Let’s go places.

Toyota drivers love to embrace new things and find new adventures. They just can’t sit still. And proper vehicle maintenance is key to helping keep your Toyota safe, dependable and ready to explore. That’s why we include a no-cost maintenance plan with the purchase or lease of every new Toyota for 2 years or 25,000 miles, whichever comes first. 24-hour roadside assistance is also included for 2 years and unlimited miles from the effective date. Plus, as a Prius Prime owner, your vehicle includes an additional year of roadside assistance, for a total of 3 years. For all the details and exclusions, please call, visit online or stop by your local Toyota dealer today. Valid only in the continental U.S. and Alaska. Let’s drive with confidence. Welcome to the ToyotaCare advantage.
Imagine the new possible. 
The all-new 2017 Toyota Prius Prime.

Let’s put limits in the rearview mirror. Introducing the all-new Prius Prime, the most efficient Toyota hybrid yet. With the power to run in either an EV or hybrid driving modes, Prius Prime strikes a harmonious balance between necessity and desire. Designed with intelligent tech, premium materials and thoughtful engineering, Prius Prime represents the next step of our continuous quest to reach more efficient mobility, without compromise. It’s time to make the drive toward a better tomorrow even better. And above all, it’s time to make the drive fun again. Let’s go places.
Let’s see what lies ahead. Let’s make the impossible possible.

Discover a new freedom that takes you further.

Let’s charge toward the next exciting chapter where our vehicles can aim even higher. Prius Prime’s EPA-estimated total driving range at 640 miles helps you challenge what’s possible. A larger battery pack also helps elevate your efficiency — it’s one of the many reasons why Prime is EPA-estimated at 25 miles in EV Mode: it’s enough to cover most commutes, and if you need more, Toyota’s proven hybrid technology invites even longer road trips. Prime’s new name comes with a signature design that helps improve aerodynamics and creates a lasting impression. The powertrain is a Toyota first, thanks to a dual motor drive system that improves acceleration in EV Mode for a fun drive. It’s an exhilarating experience that elevates your possibilities.
Innovative touches with style to match.

Prius Prime is designed to enhance your drive with innovation that lies above and beneath the surface of the artfully sculpted exterior. Purposeful, aerodynamic elements and lightweight components come together to help increase your efficiency to an impressive EPA-estimated 133 MPGe. Prime strikes the perfect balance between its elevated efficiency and eye-catching style. It’s an uncompromising approach that ensures you’ll enjoy every moment.

**CARBON-FIBER-REINFORCED-POLYMER REAR HATCH**

Prime’s rear hatch is made of carbon-fiber-reinforced polymer, a first for Toyota. This strong yet lightweight material makes opening and closing the hatch effortless. Found only on Prime, the dual-wave rear glass design flows seamlessly into the rear spoiler, helping reduce air resistance. Advanced aerodynamics and lightweight materials like these help increase efficiency and make your drive a quiet, comfortable one.

**STANDARD LED LIGHTING**

Prime features visually striking Quad-LED projector headlights, available LED fog lights, and accent lights to help you see more of what matters. Bright and efficient, the rear taillights are also equipped with LEDs that consume less energy.

**15-IN. ALLOY WHEELS**

Prime’s lightweight aluminum alloy wheels are designed to perform. The low-rolling resistance tires and wind-cheating wheel covers help enhance fuel efficiency and make your drive a quiet, comfortable one.

DESIGNED WITH EFFICIENCY

Plus shown in Titanium Glow. See numbered footnotes in Disclosures section.
Advanced interior shown in Black SofTex® trim.

INTERIOR TECHNOLOGIES

A display as big as your imagination.

Prime has innovative tech that you just can’t miss. Its available 11.6-in. HD multimedia display is Toyota’s most impressive yet. Intuitive pinch, zoom, tap and swipe gestures create a familiar smartphone-like experience while giving you easy access to the features that matter most. So whether you’re using the Entune® App Suite to plan your next night out, or using the navigation to help you get there, you’ve got the power to do it all.

MULTI-INFORMATION DISPLAY (MID)

The customizable 4.2-in. color dual Multi-Information Display screens let you keep track of Prime’s stats at a glance. Use the steering wheel-mounted controls to keep track of real-time driving conditions, fuel efficiency, battery charge level, vitals — and more — all while keeping both hands on the wheel.

REMOTE CLIMATE

Take control and use your smartphone with the available Prime apps, including the Remote Climate app. This way, you can check your Prime’s current temperature setting and change it to your liking — all before you even get in. When Prime is plugged in, the power used for Remote Climate is pulled straight from the grid so your battery keeps its charge. Now your comfort is always within reach.

INTELLIGENT DRIVE COACH

This available intelligent technology, called Predictive Efficient Drive, helps boost fuel efficiency by learning your driving habits. When approaching a recorded stop, an icon will display and suggest the optimal time to release the accelerator. Regenerative braking also activates sooner to recover more energy for the hybrid battery.

See numbered footnotes in Disclosures section.
Watching your back. So you can move ahead with confidence.

Enjoy every journey, from crosstown to cross country, all from inside Prius Prime. Everything has been purposefully designed with an uncompromising approach to serve your needs. And Prime’s innovative technologies like available Intelligent Clearance Sonar (ICS)† with Intelligent Parking Assist (IPA)† help lessen the challenges found in the everyday drive. It’s smart tech and comfort designed to give you the peace of mind to focus on the drive ahead.

Available Intelligent Parking Assist helps you navigate and conquer those difficult parking situations with the push of a button. Prime automatically controls the steering wheel while you control the gas and brake, and helps guide you into an open parking space.

When in Reverse, Prime’s standard integrated backup camera uses a wide-angle lens to display a large viewing area. Clearly marked lines on the screen show the distance, giving you more confidence to get out of any spot — tricky or not.

Be aware of what’s around you. As you park, available Intelligent Clearance Sonar is designed to scan for stationary objects like walls or posts that are within close proximity. If Prime anticipates a collision, an audible and visual alert will be emitted, engine or motor output reduced, and if needed, the brakes will automatically be applied to bring Prime to a halt.

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See numbered footnotes in Disclosures section.
INTERIOR TECHNOLOGY

Amenities that meet your aspirations.

Prime’s cabin features a modern design and premium materials throughout. Thoughtful interior touches delight the senses while smart tech brings convenience and innovative thinking to every trip. Prime’s front seats feature deep bolsters to help keep you in place when the road twists, for extra confidence behind the wheel.

Advanced interior shown in Black SofTex® trim.

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**COLOR HEAD-UP DISPLAY (HUD)**

Prime’s available color Head-Up Display uses aircraft-inspired technology to project information about your drive on the windshield, where it’s convenient to see. Easily view the current speed, energy monitor, turn-by-turn navigation directions, battery charge, and Toyota Safety Sense™ (TSS) alerts — all without taking your eyes off the road.

**HEATED STEERING WHEEL**

Prime’s available heated steering wheel warms things up when it’s cold outside. Once you’re comfortable, you can use the steering wheel-mounted controls for quick access to audio, phone, climate and the Multi-Information Display.

**JBL® PREMIUM AUDIO SYSTEM**

Sound all around. The available JBL® Premium Audio features ten JBL® GreenEdge™ speakers to amplify output from less energy. What you hear is clear sound imaging that will elevate any drive. You can also use the USB port or Bluetooth® hands-free wireless technology to bring your favorite playlist, and backup singers, along for the ride.

See numbered footnotes in Disclosures section.
60/40 SPLIT FOLD-DOWN REAR SEATS
Prime’s 60/40 split fold-down rear seats fold to maximize cargo space and versatility. With 19.8 cu. ft. of space, the largest cargo capacity in its class,17 it will help you enjoy even more room — and more adventures.17

STANDARD HEATED FRONT SEATS
Prime comes with standard heated front seats, so the comfort of you and your passenger is a top priority.

QI-COMPATIBLE WIRELESS SMARTPHONE CHARGING18
With Prime’s available Qi-compatible wireless smartphone charging, you can charge your Qi-compatible smartphone or other compatible device without wires or worry. Place it on the nontoxic holder and charge up before getting to your destination.

INTERIOR CONVENIENCE
Advanced interior shown in Black SofTex ® trim.

See numbered footnotes in Disclosures section.
All the range without the anxiety.

Every last detail of Prius Prime has been optimized to help make it the most advanced — and efficient — Prius yet. Advanced, lightweight materials, like the Toyota-first carbon-fiber-reinforced-polymer rear hatch, proven hybrid technology and an optimized Plug-in Hybrid Vehicle (PHV) system all play their part to enhance Prius Prime’s performance while maximizing efficiency. Simply charge from a standard household outlet and go even farther.

EV MODE

With a charged battery, the driver can experience electrifying performance. Prius Prime features a Toyota-first dual motor generation drive system that gives a fun acceleration feel and enhances electric driving mode at high highway speeds. The system’s output and regeneration conditions are clearly displayed in real-time on the MID, so you can see your efficiency in action.

HV/EV AUTO DRIVE MODES

Prime also offers two other driving modes so that the driver stays in control: EV Auto Mode and HV Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to optimize your efficiency. HV Mode efficiently combines the gas engine and electrical power from the HV battery to drive Prime.

CHARGE SCHEDULING

Charge scheduling gives you the option to charge during off-peak hours to help reduce electricity costs and support efficient grid usage in your community. Simply program your preferred charge start or departure time from Prime so it can be topped off and ready to roll when you are. And, you can even start your charge from afar through the available Prime apps.

PLUG-IN/HYBRID FUEL EFFICIENCY

Premium shown in Blue Magnetism. See numbered footnotes in Disclosures section.
Active safety comes standard.

Prius Prime’s standard Toyota Safety Sense™ Prime (TSS-P) is an active safety package that combines the Pre-Collision System™ with Pedestrian Detection, Lane Departure Alert with Steering Assist, Automatic High Beams, and Full-Speed Range Dynamic Radar Cruise Control to assist you. TSS-P’s comprehensive features create an围绕-E moment safety designed to help keep you safe under certain circumstances.

PRE-COLLISION SYSTEM™ WITH PEDESTRIAN DETECTION™

Pre-Collision System with Pedestrian Detection helps keep the road safe by detecting a vehicle or a pedestrian in certain situations. By combining radar detection with a camera capable of shape recognition, the system provides an audiovisual alert and warning you of a possible collision with a pedestrian under certain circumstances. If you don’t react, automatic braking support helps mitigate the potential for a collision.

LANE DEPARTURE ALERT WITH STEERING ASSIST™

If an inadvertent lane departure is detected and there are visible lane markings, the Lane Departure Alert system will issue an audible alert and visual warning on the MID screen. If the system determines that the driver is not taking corrective steering action, the Steering Assist function will initiate and provide gentle corrective steering when necessary to help keep the vehicle in the lane.

AUTOMATIC HIGH BEAMS™

Prime enhances visibility and helps make nighttime driving safe. The Automatic High Beam system uses a camera to help detect oncoming vehicles as far away as 200 feet and, depending on the circumstances, it can automatically switch the high beams on and off, helping to make it easier for other drivers on the road.

Active safety comes standard.

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Smart tech for a safe drive.

Prepare for the unexpected. Prius Prime comes standard with an advanced suite of six safety features. The Star Safety System™ includes Enhanced Vehicle Stability Control (VSC™), Traction Control (TRAC), Anti-Lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA™) and Smart Stop Technology® (SST). Prius Prime also comes with eight airbags— including a driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, front and rear side curtain airbags, a driver’s knee airbag and a front passenger seat cushion airbag, to help you drive with more confidence.

RAIN-SENSING WIPERS
Keeping your view clear. Between light rain and heavy downpours, Prius Prime’s available rain-sensing variable windshield wipers can be set to automatically activate depending on the amount of rain on the windshield and the speed of the car. It’s a convenience that helps you stay focused on the road.

BLIND SPOT MONITOR (BSM)™
See more of what matters. When a vehicle in the next lane enters your vehicle’s blind spot on either side, the available Blind Spot Monitor is designed to illuminate the indicator in that sideview mirror. If you continue to signal a lane change to that lane, the indicator will flash to get your attention.

REAR CROSS-TRAFFIC ALERT (RCTA)™
Watching out for you. In Reverse, Prius Prime’s available Rear Cross-Traffic Alert uses sensors to detect vehicles approaching from either side if the system senses cross traffic, it warns you by flashing the side mirror indicators and sounding a warning tone.

SAFETY Advanced shown in Blue Magnetism. See numbered footnotes in Disclosures section.
**Plus**

1.8L 4-Cylinder Engine with Hybrid Synergy Drive®

- 42 city/39 highway/41 combined EPA-estimated mpg

- Tire Pressure Monitor System (TPMS)

**Exterior Features**

- LED Daytime Running Lights (DRL) with off feature

- LED taillights and strip lights

- Stainless-steel grille

- Power rear window and wiper

- Heated power outside mirrors with folding function

- 5-spoke 16-in. alloy wheels

- Dual-mode intermittent windshield wipers

**Color/Trim/Wheel**

- Magnetic Gray Metallic

- Titanium Glow

- Black SofTex®

- Wheel: 16-in. 5-spoke alloy wheels with two-tone wheel cover

- 4-passenger seating with 60/40 split fold-down rear seats

- Center console with armrest, storage compartment and two rear cup/bottle holders

- AM/FM cache radio

- SiriusXM Satellite Radio with 3-month complimentary SiriusXM All Access trial, Gracenote® album cover art, integrated backup camera 12 display and Prime apps 8 (subject to availability).

**Safety Features**

- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC), Electronic THrust Management (TRC), Traction Control System (TRC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist, Vehicle Dynamic Control (VDC), Dive Prevention (DP) and Vehicle Proximity Notification System (VPNS)

- 4-way adjustable front passenger seat

- Heated power outside mirrors with folding function, dual-mode intermittent windshield wipers

- Pre-collision safety system, blind-spot monitor, rear cross-traffic alert

- Tire Repair System

- 3-month complimentary SiriusXM All Access trial, Gracenote® album cover art, integrated backup camera 12 display

**Interior Features**

- Smart Key System

- Dual sun visors with illuminated vanity mirrors

- Power door locks

- 4-passenger seating with 60/40 split fold-down rear seats

- Additional year of roadside assistance, 42 for a total of 3 years of roadside assistance

- 4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and Eco Score, Eco Savings Record, Drive Monitor, Eco Diary, climate control, driver support systems, audio system content, and navigation system content

- Voice Recognition, Siri® Eyes Free® wireless technology, Siri® Eyes Free® wireless technology

**Premium**

1.8L 4-Cylinder Engine with Hybrid Synergy Drive®

- 42 city/39 highway/41 combined EPA-estimated mpg

- Tire Pressure Monitor System (TPMS)

**Exterior Features**

- LED Daytime Running Lights (DRL) with off feature

- LED taillights and strip lights

- Stainless-steel grille

- Power rear window and wiper

- Heated power outside mirrors with folding function

- 5-spoke 16-in. alloy wheels

- Dual-mode intermittent windshield wipers

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**Advanced**

1.8L 4-Cylinder Engine with Hybrid Synergy Drive®

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- Tire Pressure Monitor System (TPMS)

**Exterior Features**

- LED Daytime Running Lights (DRL) with off feature

- LED taillights and strip lights

- Stainless-steel grille

- Power rear window and wiper

- Heated power outside mirrors with folding function

- 5-spoke 16-in. alloy wheels

- Dual-mode intermittent windshield wipers

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**Notes:**

- *Not all colors and trims available on all model grades. See dealer for details. See numbered footnotes in Disclosures section.