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THE 2015 PRIUS+, A SIGNIFICANT UPGRADE

Brussels, Belgium - First launched in 2012, the Prius+ was the first full hybrid 7-seat vehicle to go on sale in Europe.

The new front design now adopts a powerful evolution of the company's striking 'Keen Look' and 'Under Priority' styling elements, with a strong visual connection to other Toyota models.

A new upper grille is accentuated by the Toyota badge which is set in an enhanced, three-dimensional extension of the bonnet.

New, Keen Look LED headlights adopt a single cylindrical Bi-Beam projector for both high and low beams. The contrast between black and chrome-plating gives the car a sharp-eyed appearance. And further sophistication is added to the headlight cluster design through the integration of side indicators and light guides.

The Under Priority design features a large trapezoidal lower grille, finished in glossy black metallic paint, emphasizing the car's broad stance. This impression of width is reinforced by bumper corners which now feature a 3D form flowing from the headlamps into new air intakes and newly designed LED Daytime Running Lights (DRL).

To the rear, a new combination lamp design features light guide technology and red inner lenses, making the car instantly recognisable. In keeping with the new frontal design, the rear has been upgraded with a redesigned license plate garnish and a new bumper with an integrated diffuser.

The 2015 Prius+ will be available in 2 new body colours; Dark Sherry metallic and Attitude Black mica.

The upgraded interior of the 2015 Prius+ has been refreshed with a new dark silver metallic finish for both the air conditioning system's single dial controller and driving related switchgear, and chrome plated door handles.

The centre console now features twin slim-line air vents with a chrome finish, for a more sophisticated appearance.

The layout of the driver's instrument binnacle has been revised for improved visibility. It now features a new 4.2", multi-function, colour TFT information screen which can be controlled via steering wheel-mounted switchgear.

Apart from conventional information such as clock, trip indicator, cruising range and fuel consumption, the TFT screen also displays the Hybrid System Indicator and Energy Monitor common to all Toyota full hybrid vehicles. A new 'Eco Judge' function helps the driver maximise the efficiency of the full hybrid powertrain awarding a points score related to his eco driving performance.

The screen also shows settings for the Adaptive Cruise Control (ACC), and mirrors air conditioning and audio menu settings, keeping them within the driver's line of sight whilst on the move.

The 2015 Prius+ is equipped with the latest range of Toyota Touch® 2 multimedia systems. A new unit design features a flat-surfaced screen surround integrating touch-sensitive capacitive buttons for quick, accurate operation, an improved appearance and a tablet-like feel.

The updated, 6.1" touch screen itself displays more colours and has an 800 x 480 resolution, giving a brighter, sharper image. It also supports 'drag and flick' fingertip control for easy, intuitive operation.

The Toyota Touch® 2 systems are fitted as standard with a rear view camera and are 'MirrorLink'-ready. This feature enables users to connect compatible smartphones and then operate them entirely from the system's touch screen.

Toyota Touch® 2 with Go offers customers an enhanced, full map navigation system. Advanced traffic information is located on the map itself in the form of a 'traffic bar', showing the driver any congestion ahead, and what delay to expect. Based on historical traffic data, the system is also able to suggest alternative route options depending on the time of day.

Via the Toyota Online function, the multimedia system offers on-board connectivity to an expanded range of services including Toyota Real Time Traffic powered by TomTom, Google Street View, Panoramio and Google Local Search -the largest and most up-to-date search database in the world.

When upgraded to Toyota Touch® 2 with Go Plus, the touch-screen multimedia system comes equipped with 3D city models, landmark graphics and a 'text-to-speech' message readout facility.

The system will display emails and calendars depending on Bluetooth mobile phone compatibility. It also features a 'Play More Like This' function. This smart music recognition system can automatically create playlists to suit your mood; a safe and easy way to manage music on the move.

Touch 2 with Go Plus supports Wi-Fi connectivity. Users set up their smartphone as a Wi-Fi hotspot for connection to the system's online functions.

The 2015 Prius+ is now available with Intelligent Park Assist, from mid-grade. The system uses a rear camera and ultrasonic sensors on the front side-bumper to identify viable reverse and parallel parking spaces. It will then automatically apply the correct sequence of steering angles to manoeuvre the car into the target space; all the driver needs to do is control the vehicle's speed.

The interior of the 2015 Prius+ now features electric seat adjustment. The cabin is available in black or grey cabin, and with a choice of 3 upholstery finishes: fabric, fabric with 'Toyota E-Tex' leather side bolsters, and full Toyota E-Tex' leather seats.

All grades are fitted, as standard, with a centre arm rest finished in 'Toyota E-Tex' leather; a highly durable synthetic material which has the texture of leather yet is 30% lighter and may be readily wiped clean.

For 2015, the Prius+ has received a significant safety equipment upgrade. In the event of sudden braking, an Emergency Brake Signal activates all side indicators to alert following traffic and help reduce rear-end accidents.

The Pre-Crash Safety system benefits from enhanced braking performance and is now able to achieve a maximum speed reduction of 60 km/h. In addition, the system's warning time can now be set by the driver or switched off completely.

Providing enhanced driver convenience, Hill-start Assist Control is now automatically activated when the car detects an upward gradient.

Driving performance has also been enhanced. The suspension damping force has been optimised for improved handling and greater ride comfort. And the adoption of new high-performance sound absorption material to the rear deck side offers improved sound absorption, making life on-board even more comfortable.

The powertrain of the 2015 Prius+ has been upgraded to be Euro6 compliant.

The 2015 Prius+ will be launched across Europe from January 2015.