Engineered to defy expectations.

Embrace a future of boundless opportunities in the 2024 Toyota Prius Prime. Its stunning design and sharp lines ensure you’ll turn heads wherever you go. But it’s not just the striking aesthetics that set Prius Prime apart—it’s the remarkable engineering beneath the surface. With an enhanced battery pack, you can tap into its plug-in capabilities, empowering you to conquer most daily commutes using electric power alone. And on longer excursions, Prius Prime seamlessly transitions to its efficient hybrid engine, ensuring your journey continues uninterrupted.

Beyond efficiency, Prius Prime also packs a punch; its Hybrid Synergy Drive® system delivers impressive power, acceleration and handling that will leave you in awe. Enhanced by a suite of intelligent technologies and matched with a modern interior that puts comfort within reach, Prius Prime is ready to deliver the best of both worlds.
PLUG-IN HYBRID

Roam on with flexible fueling.

Prius Prime is more than just a hybrid — it’s a hybrid you can charge. Thanks to its larger battery pack, a full charge has an EPA-estimated all-electric driving range of up to 44 miles. So plug it in at home, at work or most public charging stations nearby to help maximize fuel efficiency. And if you can’t find a charge, it’ll run on its hybrid engine to continue your drives.

Intelligent efficiency

The gas engine and electric motors work together to provide sufficient power when you need it and remarkable efficiency when you don’t.

Impressive performance

Prius Prime’s Hybrid Synergy Drive® system helps maximize output from both the gas engine and electric motors. With 220 net combined horsepower, it has plenty of power and gets off the line quickly, with a 0-60 mph time of 6.6 seconds.

On-road confidence

With an impressive 10-year or 150,000-mile hybrid system warranty, Prius Prime’s battery is designed to last. Along with ToyotaCare™ that covers normal factory scheduled service for the first 2 years or 25,000 miles, whichever comes first, and 3-year, unlimited-mileage 24-hour Roadside Assistance™ to help keep you going, there may be local savings, incentives and HOV eligibility to make the decision to drive Prius Prime even easier.
Settle in with smart tech.

With more convenience comes more driving confidence. From available Digital Key® capability that lets you access your Prius Prime through your Bluetooth®-connected® smartphone to available Advanced Park® for hands-free parking assistance, your daily commute just got better.

Traffic Jam Assist

Enjoy city driving with newfound ease. Traffic Jam Assist (TJA)\textsuperscript{10} helps navigate the ebb and flow of stop-and-go traffic on limited access roadways at speeds under 25 mph, by providing hands-free control of the vehicle’s steering, braking and acceleration.

Top-mount Multi-Information Display

Information that meets the eye. Prius Prime’s top-mount Multi-Information Display (MID) is placed right above the steering wheel to clearly give you vehicle details, outside temperature, driver-assist system information and more—all within easy view.

Panoramic View Monitor

Get a better view of what’s around you. Prius Prime’s available Panoramic View Monitor\textsuperscript{12} uses different cameras to display a panoramic view of what’s around the vehicle.
PERFORMANCE

Accelerate your excitement.

Experience the thrill of an invigorating drive. Although Prius Prime is designed to maximize your daily commutes, it doesn’t mean you have to compromise on fun. Step on the pedal and feel the acceleration kick in almost instantly. You’ll also enjoy a confident drive. With its low center of gravity, you’ll feel a personal connection to the road from corner to corner.

All-electric driving range

Prius Prime’s impressive EPA-estimated all-electric driving range of up to 44 miles lets you run on pure electric power for short commutes. When needed, simply plug into a standard outlet or Level 2 charger to help maximize efficiency.

Driving modes

Prius Prime features different driving modes to help optimize your drive: EV (Electric Vehicle) Mode, Auto EV/HV Mode and HV (Hybrid Vehicle) Mode. Auto EV/HV Mode intelligently selects between electric and hybrid driving based on demand and driving conditions. HV Mode combines the gas engine and electrical power from the HV battery.

2.0L hybrid engine

On long drives, Prius Prime has you covered. Its efficient 2.0L 4-cylinder hybrid engine has up to an EPA-estimated 52 combined mpg and will continue to power your drives whenever the battery charge runs low.

See numbered footnotes in Disclosures section.
Striking design
Smooth curves and sharp details highlight Prius Prime’s modern appeal and do more than create an aerodynamic advantage, they leave you with a sleek one-motion silhouette that looks good from any angle.

19-in. alloy wheels
Adding to Prius Prime’s flowing silhouette are available lightweight 19-in. aluminum alloy wheels. Designed specifically for Prius Prime, they bring more modern style that’s sure to turn heads.

Distinctive headlights and taillights
Prius Prime’s captivating front-end design is defined by slim LED headlights, while the rear features a light bar between the taillights to finish off its clean look.

Fixed glass roof
Enjoy the view. Pull the sunshade back and let Prius Prime’s available fixed glass roof help brighten up the cabin.

**EXTERIOR**

**Sculpted to stand apart.**

Every time you look at Prius Prime, you’ll be inspired to see how far you can go. Whether you’re exploring the city or taking it beyond city limits, you’ll enjoy the freedom to pursue your passions.
Calibrated for maximum comfort.

Settle in and feel a space that surrounds you with comfort. Premium materials and modern design help keep you and your passengers comfortable, while six USB-C ports also give everyone’s devices a chance to charge up. If more cargo room is required, fold down Prius Prime’s 60/40 rear seats to reveal ample space that’s easily accessible from the rear hatch.

Sport seats

Find excitement in every drive. Prius Prime features sport seats with red accents that show off the sporty look that matches its drive.

Illumination Notification

This available stylish interior accent illuminates as a subtle cue to the driver when a preceding vehicle begins to move from a stop.

Level 1 charger

Prius Prime comes standard with a Level 1 charger that you can bring with you wherever you go. Simply plug into any standard 120V outlet to charge up and, when not in use, it hides away nicely in the rear cargo area.

See numbered footnotes in Disclosures section.
Amplify your drive.

Enhance every drive with an experience that’s all about you. Whether enjoying the sounds of your favorite soundtrack or interacting with an interface that you’re familiar with, you’ll always be surrounded by comfort.

JBL® Premium Audio System

Enjoy the soundtrack of every drive. Prius Prime’s available JBL™ Premium Audio system uses eight speakers to produce phenomenal sound for an immersive experience.

Wireless Apple CarPlay®

Bring along a familiar face. With Prius Prime’s wireless Apple CarPlay™ compatibility, you can use your compatible iPhone® with the multimedia system to get directions, make calls, send and receive messages, and listen to music, while staying focused on your drive.

Wireless Android Auto™

Stay connected on the road. By pairing your compatible Android™ phone with the audio multimedia system, Android Auto™ lets you get real-time traffic alerts, make and receive phone calls, listen to your favorite soundtrack and more.

SiriusXM® 3-month trial

With a SiriusXM® 3-month trial subscription, you get 425+ channels, including 165+ channels in your vehicle to listen to ad-free music, plus sports, news, comedy and more. Innovative features in Prius Prime make it even easier to search, discover and listen than ever before through personalized channel recommendations curated just “For You,” plus the Live Sports category puts all your games and teams in one place for easy access.
Technology that keeps up with you.

Take advantage of smarter and convenient technologies designed to simplify your everyday life.

Trial periods included on all models for the listed Connected Services.* 4G network dependent.

Safety Connect*
Round-the-clock help when the unexpected happens.  
✓ Emergency Assistance Button (SOS)  
✓ Enhanced Roadside Assistance  
✓ Automatic Collision Notification  
✓ Stolen Vehicle Locator

Drive Connect
Enhanced features to get you where you need to be.
✓ Destination Assist  
✓ Intelligent Assistant  
✓ Cloud Navigation

Service Connect
Being proactive to help keep your vehicle in peak condition.
✓ Vehicle Health Report  
✓ Vehicle Maintenance Alert  
✓ Maintenance Reminder

Remote Connect
Manage your vehicle, including remote start and much more.
✓ Digital Key™ Capability (on XSE and XSE Premium)  
✓ Remote Vehicle Start  
✓ Unlock/Lock  
✓ Remote Notifications  
✓ Remote Climate  
✓ Charge Management  
✓ Guest Driver  
✓ Smartwatch Compatibility

*To view included trial details, please visit toyota.com/connected-services.

Feature availability may vary by model grade. See numbered footnotes in Disclosures section.
Peace of mind comes standard.

Toyota Safety Sense™ (TSS) is a suite of safety and driver-assistance technologies designed to support driver awareness, decision-making and vehicle operation. These features are available on many new Toyota vehicles at no additional cost.
PRIUS PRIME MODELS*

SE
Includes these key features

Drivetrain/Powertrain
- 2.0-Liter, 4-Cylinder DOHC 16-valve with Variable Valve Timing with intelligence (VVT-i), 150 hp @ 6000 rpm, 139 lb.-ft. @ 4400-5200 rpm
- Electronically controlled Continuously Variable Transmission (ECVT)
- Front-Wheel Drive
- Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- 53 city/51 highway/52 combined est. mpg[

Exterior Features
- Bi-LED projector low- and high-beam headlights, Automatic High Beams (AHB)²⁷ and auto-off
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- Heated power outside mirrors with folding feature
- Roof-mounted shark-fin antenna
- 17-in. alloy wheels with wheel covers and P195/55R15 tires

Interior Features
- Fabric-trimmed front seats; 6-way adjustable driver’s seat; 6-way adjustable front passenger seat
- 60/40 split fold-down rear seats
- SofTex®-trimmed seats with seatback pockets
- 6-way power-adjustable driver’s seat including power lumbar support; 6-way adjustable front passenger seat
- 60/40 split fold-down rear seats with center armrest
- SofTex®-trimmed heated tilt/telescoping steering wheel with audio, Multi-Information Display (MID) and Bluetooth® hands-free phone controls
- Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display
- Six USB-C charge ports—two front/ two center console/two rear

Audio Multimedia
- 8.0-in. Toyota Audio Multimedia
- 6-speaker audio system
- Wireless Android Auto™ & Apple CarPlay™ compatibility
- SiriusXM® 3-month trial subscription

Connected Services Trials**,2¹
- Safety Connect® with up to 10-year trial²⁴
- Service Connect with up to 10-year trial⁴³
- Remote Connect with 1-year trial⁴⁴
- Wi-Fi Connect with up to 3 GB within 1-month trial⁴⁵
- Drive Connect with 1-year trial⁴⁶

Safety/Convenience
- Toyota Safety Sense™ 3.0²³
- Star Safety System™
- Traffic Jam Assist¹ (requires active Drive Connect trial or subscription)²³
- Eight airbags²⁴
- Blind Spot Monitor (BSM)²³ with Rear Cross-Traffic Alert (RCTA)²³
- Rear Seat Reminder²³
- Safe Exit Assist (SEA)²³
- Lane Change Assist²³
- Front Cross-Traffic Alert²³

Options/Packages
- Fixed roof
- Digital Key® capability (requires Remote Connect trial or subscription; 1-year trial included)

XSE
Adds to or replaces features offered on SE

Drivetrain/Powertrain
- 2.0-Liter, 4-Cylinder DOHC 16-valve with Variable Valve Timing with intelligence (VVT-i), 150 hp @ 6000 rpm, 139 lb.-ft. @ 4400-5200 rpm
- Electronically controlled Continuously Variable Transmission (ECVT)
- Front-Wheel Drive
- Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- 50 city/47 highway/48 combined est. mpg²⁷

Exterior Features
- Bi-LED projector low- and high-beam headlights, Automatic High Beams (AHB)²⁷ and auto-off
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- Active grille shutter
- 19-in. alloy wheels and P195/55R19 tires
- Heated power outside mirrors with folding feature

Interior Features
- Heated front seats
- SofTex®-trimmed front seats with seatback pockets
- 8-way power-adjustable driver’s seat including power lumbar support; 6-way adjustable front passenger seat
- 60/40 split fold-down rear seats with center armrest
- SofTex®-trimmed heated tilt/telescoping steering wheel with audio, Multi-Information Display (MID) and Bluetooth® hands-free phone controls
- Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display
- Six USB-C charge ports—two front/ two center console/two rear

Audio Multimedia
- 8.0-in. Toyota Audio Multimedia
- 8-speaker audio system
- Wireless Android Auto™ & Apple CarPlay™ compatibility
- SiriusXM® 3-month trial subscription

Connected Services Trials**,2¹
- Safety Connect® with up to 10-year trial²⁴
- Service Connect with up to 10-year trial⁴³
- Remote Connect with 1-year trial⁴⁴
- Wi-Fi Connect with up to 3 GB within 1-month trial⁴⁵
- Drive Connect with 1-year trial⁴⁶

Safety/Convenience
- Toyota Safety Sense™ 3.0²³
- Star Safety System™
- Traffic Jam Assist¹ (requires active Drive Connect trial or subscription)
- Blind Spot Monitor (BSM)²³ with Rear Cross-Traffic Alert (RCTA)²³
- Rear Seat Reminder²³
- Safe Exit Assist (SEA)²³
- Front and Rear Parking Assist with Automatic Braking (PA w/AB)²³
- Lane Change Assist²³
- Front Cross-Traffic Alert²³

Options/Packages
- Digital Key® capability (requires Remote Connect trial or subscription; 1-year trial included)

XSE Premium
Adds to or replaces features offered on XSE

Drivetrain/Powertrain
- 2.0-Liter, 4-Cylinder DOHC 16-valve with Variable Valve Timing with intelligence (VVT-i), 150 hp @ 6000 rpm, 139 lb.-ft. @ 4400-5200 rpm
- Electronically controlled Continuously Variable Transmission (ECVT)
- Front-Wheel Drive
- Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- 50 city/47 highway/48 combined est. mpg²⁷

Exterior Features
- Fixed glass roof
- Bi-LED projector low- and high-beam headlights, Automatic High Beams (AHB)²⁷ and auto-off
- LED Daytime Running Lights (DRL) with on/off feature
- 19-in. alloy wheels and P195/55R19 tires
- Heated power outside mirrors with folding feature

Interior Features
- Power liftgate
- Digital Key® capability (requires Remote Connect trial or subscription; 1-year trial included)
- Heated and ventilated front seats
- SofTex®-trimmed front seats with seatback pockets; 8-way power-adjustable driver’s seat including power lumbar support; 6-way adjustable front passenger seat
- Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display
- Six USB-C charge ports—two front/ two center console/two rear

Audio Multimedia
- 12.3-in. Toyota Audio Multimedia
- 8-speaker JBL® Premium Audio including amplifier
- Wireless Android Auto™ & Apple CarPlay™ compatibility
- SiriusXM® 3-month trial subscription

Connected Services Trials**,2¹
- Safety Connect® with up to 10-year trial²⁴
- Service Connect with up to 10-year trial⁴³
- Remote Connect with 1-year trial⁴⁴
- Wi-Fi Connect with up to 3 GB within 1-month trial⁴⁵
- Drive Connect with 1-year trial⁴⁶

Safety/Convenience
- Toyota Safety Sense™ 3.0²³
- Star Safety System™
- Traffic Jam Assist¹ (requires active Drive Connect trial or subscription)
- Blind Spot Monitor (BSM)²³ with Rear Cross-Traffic Alert (RCTA)²³
- Rear Seat Reminder²³
- Safe Exit Assist (SEA)²³
- Front and Rear Parking Assist with Automatic Braking (PA w/AB)²³
- Lane Change Assist²³
- Front Cross-Traffic Alert²³

Options/Packages
- Panoramic View Monitor²³

*Limited availability; *4G network dependent. See numbered footnotes in Disclosures section.
**PRIUS PRIME COLORS, TRIMS & WHEELS**

- **Midnight Black Metallic**
- **Reservoir Blue**
- **Cutting Edge**
- **Guardian Gray**
- **Supersonic Red**
- **Wind Chill Pearl**

**P R I U S  P R I M E  W H E E L S**

- **SE 17-in. alloy wheels with wheel covers**
- **XSE and XSE Premium 19-in. alloy wheels**

See numbered footnotes in Disclosures section.
PRIUS PRIME ACCESSORIES

This is a great way to add extra personality to your Prius Prime. Not every accessory is available in your area, so for a complete list of accessories, go to toyota.com/priusprime/accessories.

Cargo net
Integrated dashcam
Illuminated doorsill protectors

All-weather floor liners
Cargo liner
Body side moldings

Door edge guards
Mudguards
Rear bumper appliqué

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that’s not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. Refer to applicable Warranty and Maintenance Guide for details.

Hybrid Battery: HV battery is covered for 10 years or 150,000 miles, whichever comes first. Warranty coverage is subject to terms and conditions. Refer to applicable Warranty and Maintenance Guide for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).


Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle’s in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage.

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 Warranty and Maintenance Guide or see your Toyota dealer.
## PRIUS PRIME FEATURES

### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-in. alloy wheels with wheel covers and 195/60R17 tires</td>
<td>$</td>
<td>$</td>
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<tr>
<td>19-in. alloy wheels and P195/50R19 tires</td>
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<tr>
<td>Bi-LED projector low- and high-beam headlights with auto-off feature</td>
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<tr>
<td>Bi-LED projector low- and high-beam headlights with auto on/off feature</td>
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<tr>
<td>Charge port with lock and charging indicator light</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Color-keyed outside front door handles</td>
<td>$</td>
<td>$</td>
<td>$</td>
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<tr>
<td>Fixed glass roof</td>
<td></td>
<td>$</td>
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<tr>
<td>Heated power outside mirrors with folding feature</td>
<td>$</td>
<td>$</td>
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<tr>
<td>LED Daytime Running Lights (DRL) with on/off feature</td>
<td>$</td>
<td></td>
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<tr>
<td>LED taillights and stop lights</td>
<td>$</td>
<td>$</td>
<td></td>
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<tr>
<td>Rain-sensing variable intermittent windshield wipers</td>
<td>$</td>
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<tr>
<td>Roof-mounted shark-fin antenna</td>
<td>$</td>
<td>$</td>
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<tr>
<td>Solar charging roof</td>
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</tbody>
</table>

### Interior

<table>
<thead>
<tr>
<th>Feature</th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>60/40 split fold-down rear seats</td>
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<tr>
<td>60/40 split fold-down rear seats with center armrest</td>
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<tr>
<td>Auto-dimming rearview mirror with HomeLink™</td>
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<tr>
<td>Cargo area tonneau cover</td>
<td>$</td>
<td>$</td>
<td></td>
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<tr>
<td>Center console with armrest and storage compartment</td>
<td>$</td>
<td>$</td>
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<tr>
<td>Digital Key® capability — Digital Key enables smartphone to be used instead of a physical key. (requires Remote Connect trial or subscription; 1-year trial included)</td>
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<td></td>
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<tr>
<td>Digital rearview mirror</td>
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<tr>
<td>Illumination Notification</td>
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<tr>
<td>Driver’s seat with memory function with two settings</td>
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<tr>
<td>Single-zone climate control system with pollen filtration</td>
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<tr>
<td>Extendable dual sun visors with illuminated vanity mirrors</td>
<td>$</td>
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<tr>
<td>Fabric-trimmed front seats; 6-way adjustable driver’s seat; 6-way adjustable front passenger seat</td>
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<tr>
<td>Heated and ventilated front seats</td>
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<tr>
<td>Heated front seats</td>
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<tr>
<td>Heated rear seats</td>
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<tr>
<td>Integrated backup camera™</td>
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<tr>
<td>Level 1 charging cable for 120V outlet</td>
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<tr>
<td>Power liftback</td>
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<tr>
<td>Power windows with auto up/down</td>
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<tr>
<td>Rear dome light and cargo area light</td>
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<tr>
<td>Six USB-C charge ports — two front/two center console/two rear</td>
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<tr>
<td>Smart Key System on driver door with Push Button Start, remote keyless entry system with lock, unlock and panic functions</td>
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<tr>
<td>Smart Key System on front doors and trunk with Push Button Start, remote keyless entry system with lock, unlock and panic functions</td>
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<tr>
<td>SoFlo®-trimmed™ front seats with seatback pockets; 8-way power-adjustable driver’s seat including power lumbar support; 6-way adjustable front passenger seat</td>
<td>$</td>
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<tr>
<td>SoFlo®-trimmed™ heated tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and Bluetooth® hands-free phone controls</td>
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<tr>
<td>Top-mount Multi-Information Display (MID) with indicators and 7-in. LCD display with speedometer; drive mode indicators, instrumentation and customizable settings, odometer, trip meters, clock, outside temperature, rear passenger seatbelt indicators, fuel economy information, trip timer and warning messages</td>
<td>$</td>
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<tr>
<td>Rear dome light</td>
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<tr>
<td>Two front and two rear cup holders; two front and two rear bottle holders</td>
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<tr>
<td>Qi-compatible wireless smartphone charging® with charge indicator light</td>
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<tr>
<td>Foot pedal parking brake</td>
<td></td>
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</tbody>
</table>

See numbered footnotes in Disclosures section.
## PRIUS PRIME FEATURES

### Connected Services Trials

<table>
<thead>
<tr>
<th>Feature</th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Connect&lt;sup&gt;21&lt;/sup&gt;, with up to 10-year trial subscription&lt;sup&gt;22&lt;/sup&gt;</td>
<td>S</td>
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<td>S</td>
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<tr>
<td>Enhanced Roadside Assistance.&lt;sup&gt;19&lt;/sup&gt;</td>
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<td></td>
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<tr>
<td>Automatic Collision Notification and Stolen Vehicle Locator.&lt;sup&gt;26&lt;/sup&gt;</td>
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<tr>
<td>4G network dependent.</td>
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<tr>
<td>Service Connect with up to 10-year trial subscription&lt;sup&gt;20&lt;/sup&gt;</td>
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<tr>
<td>receive personalized maintenance updates and vehicle health reports.</td>
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<td></td>
</tr>
<tr>
<td>Subscription required. 4G network dependent.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remote Connect with 1-year trial subscription&lt;sup&gt;24&lt;/sup&gt;</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>remotely interact with your vehicle through the Toyota app&lt;sup&gt;18&lt;/sup&gt; via your smartwatch. Depending on grade, allows you to lock/unlock doors, start and stop the vehicle, locate your last parked location, check vehicle status and monitor guest drivers. Subscription required after trial. 4G network dependent.</td>
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</tr>
<tr>
<td>Drive Connect with 1-year trial subscription&lt;sup&gt;17&lt;/sup&gt;</td>
<td>S</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>includes Cloud Navigation&lt;sup&gt;11&lt;/sup&gt; with Google Points of Interest (POI) data, Intelligent Assistant&lt;sup&gt;4&lt;/sup&gt; with Hey, Toyota, and Destination Assist.&lt;sup&gt;3&lt;/sup&gt; Subscription required after trial. 4G network dependent.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wi-Fi Connect with 3 GB within 30-day trial subscription&lt;sup&gt;26&lt;/sup&gt;</td>
<td>S</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>includes AT&amp;T Wi-Fi hotspot and Integrated Streaming (Apple Music&lt;sup&gt;27&lt;/sup&gt; and Amazon Music&lt;sup&gt;28&lt;/sup&gt;) compatibility. Subscription required after trial. 4G network dependent.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Audio Multimedia

- 8.0-in. Toyota Audio Multimedia with wireless Apple CarPlay<sup>3</sup> & Android Auto<sup>5</sup> compatibility, USB media port,<sup>14</sup> five USB charge ports,<sup>14</sup> hands-free phone capability and music streaming<sup>8</sup> via Bluetooth<sup>8</sup> wireless technology, SiriusXM<sup>20</sup> 3-month trial<sup>32</sup> subscription. See toyota.com/connected-services for details.
- 6-speaker audio system

### Safety and Convenience

- Toyota Safety Sense™<sup>3</sup> — Pre-Collision System with Pedestrian Detection (PCS w/PD),<sup>34</sup> Full-Speed Range Dynamic Radar Cruise Control (DRCC),<sup>19</sup> Lane Departure Alert with Steering Assist (LDA w/SWA),<sup>19</sup> Lane Tracing Assist (LTA),<sup>3</sup> Road Sign Assist (RSA),<sup>39</sup> Automatic High Beams (AHB),<sup>37</sup> Proactive Driving Assist (PDA)<sup>40</sup>
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC),<sup>6</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology® (SSST)<sup>44</sup>
- Advanced Park<sup>9</sup> with Rear Cross-Traffic Alert (RCTA)<sup>44</sup>
- Eight airbags<sup>42</sup> — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, rear seat-mounted side airbags, and front and rear side curtain airbags
- Front and Rear Parking Assist with Automatic Braking (PA w/AB)<sup>49</sup>
- Engine immobilizer<sup>40</sup>
- Hill Start Assist Control (HAC)<sup>5</sup>
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC),<sup>6</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology® (SSST)<sup>44</sup>

### Packages and Options

- Advanced Technology Package — Advanced Park,<sup>9</sup> Panoramic View Monitor<sup>22</sup> 12.3-in. Toyota Audio Multimedia touchscreen, with wireless Apple CarPlay<sup>3</sup> & Android Auto<sup>5</sup> compatibility, SiriusXM<sup>20</sup> 3-month trial<sup>32</sup> subscription. Includes 1-year trial of Drive Connect.<sup>11</sup> See toyota.com/connected-services for details.
- Digital Key<sup>7</sup> capability (requires Remote Connect trial or subscription; 1-year trial included)
- Digital rearview mirror
- Fixed glass roof
- Front and Rear Parking Assist with Automatic Braking (PA w/AB)<sup>49</sup>
- Heated rear seats
- Solar charging roof

See numbered footnotes in Disclosures section.
## PRIUS PRIME SPECIFICATIONS

### Mechanical/Performance

- **POWER OUTPUT**
  - Hybrid system net power: 220 hp (90 kW)
  - SE
  - XSE
  - XSE Premium

- **ENGINE**
  - 2.0-Liter, 4-Cylinder DOHC 16-valve with Variable Valve Timing with intelligence (VVT-i), 150 hp @ 6000 rpm, 139 lb.-ft. @ 4400-5200 rpm
  - SE
  - XSE
  - XSE Premium

- **Compression ratio**: 13:0:1
  - SE
  - XSE
  - XSE Premium

- **Induction system**: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
  - SE
  - XSE
  - XSE Premium

- **EMISSION RATING**
  - SULEV30 with Transitional Zero Emission Vehicle (TZEV)
  - SE
  - XSE
  - XSE Premium

- **ELECTRIC MOTOR**
  - Motor type: Permanent magnet AC synchronous motor
  - SE
  - XSE
  - XSE Premium

- **Voltage**: 600V maximum
  - SE
  - XSE
  - XSE Premium

- **TRACTION BATTERY**
  - Type: Lithium-ion (Li-ion)
  - SE
  - XSE
  - XSE Premium

- **Voltage**: 351.5V
  - SE
  - XSE
  - XSE Premium

- **TRANSMISSION**
  - Electronically controlled Continuously Variable Transmission (ECVT)
  - SE
  - XSE
  - XSE Premium

- **DRIVETRAIN**
  - Front-Wheel Drive
  - SE
  - XSE
  - XSE Premium

- **SUSPENSION**
  - Independent MacPherson strut front suspension and multi-link rear suspension with front and rear stabilizer bars
  - SE
  - XSE
  - XSE Premium

- **STEERING**
  - Electric Power Steering (EPS); power-assisted rack-and-pinion
  - SE
  - XSE
  - XSE Premium

- **Turning circle diameter, curb to curb (ft.)**: 33.4
  - SE
  - XSE
  - XSE Premium

- **BRAKES**
  - Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™
  - SE
  - XSE
  - XSE Premium

### Dimensions

#### EXTERIOR (in.)

<table>
<thead>
<tr>
<th></th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall height/width/length</td>
<td>55.9/70.1/181.1</td>
<td>56.3/70.2/181.1</td>
<td>56.3/70.2/181.1</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>108.3</td>
<td>108.3</td>
<td>108.3</td>
</tr>
<tr>
<td>Track (front/rear)</td>
<td>61.5/62.2</td>
<td>61.5/62.2</td>
<td>61.5/62.2</td>
</tr>
<tr>
<td>Overhang (front/rear)</td>
<td>38.5/34.3</td>
<td>38.5/34.3</td>
<td>38.5/34.3</td>
</tr>
<tr>
<td>Ground clearance</td>
<td>5.6</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Coefficient of drag (Cd)</td>
<td>0.27</td>
<td>0.29</td>
<td>0.29</td>
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</table>

#### INTERIOR (front/rear) (in.)

<table>
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<tr>
<th></th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
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<tbody>
<tr>
<td>Head room</td>
<td>38.0/36.4</td>
<td>38.0/36.4</td>
<td>38.0/36.4</td>
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<tr>
<td>Shoulder room</td>
<td>55.3/52.8</td>
<td>55.3/52.8</td>
<td>55.3/52.8</td>
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<tr>
<td>Hip room</td>
<td>54.7/51.7</td>
<td>54.7/51.7</td>
<td>54.7/51.7</td>
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<tr>
<td>Leg room</td>
<td>43.2/34.8</td>
<td>43.2/34.8</td>
<td>43.2/34.8</td>
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</tbody>
</table>

#### WEIGHTS AND CAPACITIES

<table>
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<th></th>
<th>SE</th>
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<tbody>
<tr>
<td>Curb weight (lbs.)</td>
<td>3461</td>
<td>3516</td>
<td>3571</td>
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<tr>
<td>Seating capacity</td>
<td>S</td>
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<tr>
<td>EPA-estimated passenger volume (cu. ft.)</td>
<td>91.2</td>
<td>91.2</td>
<td>91.2</td>
</tr>
<tr>
<td>EPA-estimated cargo volume (cu. ft.)</td>
<td>20.3</td>
<td>20.3</td>
<td>20.3</td>
</tr>
<tr>
<td>EPA-estimated interior volume (interior passenger volume + cargo volume) (cu. ft.)</td>
<td>111.5</td>
<td>111.5</td>
<td>111.5</td>
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<tr>
<td>Battery capacity (kWh)</td>
<td>13.6</td>
<td>13.6</td>
<td>13.6</td>
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<tr>
<td>Battery weight (lbs.)</td>
<td>284</td>
<td>284</td>
<td>284</td>
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<tr>
<td>Fuel tank (gal.)</td>
<td>10.6</td>
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#### TIRES

<table>
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<th></th>
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<tbody>
<tr>
<td>Size 195/60R17</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Size 195/50R19</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Spare Tire Repair Kit</td>
<td>S</td>
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</table>

#### MILEAGE ESTIMATES

<table>
<thead>
<tr>
<th></th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA-estimated hybrid mode mpg (city/highway/combined)³³</td>
<td>53/51/52</td>
<td>50/47/48</td>
<td>50/47/48</td>
</tr>
<tr>
<td>EPA-estimated MPGe³</td>
<td>127</td>
<td>114</td>
<td>114</td>
</tr>
<tr>
<td>EPA-estimated EV Mode driving range³</td>
<td>44 mi.</td>
<td>39 mi.</td>
<td>39 mi.</td>
</tr>
</tbody>
</table>

#### BATTERY CHARGING TIME

<table>
<thead>
<tr>
<th>Charging time (hr.) (120V/240V)</th>
<th>SE</th>
<th>XSE</th>
<th>XSE Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><del>11:00/</del>/~4:00 hr.</td>
<td><del>11:00/</del>/~4:00 hr.</td>
<td><del>11:00/</del>/~4:00 hr.</td>
<td><del>11:00/</del>/~4:00 hr.</td>
</tr>
</tbody>
</table>
attention to your surroundings and drive safely. See Owner’s Manual for limitations. 34. The Pre-Collision System (PCS) with Pedestrian Detection (PD) is designed to determine if impact is imminent and help reduce impact speed and damage in certain frontal collisions involving a vehicle, a pedestrian, a bicycle, or a motorcyclist. PCS w/PD is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrian or bicyclist and weather, light and road conditions. See Owner’s Manual for limitations. 35. Full-Speed Range Dynamic Cruise Radar Control is not a substitute for safe and attentive driving. See Owner’s Manual for instructions and limitations. 36. Lane Departure Alert with Steering Assist is designed to read visible lane markers under certain conditions. It provides a visual/audible alert and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors including road, weather and vehicle conditions. See Owner’s Manual for limitations. 37. Automatic High Beams operate at speeds above 21 mph. See Owner’s Manual for instruction and limitations. 38. The Lane Tracing Assist (LTA) lane centering function is designed to read visible lane markers and detect other vehicles under certain conditions. It is only operational when DRCC is engaged. Not available on vehicles with manual transmissions. See Owner's Manual for limitations. 39. Road Sign Assist only recognizes certain road signs. See Owner's Manual for limitations. 40. Proactive Driving Assist (PDA) is designed to detect certain objects or curves in the road and provide gentle braking and/or steering support. PDA is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of detected objects and weather, light and road conditions. See Owner’s Manual for additional limitations and details. 41. SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. 42. Airbags system supplement the seatbelts and are designed to inflate only under certain conditions and in certain types of severe collisions. Always wear seatbelt, sit upright in middle and as far back in seat as possible to help decrease risk of injury. Do not put objects in front of an airbag See Owner’s Manual for limitations. 43. Do not rely exclusively on Blind Spot Monitor. Look over shoulder and use turn signal. See Owner’s Manual for limitations. 44. Do not rely exclusively on the Rear Cross-Traffic Alert. Visually confirm clearance during use. See Owner’s Manual for limitations. 45. The Rear-Seat Reminder does not sense objects in the rear seat. The Rear-Seat Reminder is designed to recognize a unique rear-door opening pattern that may be consistent with an object being placed in the rear seating area. See Owner’s Manual for additional details. 46. Do not rely exclusively on Safe Exit Assist. Always look for approaching traffic before exiting the vehicle. See Owner’s Manual for limitations. 47. Lane Change Assist operates only when Dynamic Radar Cruise Control (DRCC) and Lane Tracing Assist (LTA) are activated. Do not overly rely on this system. Driver must confirm lane is clear. See Owner’s Manual for limitations. 48. Do not overly rely on the Front Cross-Traffic Alert system. Always visually confirm that it is safe to proceed. See Owner’s Manual for limitations. 49. Front and Rear Parking Assist with Automatic Braking (PA w/AB) may warn drivers of, and potentially brake for front and rear collisions with certain objects when traveling at low speeds. Drivers should visually confirm clearance during use. See Owner’s Manual for instructions and limitations. 50. Extra-cost color. 51. Cargo and load capacity limited by weight and distribution. Always properly secure cargo and cargo area. 52. Dashcam may not record under certain conditions. Use in accordance with applicable laws. See dashcam Owner's Manual for details. 53. This floor mat/floor liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/floor liner on top of an existing floor mat/floor liner. 54. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device or print). 55. HomeLink® and the HomeLink® house icon are registered trademarks of Gentex Corporation. 56. The backup camera does not provide a comprehensive view. Always look over shoulder and use outside mirrors. See Owner’s Manual for limitations. 57. Wireless charging may not be compatible with all mobile phones, smart devices, tablets, e-readers, MP3/WMA players and like products. 58. Toyota app requires an active Remote Connect trial or subscription. 59. Vehicle Stability Control is not a substitute for safe and attentive driving practices. Factors including speed, road conditions, weather and steering input can affect whether VSC will be effective. See Owner’s Manual for limitations. 60. Smart Stop Technology® will reduce power to help the brakes bring vehicle to a stop during certain contemporary brake and acceleration pedal applications. See Owner’s Manual for limitations. 61. The engine immobilizer is a state-of-the-art anti-theft system initiated when the key is inserted into ignition switch or a Smart Key fob is in/near the vehicle. Engine will only start if the code in the transponder chip matches the code in vehicle's immobilizer. The transponder chip is embedded in the key/fob and can be easily replace. For lost key or fob, see a Toyota dealer or go to www.aloa.org to find a qualified locksmith for high-security key service. 62. Hill Start Assist Control is designed to minimize backward rolling on steep ascents. Not a substitute for safe driving judgment and practices. Speed, grade, surface conditions, driver input, etc., can all affect HAC function. See Owner’s Manual. 63. The Tire Pressure Monitor System 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. 64. When Vehicle Proximity Notification System is active, it is the driver’s responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects and to drive the vehicle in a safe and attentive manner to avoid making contact. 65. Charging time may be longer using standard 120V outlet. Always plug-in/charge vehicle in accordance with Owner’s Manual. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. 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