

Special Edition Prius Takes on a New Persona for 2015

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TORRANCE, Calif. (July 30, 2014) – The best-selling hybrid in America is taking style to a new level. The 2015 Prius Persona Series Special Edition is tailored with elegant exterior and interior touches that make it unique. The special edition model will begin arriving in dealerships in September.

The Prius Persona Series Special Edition model adds exterior changes and equipment to a Prius Three to create a distinct visual package. Persona Series includes 17-inch alloy wheels with a premium dark metallic finish. The special edition also comes equipped with premium heated power mirrors with turn signal indicators. The Persona model will be available in two exterior colors, Blizzard Pearl, and for the first time ever on this model, Absolutely Red. A “Persona Series” exterior badge on the rear of the vehicle also helps differentiate the model.

The Persona’s interior is trimmed in black SofTex® with gray stitching. The steering wheel is also trimmed in SofTex® material and includes a dark chrome bezel that complements the new model’s dark chrome shift knob ring and door grips. To add to the luxurious visuals, Persona Series features blue driver and front-passenger foot area illumination. The new Persona Special Edition has a MSRP of \$26,985. Blizzard Pearl exterior paint is accompanied by an additional \$395 fee.

The MSRP for the 2015 Prius Persona Series Special Edition does not include the delivery, processing, and handling (DPH) fee of \$825. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

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