

2008 **PRIUS**



Prius for the people.

Model Overview



Prius shown in Magnetic Gray Metallic












Touring shown in Barcelona Red Metallic







Prius interior shown in Bisque

	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
MSRP**	\$20,950	\$22,325	\$23,220
MPG City/Highway***	48/45	48/45	48/45
Seating	5	5	5

EXTERIOR COLOR OPTIONS*

Classic Silver Metallic 	Magnetic Gray 
Black 	Barcelona Red Metallic 
Driftwood Pearl 	Silver Pine Mica 
Spectra Blue Mica 	Seaside Pearl 
Super White 	

INTERIOR COLOR OPTIONS*

Dark Gray Fabric 
Bisque Fabric 
Dark Gray Leather 
Bisque Leather 

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**2008 Manufacturer's Suggested Retail Price, excludes the Delivery, Processing and Handling Fee of \$660 for Cars and \$685 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 will be higher. 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.

*** 2008 EPA-estimated mileage. For model year 2008, the EPA has revised the way the estimated fuel economy rating is determined. Actual mileage will vary.

Standard Features and Options*



- not available
- S** standard
- O** optional
- P** part of package

	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
MSRP**	\$20,950	\$22,325	\$23,220
Model Number	1220	1224	1226
EXTERIOR			
Tuned suspension	-	-	S
15-in. alloy wheels with P185/65R15 tires	S	S	-
15-in. alloy wheels with P185/65R15 tires and trim rings	-	P	-
16-in. 7-spoke alloy wheels with P195/55R16 tires	-	-	S
Dual color-keyed power outside mirrors	S	S	S
Heated outside mirrors	-	P	S
Aerodynamic multi-reflector halogen headlamps	S	S	-
High Intensity Discharge (HID) headlamps and integrated fog lamps	-	P	S
Washer-linked variable intermittent windshield wipers	S	S	S
Color-keyed front and rear bumpers and door handles	S	S	S
Heavy-duty rear window defogger with timer	S	S	S
Chrome-type finish grille	S	S	S
Electronic rear hatch locking system	S	S	S
High Solar Energy-Absorbing (HSEA) glass	S	S	S
Rear deck spoiler (larger on Touring)	S	S	S
Intermittent rear window wiper	S	S	S
INTERIOR			

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Standard Features and Options*



- not available
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	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
Push Button Start	S	S	S
Liquid crystal multi-information display panel with energy monitoring, fuel consumption, climate control, outside temperature and audio status modes	S	S	S
Central instrument display with digital speedometer, fuel gauge, shift-lever indicator and odometer with twin tripmeters, and warning lights	S	S	S
Cruise control	-	P	S
Remote keyless entry system with 2-stage unlocking, panic function and remote illuminated entry	S	S	S
Smart Key System [1]	-	P	P
Electronic shift lever	S	S	S
AM/FM CD with six speakers	S	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 [2] and hands-free phone capability via Bluetooth® [3] wireless technology.	-	P	P
Voice-activated DVD navigation system [4]	-	P	P
Cargo area side panel and under-floor storage	S	S	S
Tonneau cover	-	P	S
Tilt steering wheel with audio, climate control, navigation function and hands-free phone-calling controls [5]	S	S	S
Power windows with driver-side auto-up/down and retained-power features	S	S	S
Power automatic door locks with anti-lockout feature	S	S	S

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Standard Features and Options*



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	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
Remote hood and fuel-filler door releases	S	S	S
Center console armrest with storage compartment, drawer, and dual front and rear cup holders	S	S	S
Overhead console with maplights	S	S	S
Fabric-trimmed seats and door panels with storage pockets and bottle holders in front doors	S	S	S
4-way adjustable front seats with adjustable headrests	S	S	S
Dual seatback pockets	-	P	P
60/40 split fold-down rear bench seat with fold-down center armrest and adjustable headrests in all seating positions	S	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	S
Dual-compartment glove box	S	S	S
Digital quartz clock	S	S	S
Two 12V auxiliary power outlets	S	S	S
Dual illuminated visor and vanity mirrors	S	S	S
Retractable passenger-assist grips at all doors	S	S	S
Front and rear dome lights	S	S	S
Auto-dimming rearview mirror with HomeLink® [6] universal transceiver	-	P	P
Backup camera [7]	-	P	P

SAFETY

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Standard Features and Options*



- not available
- S** standard
- O** optional
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	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
Driver and front passenger Advanced Airbag System [8]	S	S	S
Driver and front passenger front seat-mounted side airbags and front and rear side curtain airbags [8]	S	S	S
Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist [9]	S	S	S
Traction Control (TRAC)	S	S	S
Child-protector rear door locks	S	S	S
Front and rear crumple zones and side-impact door beams	S	S	S
Engine immobilizer	S	S	S
Center high-mount stop lamp (CHMSL)	S	S	S
Temporary spare tire	S	S	S
Rear-seat Child Restraint System (CRS) lower anchors and top tether brackets (LATCH)	S	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	S
3-point rear seatbelts with Automatic/Emergency Locking Retractors (ALR/ELR) for all passengers	S	S	S
Outboard front seatbelt pretensioners with force limiters	S	S	S
Driver and front passenger seatbelt warning sensor	S	S	S
Hood hold-down hooks	S	S	S
Direct Tire Pressure Monitor System [10]	S	S	S
Vehicle Stability Control (VSC) [11]	-	P	P

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Standard Features and Options*

- not available
- S** standard
- O** optional
- P** part of package

	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
Anti-theft system	-	P	P

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Prius Packages**Package #1**

- Cruise control
- Heated outside mirrors
- 15-in. alloy wheels with trim rings
- Tonneau cover
- Seatback pockets

Package #2

- AM/FM CD with six speakers, auxiliary audio jack and MP3/WMA playback capability.
- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]

Package #3

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system
- Auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology

Package #4

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system
- Auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology
- High Intensity Discharge (HID) headlamps
- Integrated fog lamps

Package #5

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system
- Auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology
- High Intensity Discharge (HID) headlamps
- Integrated fog lamps
- Voice-activated DVD navigation system [4]

Package #6

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system
- Auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology
- High Intensity Discharge (HID) headlamps
- Integrated fog lamps
- Voice-activated DVD navigation system [4]
- Leather-trimmed seats and steering wheel

Touring Packages**Package #2**

- AM/FM CD with six speakers, auxiliary audio jack and MP3/WMA playback capability
- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]

Package #3

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system
- Auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology

Options*

Package # 5

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology
- Voice-activated DVD navigation system [4]

Package # 6

- Smart Key System [1]
- Backup camera [7]
- Vehicle Stability Control (VSC) [11]
- Anti-theft system and auto-dimming rearview mirror with HomeLink® [6] universal transceiver
- JBL® AM/FM 6-disc in-dash CD changer with nine speakers in seven locations, auxiliary audio jack, MP3/WMA playback capability and satellite radio capability [2]
- Hands-free phone capability via Bluetooth® [3] wireless technology
- Voice-activated DVD navigation system [4]
- Leather-trimmed seats and steering wheel

Specifications



	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
MSRP**	\$20,950	\$22,325	\$23,220
Model Number	1220	1224	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) [12]		
ELECTRIC MOTOR			
Motor type	Permanent magnet AC synchronous motor		
Electric Motor Power output	67 hp @ 1200-1540 rpm (50 kW @ 1200-1540 rpm)		
Electric Motor 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)		
Battery Power Output	28 hp (21 kW)		
Battery Voltage	201.6V		
Hybrid System Net Power	110 hp (82 kW)		
MECHANICAL/PERFORMANCE			
Transmission	Electronically controlled continuously variable transmission (ECVT)		

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Specifications



	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (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		
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

Specifications



	4-Door Prius Gas/Elec Hybrid (ECVT)	4-Door Prius with Packages Gas/Elec Hybrid (ECVT)	4-Door Touring Gas/Elec Hybrid (ECVT)
Spare	Temporary		
MILEAGE ESTIMATES [13]			
Miles Per Gallon (City/Highway/Combined)	48/45/46		

Accessories

EXTERIOR ACCESSORIES



Wheel Locks (alloy)
\$65.00 Installed MSRP*

These exterior accessories are also available:

- Rear Bumper Applique

INTERIOR ACCESSORIES



All Weather Mats
\$99.00 Parts Only MSRP**



Ashtray Cup
\$30.00 Parts Only MSRP**



Cargo Net
\$49.00 Installed MSRP*



Cargo Tote
\$40.00 Installed MSRP*



Carpet Floor Mats & Cargo Mat Set
\$199.00 Installed MSRP*



Emergency Assistance Kit
\$70.00 Installed MSRP*



First Aid Kit
\$29.00 Installed MSRP*



Preferred Accessory Package
\$277.00 Installed MSRP*



Sirius Satellite Radio
\$449.00 Installed MSRP*



VIP Security Systems
RS3200 Plus
\$249.00 Installed MSRP*
Glass Breakage Sensor (GBS)
\$165.00 Installed MSRP*



XM Satellite Radio
\$449.00 Installed MSRP*

* Installed MSRP is the Manufacturer's Suggested Retail Price for accessories installed by the manufacturer. Actual prices for dealer installed accessories may vary. Please see your local Toyota dealer for pricing. Prices and product availability are subject to change without notice.

** Installation not included. See your local Toyota dealer for installed pricing. Prices and product availability are subject to change without notice.

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

All information in this eBrochure is based on data available at time of posting, is subject to change without notice and pertains specifically to continental U.S.A. vehicles only.

[1] 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.

[2] 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.

[3] 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.

[4] 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.

[5] Controls included based on vehicle equipment.

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

[7] The backup camera 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 limit effectiveness and view may become cloudy.

[8] All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings.

[9] 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.

[10] 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.

[11] 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.

[12] 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.

[13] 2008 EPA-estimated mileage. For Model Year 2008, the EPA has revised the way the estimated fuel economy ratings is determined. Actual mileage will vary. To learn more, visit the Department of Energy's and EPA's fuel economy website.

Helpful Links



BUYER TOOLS:

Competitive Comparison

<http://www.toyota.com/compare>

Toyota Financial Services

www.toyotafinancial.com

Payment Estimator

www.toyotafinancial.com/estimator/tfs/p_e_zip.jsp

Find Local Specials

www.buyatoyota.com

Request a Quote

www.buyatoyota.com

Locate a Dealer

<http://www.toyota.com/dealers>

Certified Used Vehicles

<http://www.toyota.com/tcu>

Warranty Info.

www.toyotaownersonline.com/warranty

OWNER TOOLS:

Toyota Owner Resources

www.toyotaownersonline.com

Vehicle Reference Guides

<http://prg.toyotapartsandservice.com/>

Maintenance Guides

<http://smg.toyotapartsandservice.com/owners.php>

Toyota Service

<http://www.toyotaownersonline.com/service>

Care Care Tips

<http://www.toyotaownersonline.com/carecare>

Driver Tips

<http://www.toyotaownersonline.com/tips>

Genuine Toyota Parts

<http://www.toyotaownersonline.com/parts>

Do-It-Yourself Help

<http://www.toyotaownersonline.com/diy>

GENERAL INFORMATION:

Toyota News

<http://www.toyota.com/news>

Toyota Motorsports

<http://www.toyota.com/motorsports>

Toyota NASCAR Racing

<http://www.toyota.com/pitpass>

Toyota Community

<http://toyota.edmunds.com/community>

Toyota Events

<http://www.toyota.com/events>

Future Concept Vehicles

<http://www.toyota.com/future>

Community Care

<http://www.toyota.com/community>

QUESTIONS:

FAQs

<http://www.toyota.com/FAQ>

Contact Toyota

<http://www.toyota.com/contact>