage Door Opener, HomeLink  
Glass, Solar control, Water-repellent side  
Mirrors - Interior, Auto-dimming

Steering Wheel, Controls audio, Controls climate, Controls phone,  
Leather-wrapped, Multi-function  
Upholstery, Leather

**V incl in addition to or in place of IV**

Fog Lights, Integrated front  
Headlights, Auto off, Auto-leveling, LED, Washers

Tire Size, 215/45R17, All Season  
Wheels, 17", 5-spoke, Aluminum alloy

CODE	ACCESSORIES & EQUIPMENT	MODEL AVAILABILITY	INVOICE	RETAIL
<b>OTHER OPTIONS:</b>				
AY	Advanced Technology Package..... Incl dynamic radar cruise control, pre-collision system, USB port w/iPod connectivity, lane keep assist, intelligent parking assist, DVD-based voice-activated navigation system w/touch screen, JBL AM/FM radio w/4-disc CD/MP3 changer, 8 speakers, integrated satellite radio & XM Nav traffic capability, Bluetooth hands-free phone/music streaming capability, backup camera & Safety Connect - Incl NV	Only avail on V .....	3783.00	4500.00
NW	Navigation Package..... Incl DVD-based voice-activated navigation system w/touch screen, JBL AM/FM radio w/4-disc CD/MP3 changer, 8 speakers, integrated satellite radio & XM Nav traffic capability, Bluetooth hands-free phone/music streaming capability & backup camera - N/A w/SW	Only avail on III .....	1726.00	2030.00
NY	Navigation Package w/Safety Connect .....	Only avail on IV or V .....	2124.00	2480.00
SW	Solar Roof Package .....	Only avail on III .....	3166.00	3830.00
SY	Solar Roof Package w/Safety Connect .....	Only avail on IV .....	3564.00	4280.00
<b>EMISSIONS:</b>				
FE	50 States .....	All Vehicles .....	N/C	N/C
CODE	COLOR DESCRIPTION	MODEL AVAILABILITY	INVOICE	RETAIL

<b>EXTERIOR COLORS:</b>				
***	Barcelona Red Metallic..... N/A w/Misty Gray	All Vehicles .....	N/C	N/C
***	Black .....	All Vehicles .....	N/C	N/C
***	N/A w/Bisque			
***	Blizzard Pearl .....	All Vehicles .....	176.00	220.00
***	Blue Ribbon Metallic..... N/A w/Misty Gray	All Vehicles .....	N/C	N/C
***	Classic Silver Metallic..... N/A w/Bisque	All Vehicles .....	N/C	N/C
***	Sandy Beach Metallic..... Req Bisque	All Vehicles .....	N/C	N/C
***	Winter Gray Metallic .....	All Vehicles .....	N/C	N/C
***	N/A w/Bisque			
<b>INTERIOR COLORS:</b>				
***	Bisque.....	All Vehicles .....	N/C	N/C
***	Dark Gray .....	All Vehicles .....	N/C	N/C
***	Misty Gray.....	All Vehicles .....	N/C	N/C

MODEL	VEHICLE SPECIFICATIONS				
	I	II	III	IV	V
	4D Hbk	4D Hbk	4D Hbk	4D Hbk	4D Hbk
Base Curb Wt (lbs)	3,042	3,042	3,042	3,042	3,042
Est MPG (city)	51	51	51	51	51
Est MPG (hwy)	48	48	48	48	48
Fuel Capacity (gal)	11.9	11.9	11.9	11.9	11.9
Seating Capacity	5	5	5	5	5
Wheelbase (in)	106.3	106.3	106.3	106.3	106.3