

2014 Toyota Prius c Offers 53 MPG City Fuel Economy, Highest of Any Vehicle Without a Plug

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TORRANCE, Calif., (Feb. 4, 2014) – The 2014 Toyota Prius *c*, the smallest and most affordable model in the Prius Family, offers industry-leading fuel efficiency and IIHS Top Safety Pick peace of mind in a fun to drive, easy to park urban runabout. Its 53-MPG city rating is accompanied by 46-MPG highway and 50-MPG combined EPA fuel economy ratings.

The Prius *c* is part of the Prius Family of hybrid models that also includes the Prius, the Prius Plug-in and the larger Prius *v*. In addition, Toyota offers hybrid versions of its Camry and Avalon sedans and Highlander crossover SUV, making Toyota the leader in the number of hybrid vehicle offerings and sales volume. Beginning with the first generation in 1997 (2001 in the United States), nearly four million Prius vehicles have been sold worldwide. Prius remains the world's premier eco-vehicle brand, and has also been instrumental in establishing consumer trust in hybrid technology.

Efficient Packaging

The letter “c” represents “city” in the Prius *c* name, which is appropriate since the car was designed to function as an urban-friendly vehicle with an engaging driving experience and hatchback utility. The scale of the Prius *c* becomes apparent when compared to the familiar proportions of the midsize Prius. The Prius *c* is 19.1 inches shorter (157.3 vs. 176.4 inches) and 542 pounds lighter than its midsize Prius sibling (2,500 vs. 3,042 lbs.).

	Length	Height	Width	Wheelbase	Curb weight
Prius	176.4 in.	58.7 in.	68.7 in.	106.3 in.	3,042 lbs.
Prius c	157.3 in.	56.9 in.	66.7 in.	100.4 in.	2,500 lbs.

The Prius *c*'s effective packaging design strategically locates key drivetrain components within the chassis to help optimize interior space and vehicle handling. The compact gasoline engine, transaxle and power-control unit are optimally placed within the vehicle to help enhance weight distribution and lower the center of gravity. The hybrid battery and fuel tank are positioned beneath the rear seat, ideally distributing their masses within the car's wheelbase to improve weight distribution to help enhance handling. As a result of efficient packaging, the Prius *c* offers 104 cu. ft. of total interior volume (87.4 cu. ft. passenger volume, 17.1 cu. ft. cargo volume). The 35-inch rear legroom dimension is particularly helpful accommodating larger passengers..

Four Grades with Generous Standard Equipment

Available in four trim levels, the 2014 Prius *c* offers desirable standard and available features at a compelling value. Standard equipment includes automatic climate control, a full color TFT Multi-Information Display and remote keyless entry with illuminated entry. The tilt-telescopic steering wheel features integrated switches for audio, climate and Bluetooth® hands-free phone capability.

The 2014 Prius *c* meets today's expectations for onboard infotainment with a USB port and available Display Audio system with Navigation and Entune® App Suite. Toyota's Entune multi-media system functions through select smartphones to bring applications such as Bing and Pandora® into the vehicle audio display. It also features real time information such as traffic, weather, fuel prices, sports, and stocks.

The 2014 Prius *c* offers three audio system configurations. A base audio system features either four or six speakers, depending on the model, and includes an AM/FM CD player with auxiliary audio jack, USB port, hands-free phone capability, and music streaming via Bluetooth® wireless technology.

The Display Audio with Navigation and Entune App Suite has six speakers and augments capability with a 6.1-inch touchscreen, SiriusXM™ Satellite Radio capability (with 90-day All Access trial), HD Radio™, and

advanced voice recognition.

Prius c Hybrid Synergy Drive Propulsion

In adapting the Hybrid Synergy Drive to the Prius c platform, each of the system's major components benefitted from a design focus to reduce weight, and size while improving efficiency. The Prius c's Hybrid Synergy Drive system integrates the operation of components that include a gasoline engine, an electric motor within a Continuously Variable Transaxle, a nickel-metal hydride battery, a power control unit (inverter), a DC-DC converter, a step-up converter and a hybrid control computer. The hybrid control computer governs the seamless application of gasoline engine and electric power depending on driving demands and selected drive mode.

The Prius c's SULEV (Tier 2 Bin 3)-rated 1.5-liter in-line, four-cylinder gasoline engine utilizes an Atkinson cycle to increase efficiency. The engine produces 73 horsepower and 82 lb.-ft. of torque, contributing to a total hybrid system output of 99 hp. Locating the Prius c's 144-volt nickel-metal hydride battery pack under the rear passenger seat, near the center of the vehicle and low in the chassis, helps achieve a low center of gravity for excellent agility.

Prius c offers three distinct drive modes: Normal, ECO Mode, and EV Mode. ECO Mode reduces overall energy consumption by governing climate control and throttle to improve vehicle efficiency. Under certain conditions, EV Mode allows the Prius c to be driven solely by electric power for under one mile while remaining below 25 mph.

Agile Handling and Exemplary Safety

The Prius c's body structure makes extensive use of lightweight, high-strength steel to help reduce vehicle mass and improve fuel economy. The strategic use of high-tensile-strength steel contributes to the vehicle's ability to absorb and disperse impact energies, helping enhance occupant safety. The high level of torsional rigidity afforded by the Prius c body structure allows the suspension to be more optimally tuned for ride and handling.

The front suspension uses a MacPherson strut design, and the rear rides on a tuned torsion beam configuration. The coil-spring and shock absorber characteristics of the Prius c have been tuned to enhance handling and ensure smooth ride comfort.

The Prius c comes standard with 15-inch wheels. The 15-inch wheels are available in steel with wheel covers for base models or in aluminum alloy for higher trim levels. A 16-inch aluminum alloy wheel option is available for the Prius c Four model which also delivers enhanced handling thanks to a quicker steering ratio (2.28 turns lock to lock).

Youthful Exterior and Interior Design

The Prius c exterior design helps project a fun, youthful attitude while also yielding excellent aerodynamic performance. Extensive aerodynamic features were engineered into the Prius c to help achieve a low 0.28 coefficient of drag. The Prius c's lower-body styling is wider below the beltline, featuring sculpted rear flares to help express a sturdy, athletic stance, adding character and conveying an agile driving experience. The Prius c interior combines futuristic design elements in a passenger-friendly environment.

The Prius c is offered in expressive, vibrant exterior colors: Habanero, Moonglow, Summer Rain Metallic, Blue Streak Metallic, Absolutely Red, Black Sand Pearl, Magnetic Gray Metallic, and Classic Silver Metallic. Sun Fusion is a new color for 2014.

Standard Safety Features

The Prius *c* is equipped with nine airbags strategically located to help protect the driver and passengers in the event of certain types of accidents. Like all 2014 Toyota models, the Prius *c* is equipped with the standard Star Safety System™, which includes Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake Force Distribution (EBD), Brake Assist (BA), and Smart Stop technologies.

Peace of Mind Warranty Protection

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and against corrosion with no mileage limitation. The hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for eight years/100,000 miles.

The Prius *c* also comes standard with Toyota Care, a complimentary plan covering normal factory-scheduled maintenance and 24-hour roadside assistance for two years or 25,000 miles, whichever comes first.

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