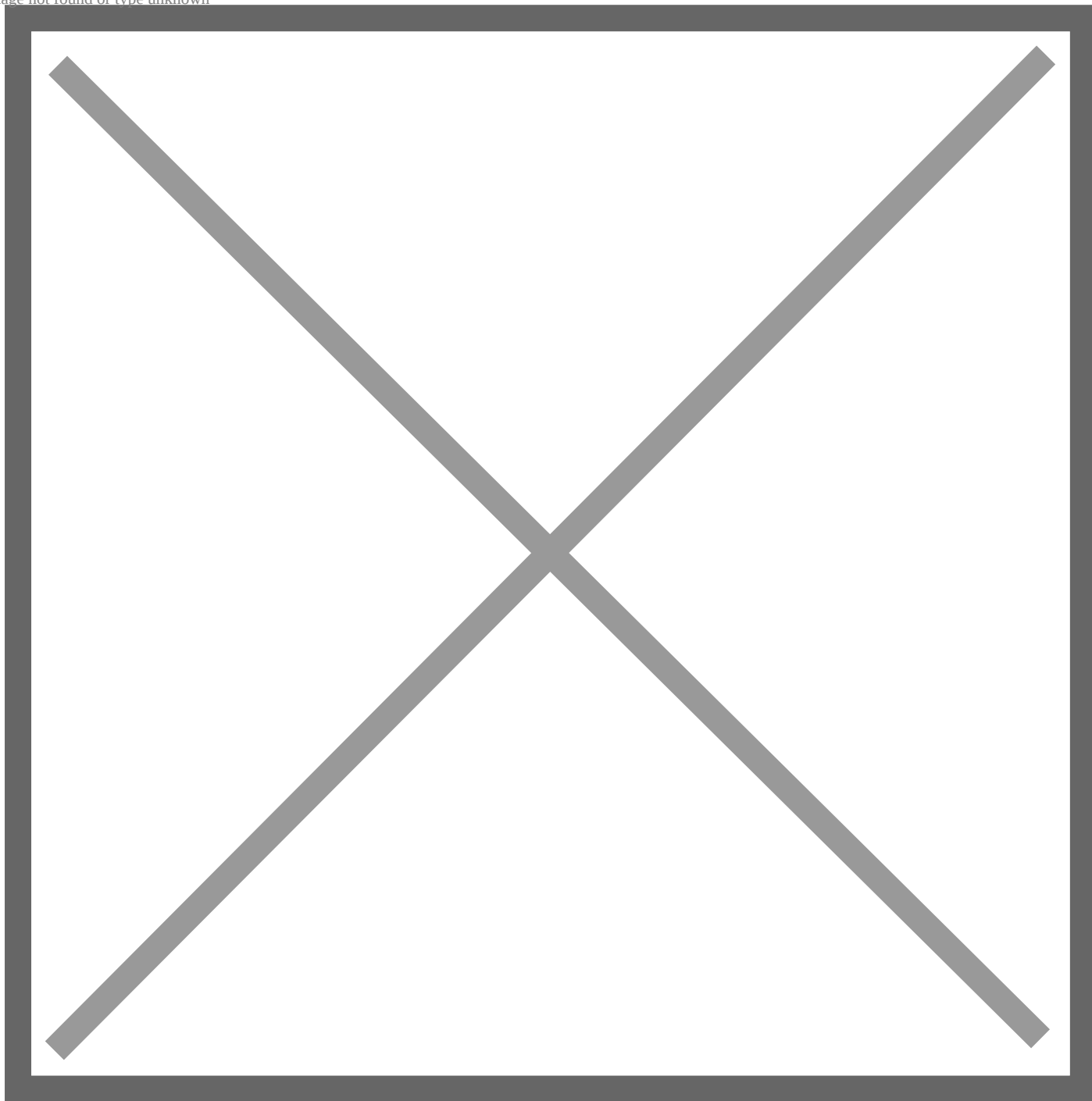


Vehicle of Choice for Geeks? Toyota Prius c

April 11, 2016

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An armada of agents is about to roll out in Toyota Prius *c*. Their mission: to help people across America get the most from their technology.

Starting today, Best Buy's Geek Squad will dispatch more than 1,000 of the vehicles – fully decked out as the new Geekmobile – nationwide.

With more than five million house calls a year, Geek Squad Agents annually drive an estimated 12.6 million miles (or roughly 20.3 million kilometers, 100.8 million furlongs or 4.2 million leagues). That's a lot of road (and gas), making the hip hatch's EPA estimated city fuel economy of 53 mpg particularly attractive. The Prius c's SULEV (Super ultra-low emissions vehicle) rating also is appealing given Best Buy's commitment to reduce its own carbon emissions.

Geek Squad rolled out in 2004 as the first national computer support task force. And while the Prius c's 17-plus cubic feet of cargo space might not fit a mainframe, it's a volume spacious enough to shuttle just about anything an agent might need – whether optimizing a home theater system or improving Wi-Fi performance or installing a security solution.

Drive long and prosper.