For odd reason, the Italian 04' Prius has not the Cruise Control installed. It can be very easily retrofitted with those parts.

To keep your warranty, ask your dealer to mount it.

Part List to retrofit an Italian 04' Prius with a Cruise Control

Part Description	Part Number	Price paid (no VAT) in
		France (€)
Main Cruise Control switch	8463234010	75,02
Cable to connect the switch	8463348020	10,05
Steering wheel right lower cover	4518647010C0	2,66
Stop Light Switch	8434020060	14,76
		102,49