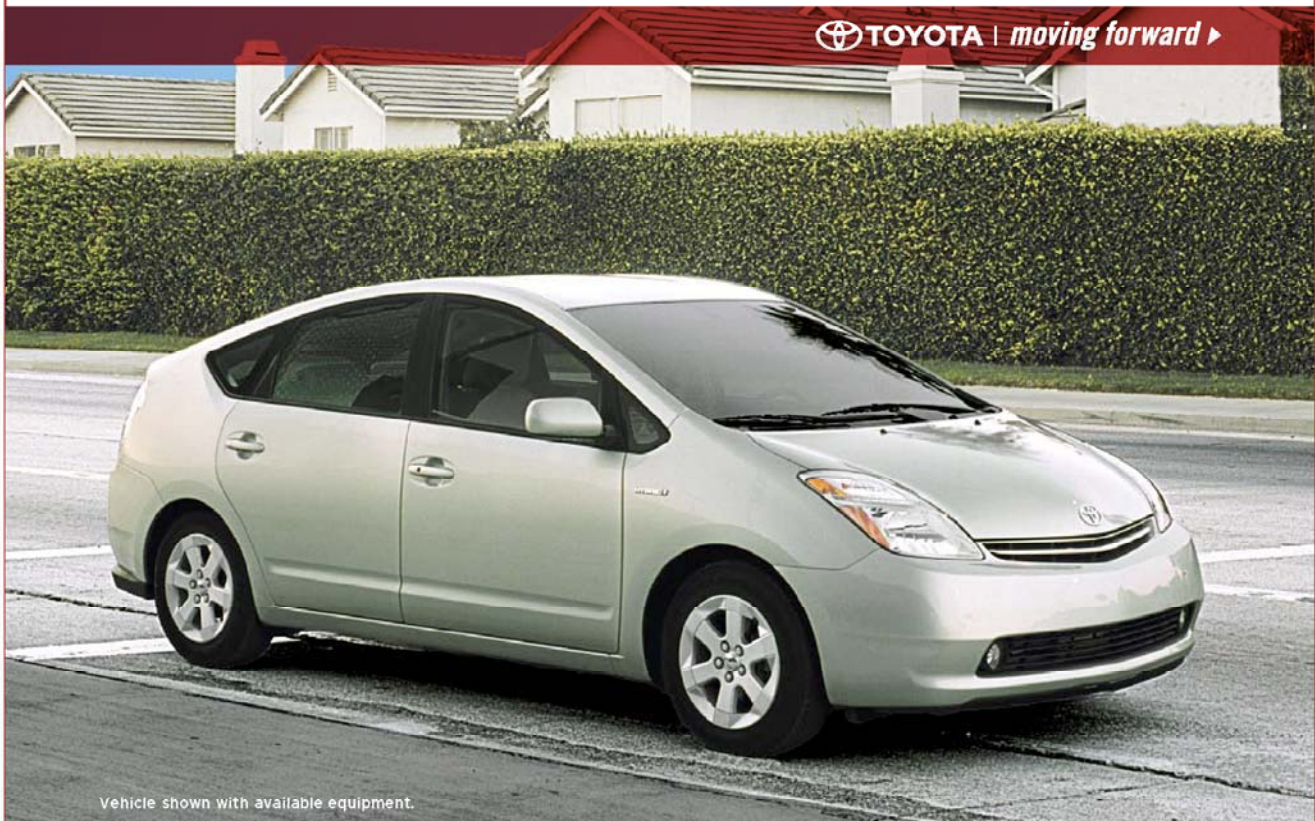


06 Prius

TOYOTA | *moving forward* ▶



Vehicle shown with available equipment.

The 2006 Prius with Hybrid Synergy Drive® offers amazing fuel economy and produces nearly 80% fewer smog-forming emissions. Plus, you never need to plug-in for recharging. And with its available leather interior, it's also comfortable and luxurious: after all, there's 650^{mi} miles between fill-ups. toyota.com

*Please see Warranties section for all disclaimers.






'06 // Prius



Prius in Millennium Silver Metallic with available Package #9

4-Door Gas/Electric Hybrid
(1224)
MSRP* Starting At: \$21,725.00

Exterior colors available for your Prius

| | | | |
|--|---|---|---|
| Super White  | Classic Silver Metallic  | Magnetic Gray (Available May 2006)  | Black  |
| Barcelona Red Metallic  | Driftwood Pearl  | Silver Pine Mica  | Seaside Pearl  |

Interior colors available for your Prius

| | | | |
|--|---|--|--|
| Dark Gray Fabric  | Bisque Fabric  | Dark Gray Leather  | Bisque Leather  |
|--|---|--|--|

MSRP*
* 2006 Manufacturer's Suggested Retail Price (MSRP): Actual dealer price may vary. Pricing, specifications, standard features and available equipment are based on information available when this page was produced and are subject to change without notice. MSRP excludes Delivery, Processing and Handling Fee (DPH). Historically, vehicle manufacturers and distributors have charged a separate fee for processing, handling and delivering vehicles to dealerships. Toyota's charge for these services is called the "Delivery, Processing and Handling Fee" and is based on the value of the processing, handling and delivery services Toyota provides as well as Toyota's overall pricing structure. Toyota may make a profit on the Delivery, Processing and Handling Fee. Excludes taxes, license, title and available or regionally required equipment.

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Standard Features

s = Standard

4-Door Gas/Electric Hybrid (1224)

MECHANICAL & PERFORMANCE

| | |
|--|---|
| 1.5L 4Cyl DOHC 16 Valve w/VVT-i SFI Engine | S |
| Electronically Continuously Variable Transmission (ECVT) | S |
| Hybrid Synergy Drive® System | S |
| Cruise Control | S |
| Electronic Power Steering System | S |
| MacPherson Strut Front Suspension | S |
| Torsion Beam Rear Suspension | S |
| Front Disc (14") and Rear Drum Brakes | S |

SAFETY

| | |
|--|---|
| Driver & Front Passenger Advanced Airbag System | S |
| ABS w/Electronic Brake Force Distribution (EBD) & Brake Assist | S |
| Traction Control (TRAC) | S |
| Engine Immobilizer | S |
| Side-Impact Door Beams | S |
| 3-Point Seatbelts w/Driver-side Emergency Locking Retractor (ELR), Front Passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S |
| Rear-Seat Child Restraint System(CRS) Lower Anchors & Top Tether Brackets (LATCH) | S |
| Adjustable Front Shoulder Belt Anchors | S |
| Tire Pressure Monitoring System | S |

COMFORT & CONVENIENCE

| | |
|-------------------|---|
| Push Button Start | S |
|-------------------|---|

'06 // Prius

| Standard Features s = Standard | 4-Door Gas/Electric Hybrid (1224) |
|--|-----------------------------------|
| Liquid-Crystal Multi-Info Display Panel w/Energy Monitor, Fuel Consumption, Climate Control, O/S Temp & Audio Status | S |
| Remote Keyless Entry System | S |
| Cargo Area Side Panel & Under-Floor Storage w/Tonneau Cover | S |
| Center Console Armrest & Dual-Compartment Glove Box | S |
| Overhead Console w/Map Lights | S |
| Auto Climate Control w/Air Filtration | S |
| Power Door Locks & Windows w/Driver-Side Auto Up/Down | S |
| Tilt Steering Wheel w/Audio, Climate Control and Navigation Function Controls ^[2] | S |
| 4-Way Adjustable Front Seats w/Adjustable Headrests | S |
| 60/40 Split Fold-Down Rear Bench Seats | S |
| Two 12V Auxiliary Power Outlets | S |
| EXTERIOR | |
| 15 Alloy Wheels w/P155/65R15 Tires | S |
| Dual Color-Keyed Power Heated Outside Mirrors | S |
| Washer-Linked Variable Intermittent Windshield Wipers | S |
| Heavy-Duty Rear Window Defogger w/Timer | S |
| Chrome-Type Finish Front Grille | S |
| Rear Spoiler | S |
| Multi-Reflector Halogen Auto-Off Headlamps | S |

'06 // Prius



Prius in Millennium Silver Metallic with available Package #9

The following option combinations are available

4-Door Gas/Electric Hybrid (1224)**Option Combo A \$0.00**

50-State Emissions (FE)

Option Combo B \$650.00

50-State Emissions (FE)

Package #1 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3]. (GY)

Option Combo C \$825.00

50-State Emissions (FE)

Package #2 Includes: AM/FM CD w/6 speakers, aux. audio jack and MP3/WMA playback capability, Smart Key System, and backup camera [4]. (HE)

Option Combo D \$1,475.00

50-State Emissions (FE)

Package #3 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], AM/FM CD w/6 speakers, aux. audio jack and MP3/WMA playback capability, Smart Key System, and backup camera [4]. (HF)

Option Combo E \$1,475.00

50-State Emissions (FE)

Package #1 (GY)

Package #2 (HE)

Option Combo F \$1,825.00

50-State Emissions (FE)

Package #4 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], AM/FM CD w/6 speakers, aux. audio jack and MP3/WMA playback capability, Smart Key System, backup camera [4] and Vehicle Stability Control (VSC)[5]. (HG)

Option Combo G \$3,205.00

50-State Emissions (FE)

Option Combo H \$3,830.00

50-State Emissions (FE)

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Package #5 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], Anti-theft system and auto-dimming rearview mirror with HomeLink® [6] universal transceiver, Smart Key System, backup camera [4], Vehicle Stability Control (VSC) [5] and JBL® AM/FM 6-disc In-dash CD changer w/9 speakers in seven locations, aux. audio jack, MP3/WMA playback capability and hands-free phone capability via Bluetooth® [7] wireless technology. (HI)

Option Combo I \$5,730.00

50-State Emissions (FE)

Package #7 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], Anti-theft system and auto-dimming rearview mirror w/HomeLink® [6] universal transceiver, Smart Key System, backup camera [4], Vehicle Stability Control (VSC) [5], High Intensity Discharge (HID) headlamps and integrated fog lamps, JBL® AM/FM 6-disc In-dash CD changer w/9 speakers in seven locations, aux. audio jack, MP3/WMA playback capability and hands-free phone capability via Bluetooth® [7] wireless technology, and Voice-activated DVD navigation system [8]. (NL)

Package #6 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], Anti-theft system and auto-dimming rearview mirror with HomeLink® [6] universal transceiver, Smart Key System, backup camera [4], Vehicle Stability Control (VSC) [5], High Intensity Discharge (HID) headlamps and integrated fog lamps, and JBL® AM/FM 6-disc In-dash CD changer w/9 speakers in seven locations, aux. audio jack, MP3/WMA playback capability and hands-free phone capability via Bluetooth® [7] wireless technology. (HK)

Option Combo J \$6,890.00

50-State Emissions (FE)

Package #8 Includes: Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [3], Anti-theft system and auto-dimming rearview mirror w/HomeLink® [6] universal transceiver, Smart Key System, backup camera [4], Vehicle Stability Control (VSC) [5], High Intensity Discharge (HID) headlamps and integrated fog lamps, JBL® AM/FM 6-disc In-dash CD changer w/9 speakers in seven locations, aux. audio jack, MP3/WMA playback capability and hands-free phone capability via Bluetooth® [7] wireless technology, Voice-activated DVD navigation system [8], Leather-trimmed seats and steering wheel. (NW)

'06 // Prius

Specifications

4-Door Gas/Electric Hybrid (1224)

HYBRID SYNERGY DRIVE®**GASOLINE ENGINE**

| | |
|-------------------|--|
| Type | Aluminum double overhead cam (DOHC) 16-valve VVT-i 4-cylinder |
| Displacement | 1.5 liters (1497 cc) |
| Bore x stroke | 75.0 mm x 84.7 mm |
| Compression ratio | 13.0:1 |
| Valvetrain | 4-valve/ cylinder with Variable Valve Timing with intelligence (VVT-i) |
| Induction system | Multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i) |
| Ignition system | Electronic, with Toyota Direct Ignition (TDI) |
| Power output | 76 hp @ 5000 rpm (57 kW @ 5000 rpm) |
| Torque | 82 lb.-ft. @ 4200 rpm (111 Nm @ 4200 rpm) |
| Emission rating | Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) [10] |

ELECTRIC MOTOR

| | |
|--------------|--|
| Motor type | Permanent magnet AC synchronous motor |
| Power output | 67 hp @ 1200-1540 rpm (50 kW @ 1200-1540 rpm) |
| Torque | 295 lb.-ft. @ 0-1200 rpm (400 Nm @ 0-1200 rpm) |
| Voltage | 500V maximum |

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Specifications

4-Door Gas/Electric Hybrid (1224)

TRACTION BATTERY

| | |
|-------------------------|--|
| Type | Sealed Nickel-Metal Hydride (Ni-MH) [11] |
| Power output | 28 hp (21 kW) |
| Voltage | 201.6V |
| Hybrid System Net Power | 110 hp (82 kW) |

MECHANICAL/PERFORMANCE

| | |
|--------------|---|
| Transmission | Electronically controlled continuously variable transmission (ECVT) |
|--------------|---|

SUSPENSION

| | |
|----------------------|--|
| Front | Independent MacPherson strut with stabilizer bar |
| Rear | Torsion beam with stabilizer bar |
| Steering | Rack-and-pinion with electric power-assist |
| Turning circle (ft.) | 34.1 |
| Brakes | Power-assisted ventilated front disc/ rear drum with Anti-lock Brake System (ABS) and integrated regenerative braking |

EXTERIOR DIMENSION (IN.)

| | |
|-----------------------------|---------------------|
| Overall height/width/length | 58.1/67.9/ 175.0 |
| Wheelbase | 106.3 |
| Track | 59.3/58.3 |

'06 // Prius

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| Specifications | 4-Door Gas/Electric Hybrid (1224) |
|--|--|
| Coefficient of drag (Cd) | 0.26 |
| Ground clearance | 4.9 |
| INTERIOR DIMENSIONS FRONT/REAR (IN.) | |
| Head room | 39.1/37.1 |
| Shoulder room | 55.3/53.0 |
| Hip room | 51.0/51.6 |
| Leg room | 41.9/38.6 |
| WEIGHTS AND CAPACITIES | |
| Curb weight (lb.) | 2890 |
| Seating capacity | 5 |
| Passenger volume (cu. ft.) | 96.2 |
| Luggage capacity (cu. ft.) | 16.1 |
| Fuel tank (gal.) | 11.9 |
| TIRES | |
| Standard | P185/ 65R15 |
| Spare | Temporary |
| Mileage Estimates (mpg city/highway/combined) [12] | 60/51/55 |

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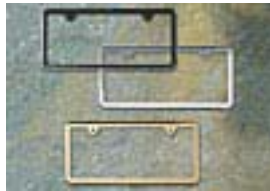
ACCESSORIES - EXTERIOR



Front End Mask

\$149.00

**Parts Only MSRP



Premium License Plate Frames

Black Pearl - \$42.95

Gold - \$45.95

Chrome - \$36.95

**Parts Only MSRP



Rear Bumper Applique

\$65.00

*Installed MSRP



Wheel Locks

\$59.00

*Installed MSRP

* Installed MSRP is the Manufacturer's Suggest Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing.
** Installation not included. See your local dealer for installed pricing.

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ACCESSORIES - INTERIOR



6 Disc CD Autochanger
\$589.00

*Installed MSRP



All Weather Mats
\$87.00

**Parts Only MSRP



Ashtray/Lighter Kit
\$30.00

**Parts Only MSRP



Auto-Dimming Mirror
\$269.00

*Installed MSRP



Carpet Floor/Cargo Mat Set
(5pc. set)
\$186.00

*Installed MSRP



Cargo Mat
\$82.00

**Parts Only MSRP

No photo available



Cargo Net
\$49.00

*Installed MSRP



Cargo Tote by Nifty Products
\$40.00

*Installed MSRP



Emergency Assistance Kit
\$70.00

*Installed MSRP



First Aid Kit
\$29.00

*Installed MSRP



VIP Security System
Glass Breakage Sensor - \$165.00
VIP Security Upgrade - \$249.00

*Installed MSRP



XM Satellite Radio
\$449.00
(available April 2006)

*Installed MSRP

* Installed MSRP is the Manufacturer's Suggest Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing.
** Installation not included. See your local dealer for installed pricing.

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Warranties

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Owner's Warranty Information booklet for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, front-wheel drive, rear-wheel drive, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Federal Emission Coverage: Components under the federal emission defect warranty are covered for 36 months/36,000 miles and specified major emission control components are covered for 8 years/80,000 miles. Specified major emission control components under emission performance warranty are also covered for 8 years/80,000 miles. In addition, emission performance warranty is applicable for 24 months/24,000 miles in states and local jurisdictions that require a periodic EPA-approved inspection and maintenance program.

California Emission Control Coverage: In California and any other state that adopts California emission warranty provisions, performance warranty and defect warranty coverage is applicable for 36 months/50,000 miles, and specific control devices are covered for 7 years/70,000 miles.

Accessories: Warranty coverage is for 12 months, regardless of mileage. If the part or accessory is installed during the New Vehicle Limited Warranty period, coverage is for 12 months or the remainder of the applicable warranty coverage, whichever is greater, with the exception of car covers, which are covered for 12 months only.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable Owner's Warranty Information booklet or see your Toyota dealer.

In addition, there may be times when we will establish a special policy adjustment that will further defray repair costs. For details about the new vehicle limited warranty, see your Toyota dealer. And for complete details of Toyota's warranties, please refer to your Owner's Warranty.

[1] Based on EPA combined rating of 55 combined mpg and 11.9-gallon tank.

[2] Controls included based on vehicle equipment.

[3] The Toyota driver, front passenger, front seat-mounted side airbags and side curtain airbags are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to deploy in severe (usually frontal) collisions where the magnitude and duration of the forward deceleration of the vehicle exceed the design threshold level. The side airbags and side curtain airbags are designed to inflate in certain types of severe side-impact collisions. In all other accidents, the airbags will not inflate. To decrease the risk of injury from a deploying airbag, always wear seatbelts, sit upright in the middle of the seat as far back as possible from the airbag modules and do not lean against the door. Do not put objects in front of an airbag or around the seatback. Do not use rearward-facing child seats in any front passenger seat. The force of a deploying SRS airbag may cause serious injury or death. Please see your Owner's Manual for further instructions. Vehicle complies with "advanced airbag" requirements of FMVSS 208.

[4] The backup camera does not provide a comprehensive view of the entire rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will eliminate effectiveness and view may become cloudy.

[5] Toyota 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] HomeLink® is a registered trademark of Johnson Controls, Inc.

[7] While there are several Bluetooth® phones on the market, Toyota recommends the phones listed on its Web site because they have been tested and meet Toyota's high standards for voice quality and functionality. 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 service coverage available in your area.

[8] The Toyota DVD 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. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographical updates available at an additional cost. See your Navigation System Owner's Manual and your Toyota dealer for further details.

[9] Available for vehicles with factory security.

[10] AT-PZEV-rated by the California Air Resources Board. Meets Tier 2/Bin 3 Federal emissions standard. For more information please visit www.arb.ca.gov.

[11] Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing.

[12] 2006 EPA-estimated 60 city/51 highway/55 combined mpg. Actual mileage may vary.