

PRIUS



Move your world



Tomorrow's Hybrid Electric, Today

The Toyota Prius, an iconic symbol of hybrid cars around the world since 1997, pushing what was thought impossible in automotives and paving the way for the rise of hybrid drives. Now, in its 5th generation, it seeks to redefine hybrid engineering—blending efficiency, power, and a captivating driving experience into one truly remarkable vehicle.





Distinctive in Style

A captivating exterior design that seamlessly merges bold aesthetics with aerodynamic efficiency. With its blend of style and functionality, the new Prius commands attention wherever it goes—blazing new trails once more in the realm of hybrid vehicles.

A Sporty Silhouette

With its sleek new styling, the 2024 Prius is sculpted to stand out from every angle. From its striking contours, sculpted lines, daringly bold design, and aerodynamic profile, it exudes undeniable athleticism and power—commanding attention wherever it goes.

17" Alloy Rims

These meticulously crafted rims elevate the Prius' appeal to a whole new level of excitement. With their polished and powerful aesthetic, they add to the dynamism of the Prius, giving it an exhilarating flourish and completing its sporty look.





Distinct Grille and Hammerhead Shark Headlights

With its stunning new grille and statement-making hammerhead shark headlights, the Prius not just raises the bar in aesthetics—but redefines it. The bold grille imbues an air of confidence and strength, setting it apart from the crowd with an unmistakable presence. Paired with the hammerhead shark headlights that add a piercing intensity, the Prius is more distinct than ever.

Slim Three-Dimensional Linear Lamps

The Prius is sleek and sharp from the back, with these striking lamps further accentuating its updated design—ensuring it leaves a lasting impression.





Inviting Interior

When you step into the new Prius, you'll experience a new definition of comfort and innovation. From the intuitive dashboard to its incredibly spacious cabin, every detail is thoughtfully crafted with you in mind.

Intuitive and Expansive Dashboard

A masterful blend of form and function, the dashboard strikes a balance between spaciousness and driver-centric design. Ample room combined with strategic placement of controls—such as the instrument cluster and infotainment system—ensure essential information and functionalities are easily accessible. Which means you'll always feel connected to the road while enjoying convenience at your fingertips as you drive.



7" Multi-Info Display

Delivering essential information with clarity and precision, this vibrant display provides real-time updates on vital driving metrics right in front of you. So whether you're navigating city streets or cruising along the expressway, you'll easily be kept informed and engaged—for a safer, more enjoyable drive every time.

Spacious Cabin & Versatile Seating Configurations

With plenty of space and ample legroom for both driver and passengers alike, the new Prius delivers unparalleled comfort in every trip you take. And thanks to the adaptable seats with rear seat folding (60:40 split), you can optimise its interior layout for maximum comfort and convenience with just a simple adjustment.



Ample Boot Space

Despite its sleek exterior design, the Prius surprises with a spacious 370L boot that lets you pack luggage, groceries, or anything else you need with ease.

Unparalleled Accessibility

From multi-featured auto folding mirrors to versatile seating configurations, the new Prius brings an elevated level of convenience to the table. All to ensure you enjoy your time in one to the fullest, so you can focus on the journey ahead.



Auto Folding Mirrors with Heater

With the push of a button or when the vehicle is parked, these intelligent mirrors fold automatically so you never have to worry about accidental damage even when parking in a crowded area. Activate the heater function to swiftly clear away fog and mist from the mirrors—allowing you to see behind you with clarity.



Rear Door Opener Switch

An intuitive, discreet addition that allows you to effortlessly operate the rear door with a simple press—offering an unprecedented level of ergonomic design as well as ease of use. And with its clean integration, it helps keep the Prius looking sleek and seamless, too.



Drive Mode Select

Tailor your driving experience every time you hit the road with Drive Mode Select. Optimise your fuel and battery efficiency with ECO, embark on emission-free drives to your destinations at low speeds with EV, and enjoy balanced everyday performance with NORMAL.



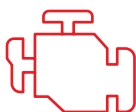
Hybrid Power, Seamless Performance

Whether it's cruising through the urban sprawl or embarking on open-road escapades, the 2024 Prius seamlessly and effortlessly blends hybrid and engine power with a whisper-quiet demeanour. It's designed to deliver an exceptional fuel efficiency of 4.1L/100km and 138 of combined horsepower—for an understated yet exhilarating driving experience.



Self-Charging Hybrid

The Prius features a self-charging hybrid system, harnessing energy from braking and deceleration to charge the battery, ensuring a continuous and efficient power supply without the need for external charging.



5th-Generation Hybrid System

Equipped with the latest hybrid system, the Prius boasts a powerful 1.8L Hybrid Electric Vehicle (HEV) engine capable of 138 combined horsepower, offering dynamic performance for an exhilarating driving experience.



Exceptional Fuel Efficiency

With its impressive fuel efficiency of 4.1L/100km, the Prius sets the standard for eco-friendly cars, making it a cost-effective and sustainable choice in every drive.



Lower CO₂ Emission

The Prius is designed for the eco-conscious driver with its lower CO₂ emissions, contributing to cleaner air and reduced environmental impact—making it ideal for those who value sustainability.



Exceptionally Quiet

Thanks to its hybrid drivetrain, the Prius offers an exceptionally quiet driving experience, minimising noise and vibration for a serene and enjoyable ride.



No Added Maintenance

The Prius requires no additional maintenance for its hybrid battery, providing peace of mind and hassle-free ownership while enjoying the benefits of hybrid technology.

Performance

Finely-Tuned Double Wishbone Suspension

Meticulously engineered to elevate both quietness and rear seat ride comfort to luxurious standards, what sets the Prius' suspension apart is its ability to maintain a constant Articulation Index level akin to that of a luxury passenger vehicle—ensuring consistent comfort levels for all occupants regardless of road conditions.

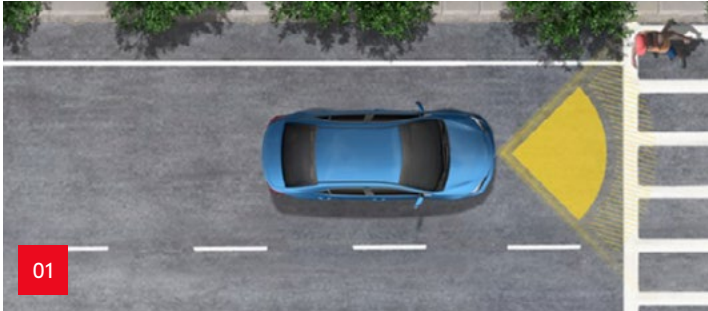




Toyota
Safety
Sense

Toyota Safety Sense (TSS)

In the new Toyota Prius, you'll experience unparalleled safety on the road with Toyota Safety Sense—a suite of advanced safety features that works in the background to provide an additional layer of protection, so you can cruise confidently in every journey.

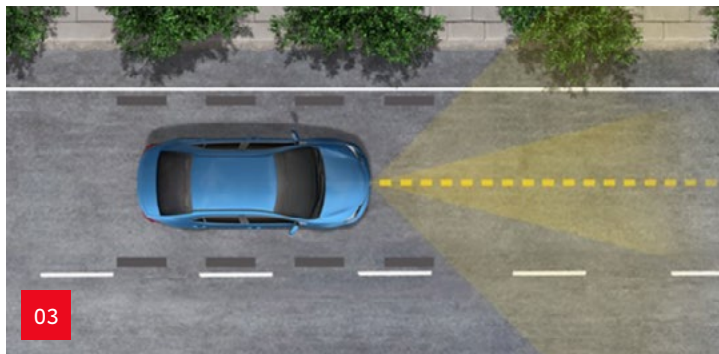
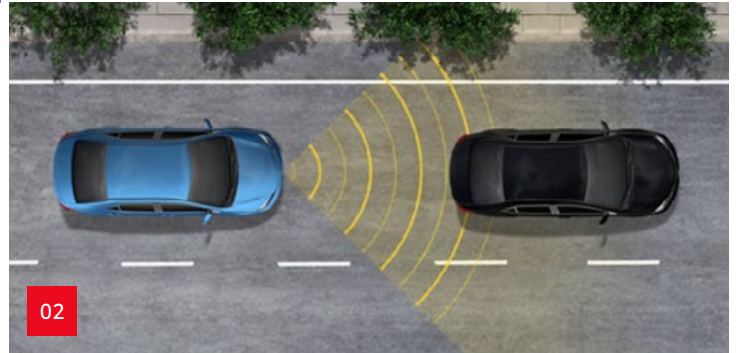


01. Pre-Collision System (PCS)

Our safety systems work to stay one step ahead in protecting you and your loved ones. This feature anticipates potential collisions using advanced sensors, offering timely alerts and, if necessary, applying brakes automatically.

02. Dynamic Radar Cruise Control (DRCC)

This intelligent system maintains a preset distance from the vehicle ahead, adjusting speed autonomously. It ensures a smooth, stress-free ride, allowing you to focus on the journey, not just the destination.

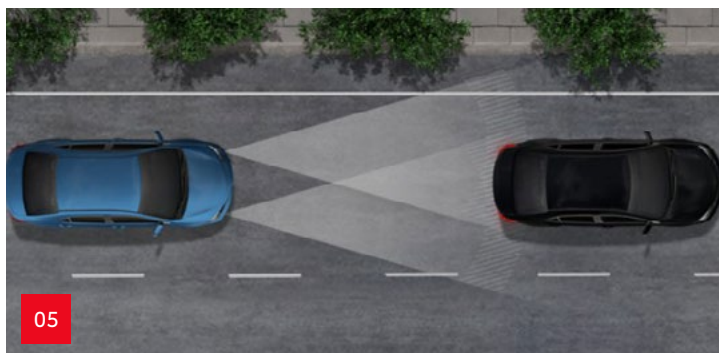
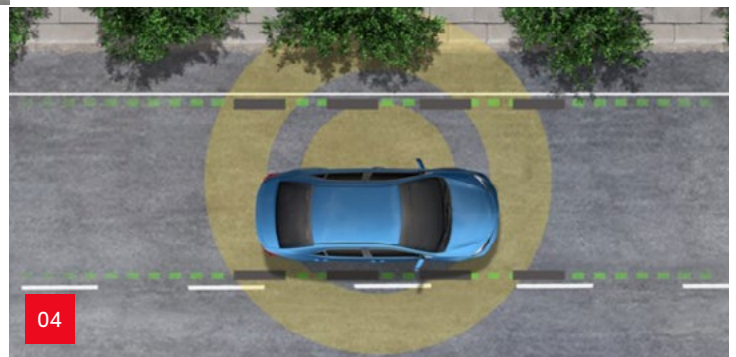


03. Lane Tracing Assist (LTA)

When lane markers are visible, this feature uses the lines on the road and the vehicles ahead of you to help keep the car centred and in its lane.

04. Lane Departure Alert (LDA)

This system identifies visible lane markings and detects inadvertent lane departures, issuing audible and visual warnings to notify the driver.



05. Automatic High Beam (AHB)

This intelligent system automatically switches between high and low beams based on surrounding traffic conditions, adjusting the headlights accordingly to prevent glare and ensure optimal illumination of the road ahead.

Additional **Safety Features**



7 SRS AIRBAGS

In the event of a collision, these airbags keep any impact to you and your passengers to a minimum. Strategically placed throughout the cabin, passengers are enveloped in a protective cocoon—ensuring that in every journey, they're embraced by uncompromised safety.



Blind Spot Monitor

No more second-guessing. This vigilant assistant alerts you about vehicles lurking in your blind spots, ensuring safer lane changes. Drive with heightened awareness and confidence, every mile of the way.

Road Sign Assist

Utilising a front-facing camera to monitor the road signs ahead, this feature helps ensure drivers are aware of useful and important road information as they drive.

Specifications & Features

DIMENSIONS AND WEIGHTS

1.8L HYBRID

Length / Width / Height	mm	4,599 / 1,782 / 1,435
Wheelbase	mm	2,750
Min. Turning Radius	m	5.22
Unladen Weight	kg	1,350
Max. Laden Weight	kg	1,785

ENGINE, MOTOR AND TRANSMISSION

Performance

Max. Output	kW (hp)	103 (138)
Transmission		CVT
Top Speed	km/h	180
Drive Wheel		FWD

Engine

Engine Code / Type		2ZR-FXE
Valve Mechanism		4-Cylinder, In-line
Capacity	cc	1,798
Max. Output	kW (hp) / rpm	72 (97) / 5,200
Max. Torque	Nm / rpm	142 / 3,600

Motor Generator

Code / Type		1VM PERMANENT MAGNET SYNCHRONOUS MOTOR
Max. Output	kW (hp)	70 (94)
Max. Torque	Nm	185
Battery Type		Lithium-Ion

FUEL CONSUMPTION & CO₂ EMISSION

Fuel Efficiency / Consumption (Combined)	litres / 100km	4.1
Fuel Tank Capacity	litres	43
CO ₂ Emission (Combined WLTP cycle)	g/km	94.8
VES Banding		A2

CHASSIS / BODY

Suspension	Front	MacPherson Strut
	Rear	Double Wishbone
Brakes	Front, Rear	Ventilated Disc, Solid Disc
Parking Brake		[EPB] Electronic Parking Brake
Tyre		195/60R17

EXTERIOR**1.8L HYBRID**

LED Front Headlamps	•
Headlamp Light Control	Manual
LED Daytime Running Light	•
LED Rear Combination Lamps	•
Auto Folding Mirrors with Blind Spot Monitor, Heater (Fog)	•
Rear Door Opener Switch	•

INTERIOR**Driver's features**

Smart Entry & Start System	•
Steering Wheel Adjustment	Tilt and Telescopic
Steering Wheel with Switches	Audio + MID + Telephone + Safety Sense
Steering Wheel Material	Synthetic Leather
Shift Knob Material	PVC
Inner Rear View Mirror	Mechanical
7" Colour Multi-info Display	•
Hybrid System Indicator	•
EV Drive Mode	•
Drive Mode Select	•

Cabin

Seat Upholstery	Half Leather
Pollen Deodorizing Filter	•
Rear Seat Folding (60:40 Split)	•

Infotainment**1.8L HYBRID**

9" Multimedia System with Touch Screen	•
Speakers	6
Onboard GPS Navigation	
Bluetooth and Radio	
USB Charger	Front: 1; Rear: 2; Centre Armrest: 2
Accessory Socket	Front: 1

SAFETY**1.8L HYBRID****Active Safety Systems**

Toyota Safety System Package:	
[PCS] Pre-Collision System	•
[DRCC] Dynamic Radar Cruise Control	•
[LTA] Lane Tracing Assist	•
[LDA] Lane Departure Alert	•
[AHB] Automatic High Beam	•
[PKSB] Parking Support Brake with Object Detection	•

Passive Safety

7x SRS Airbags	Driver + Passenger + Side + Curtain Side Airbag (CSA) + Knee
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Driving Assists

[BSM] Blind Spot Monitor	•
[RSA] Road Sign Assist	•
Parking Sonar (FRx4, RRx4)	•
Brake Control Systems	
[VSC] Vehicle Stability Control	•
[TRC] Traction Control System	•
[ABS] Anti-lock Brake System	•
[BA] Brake Assist	•

Colours

Exterior

089 / PLATINUM WHITE PEARL MC



218 / ATTITUDE BLACK MC



3U5 / EMOTIONAL RED 2



1L0 / SILVER ME



1M2 / ASH



5C5 / MUSTARD



8Q4 / DK BLUE



AT BORNEO MOTORS, WE GO BEYOND JUST DELIVERING A GREAT CAR. FROM QUALITY CONTROL TO AFTERSALES SERVICE, WE DO ALL THAT WE CAN, SO YOU CAN DRIVE YOUR TOYOTA BETTER, SAFER AND EASIER.

Toyota World

• 33 Leng Kee Road, Singapore 159102

• 17 Ubi Road 4, Singapore 408611

Monday – Friday : 9am – 6pm

Saturday : 9am – 7pm

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Tel: 6631 1188