

Driving a car as well as a revolution.

PRIUS

07

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

4-Door Gas/Electric Hybrid
(1224)
MSRP** Starting At: \$22,175.00

4-Door Gas/Electric Hybrid-Touring
(1226)
MSRP** Starting At: \$23,070.00

Exterior colors available for your Prius*

| | | | |
|--|---|---|---|
| Super White  | Classic Silver Metallic  | Magnetic Gray  | 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  |
|--|---|--|--|

*This vehicle eBrochure is designed to identify vehicles commonly available in your area. If you would prefer to purchase a vehicle with no options or additional options, please contact your local dealer to check for current availability or the possibility of placing an order for such a vehicle.

MSRP**
2007 Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$620 for Cars and \$645 for Trucks, Vans and SUVs. (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. The Delivery, Processing and Handling Fee in AL, AR, FL, GA, LA, MS, NC, OK, SC and TX is \$50-55 higher for Trucks, Sienna and SUVs, and \$55 higher for all other Toyota vehicles. 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.



Standard Features and Options*

S = Standard O = Optional P = Part of Package

4-Door Gas/Electric Hybrid (1224)

4-Door Gas/Electric Hybrid-Touring (1226)

MECHANICAL AND PERFORMANCE

| | | |
|---|---|---|
| 1.5L 4Cyl DOHC 16 Valve w/VVT-i SFI Engine | S | S |
| Electronically controlled continuously variable transmission (ECVT) | S | S |
| Independent MacPherson strut with stabilizer bar | S | - |
| Independent MacPherson strut with tuned stabilizer bar | - | S |
| Torsion beam with stabilizer bar | S | - |
| Torsion beam with tuned shock absorbers, springs and stabilizer bar | - | S |
| Rack-and-pinion with electric power-assist | S | S |

SAFETY

| | | |
|--|---|---|
| Driver and front passenger Advanced Airbag System [1] | S | S |
| Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [1] | S | S |
| Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [2] | S | S |
| Traction Control (TRAC) | S | S |
| Child-protector rear door locks | S | S |
| Front and rear crumple zones and side-impact door beams | S | S |
| Engine immobilizer | S | S |
| Center high-mount stop lamp (CHMSL) | S | S |
| Temporary spare tire | S | S |
| Rear-seat Child Restraint System (CRS) lower anchors and top tether brackets (LATCH) | S | S |
| 3-point front outboard seatbelts with adjustable shoulder anchors and driver-side Emergency Locking Retractor (ELR), front passenger Automatic/Emergency Locking Retractor (ALR/ELR) | S | S |

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| Standard Features and Options* S = Standard O = Optional P = Part of Package | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|---|-----------------------------------|---|
| 3-point rear seatbelts with Automatic/Emergency Locking Retractors (ALR/ELR) for all passengers | S | S |
| Outboard front seatbelt pretensioners with force limiters | S | S |
| Driver and front passenger seatbelt warning sensor | S | S |
| Hood hold-down hooks | S | S |
| Direct Tire Pressure Monitor System [3] | S | S |
| Vehicle Stability Control (VSC) [4] | P | P |
| Anti-theft system | P | P |
| EXTERIOR | | |
| Tuned suspension | - | S |
| 15-in. alloy wheels with P185/65R15 tires | S | - |
| 16-in. 7-spoke alloy wheels with P195/55R16 tires | - | S |
| Dual heated color-keyed power outside mirrors | S | S |
| Aerodynamic multi-reflector halogen headlamps | S | - |
| High Intensity Discharge (HID) headlamps and integrated fog lamps | P | S |
| Washer-linked variable intermittent windshield wipers | S | S |
| Color-keyed front and rear bumpers and door handles | S | S |
| Heavy-duty rear window defogger with timer | S | S |
| Chrome-type finish grille | S | S |
| Electronic rear hatch locking system | S | S |
| High Solar Energy-Absorbing (HSEA) glass | S | S |
| Rear deck spoiler (larger on Touring) | S | S |
| Intermittent rear window wiper | S | S |

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| Standard Features and Options* S = Standard O = Optional P = Part of Package | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|--|-----------------------------------|---|
| COMFORT AND CONVENIENCE | | |
| Push Button Start | S | S |
| Liquid crystal multi-information display panel with energy monitoring, fuel consumption, climate control, outside temperature and audio status modes | S | S |
| Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters, and warning lights | S | S |
| Cruise control | S | S |
| Remote keyless entry system with 2-stage unlocking, panic function and remote illuminated entry | S | S |
| Smart Key System [5] | P | P |
| Electronic shift lever | S | S |
| AM/FM CD with six speakers | S | S |
| AM/FM CD with six speakers, auxiliary audio jack and MP3/WMA playback capability | P | P |
| JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6] and hands-free phone capability via Bluetooth® [7] wireless technology | P | P |
| Voice-activated DVD navigation system [8] | P | P |
| Cargo area side panel and under-floor storage with tonneau cover | S | S |
| Tilt steering wheel with audio, climate control, navigation function and hands-free phone-calling controls [9] | S | S |
| Power windows with driver-side auto-up/down and retained-power features | S | S |
| Power automatic door locks with anti-lockout feature | S | S |
| Remote hood and fuel-filler door releases | S | S |

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| Standard Features and Options* S = Standard O = Optional P = Part of Package | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|--|-----------------------------------|---|
| Center console armrest with storage compartment, drawer, and dual front and rear cup holders | S | S |
| Overhead console with maplights | S | S |
| Fabric-trimmed seats and door panels with storage pockets and bottle holders in front doors | S | S |
| 4-way adjustable front seats with adjustable headrests and seatback pockets | S | S |
| 60/40 split fold-down rear bench seat with fold-down center armrest and adjustable headrests in all seating positions | S | S |
| Leather-trimmed seats and steering wheel | P | P |
| Defroster-linked CFC-free automatic climate control with electric inverter compressor air conditioning, humidity sensor and air filtration | S | S |
| Dual-compartment glove box | S | S |
| Digital quartz clock | S | S |
| Two 12V auxiliary power outlets | S | S |
| Dual illuminated visor and vanity mirrors | S | S |
| Retractable passenger-assist grips at all doors | S | S |
| Front and rear dome lights | S | S |
| Auto-dimming rearview mirror with HomeLink® [10] universal transceiver | P | P |
| Backup camera [11] | P | P |

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Options*

Prius Packages

Package #1

- AM/FM CD with six speakers, auxiliary audio jack and MP3/WMA playback capability
- Smart Key System [5]
- Backup camera [11]

Package #2

- AM/FM CD with six speakers, auxiliary audio jack and MP3/WMA playback capability
- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]

Package #3

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology

Package #4

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps

Package #5

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps
- Voice-activated DVD navigation system [8]

Package #6

- Smart Key System [5]

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- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps
- Voice-activated DVD navigation system [8]
- Leather-trimmed seats and steering wheel

Touring Packages

Package #1

- AM/FM CD with six speakers, auxiliary audio jack, MP3/WMA playback capability
- Smart Key System [5]
- Backup camera [11]
- High Intensity Discharge (HID) headlamps and integrated fog lamps[12]

Package #2

- AM/FM CD with six speakers, auxiliary audio jack, MP3/WMA playback capability
- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- High Intensity Discharge (HID) headlamps and integrated fog lamps[12]

Package #3

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps[12]

Package # 5

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps[12]
- Voice-activated DVD navigation system [8]

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Package #6

- Smart Key System [5]
- Backup camera [11]
- Vehicle Stability Control (VSC) [4]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [10] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability, satellite radio capability [6], Hands-free phone capability via Bluetooth® [7] wireless technology
- High Intensity Discharge (HID) headlamps and integrated fog lamps [12]
- Voice-activated DVD navigation system [8]
- Leather-trimmed seats and steering wheel

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ACCESSORIES - EXTERIOR



Wheel Locks

\$65.00

*Installed MSRP

These exterior accessories are also available:

- **Rear Bumper Applique**

* 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.



ACCESSORIES - INTERIOR



6 Disc CD Autochanger
\$589.00

*Installed MSRP



All Weather Mats
\$87.00

**Parts Only MSRP



Ashtray Cup
\$30.00

**Parts Only MSRP



Carpet Floor/Cargo Mat Set (5pc. set)
\$199.00

*Installed MSRP



Cargo Net
\$49.00

*Installed MSRP



Cargo Tote
\$40.00

*Installed MSRP



Emergency Assistance Kit
\$70.00

*Installed MSRP



First Aid Kit
\$29.00

*Installed MSRP



Sirius Satellite Radio
\$449.00

*Installed MSRP



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

*Installed MSRP



XM Satellite Radio
\$449.00

*Installed MSRP

These interior accessories are also available:

- **Cargo Mat**

* 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.



| Specifications | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|------------------------------|--|---|
| 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 N·m @ 4200 rpm) | |
| Emission rating | Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) [13] | |
| Electric Motor | | |
| Motor type | Permanent magnet AC synchronous motor | |
| Electric motor power output | 67 hp @ 1200-1540 rpm (50 kW @ 1200-1540 rpm) | |
| Electric torque | 295 lb.-ft. @ 0-1200 rpm (400 N·m @ 0-1200 rpm) | |
| Voltage | 500V maximum | |
| Traction Battery | | |
| Battery type | Sealed Nickel-Metal Hydride (Ni-MH) [14] | |
| Battery power output | 28 hp (21 kW) | |
| Battery voltage | 201.6V | |
| Hybrid System Net Power | 110 hp (82 kW) | |



| Specifications | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|---|--|---|
| Mechanical/Performance | | |
| Transmission | Electronically controlled continuously variable transmission (ECVT) | |
| Front Suspension | Independent MacPherson strut with stabilizer bar | Independent MacPherson strut with tuned stabilizer bar |
| Rear Suspension | Torsion beam with stabilizer bar | Torsion beam with tuned shock absorbers, springs and stabilizer bar |
| Steering | Rack-and-pinion with electric power-assist | |
| Turning circle diameter, curb-to-curb (ft.) | 34.1 | |
| Brakes | Power-assisted ventilated front disc/rear drum with Anti-lock Brake System (ABS) and integrated regenerative braking | |
| Exterior Dimensions (in.) | | |
| Overall height/width/length | 58.7/67.9/175 | |
| Wheelbase | 106.3 | |
| Track (front/rear) | 59.3/58.3 | |
| Coefficient of drag (Cd) | 0.26 | |
| Ground clearance | 5.6 | |
| Interior Dimensions front/rear (in.) | | |
| Head room | 39.1/37.3 | |
| Shoulder room | 55.0/52.9 | |
| Hip room | 51.0/51.6 | |
| Leg room | 41.9/38.6 | |
| Capacities | | |
| Curb Weight (lb.) | 2932 | |

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| Specifications | 4-Door Gas/Electric Hybrid (1224) | 4-Door Gas/Electric Hybrid-Touring (1226) |
|--|-----------------------------------|---|
| Seating capacity | 5 | |
| Passenger volume (cu. ft.) | 96.2 | |
| Luggage capacity (cu. ft.) | 14.4 | |
| Fuel tank (gal.) | 11.9 | |
| Tires | | |
| Size | P185/65R15 | P195/55R16 |
| Spare | Temporary | |
| Mileage Estimates (mpgcity/highway/combined) [15] | | |
| Miles Per Gallon | 60/51/55 | |



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, defect and performance warranty is 15 years/150,000 miles. The Hybrid Vehicle Battery is warranted for 10 years/150,000 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.

Disclaimers

[1] All the vehicle's airbag systems are Supplemental Restraint Systems (SRS). The driver and front passenger airbags are designed to inflate 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 an inflating 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 a rearward-facing child seat in any front passenger seat. The force of an inflating airbag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions. Vehicle complies with "advanced airbag" requirements of FMVSS 208.

[2] 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.

[3] The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your Owner's Manual for details.

[4] 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.

[5] The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system.

[6] Satellite radio requires XM- or Sirius-compatible receiver and monthly service fee. See your Toyota dealer for further details. Reception of the satellite signal may vary depending on location. All fees and programming subject to change. Subscriptions subject to the terms and conditions available at www.xmradio.com or www.sirius.com. Available only in the 48 contiguous United States.

[7] The phones on this site have been tested for Bluetooth® compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage, and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

[8] The 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. Road system changes may affect the accuracy of the information provided. Rely on your common sense to decide whether to follow a specified route. Detailed coverage not available in every city or roadway. Periodic updates available at an additional cost. See your Navigation System Owner's Manual for further details.

[9] Controls included based on vehicle equipment.

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

[11] The backup camera, available only with the navigation system, does not provide a comprehensive view of the 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.

[12] HID headlamps and integrated fog lamps are standard equipment on the Touring.

[13] AT-PZEV-rated by the California Air Resources Board. Meets Tier 2/Bin 3 Federal emissions standard.

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

[15] 2007 EPA-estimated mileage. Actual mileage may vary.