

Toyota Announces Pricing for 2014 Avalon and Prius Liftback

October 18, 2013

Torrance, Calif., Oct. 18, 2013 — Toyota's flagship sedan, Avalon, will see a price increase of \$350 dollars made to its base model (Avalon XLE) while 2014 pricing remains consistent with the 2013 model. In addition, the popular Prius liftback will keep its pricing consistent with the 2013 model year. Given their high level of feature content, both vehicles represent a tremendous value to consumers.

As Toyota's flagship sedan, the 2014 Avalon offers stunning design, dynamic performance, a high level of refinement, and a spacious, inviting interior equipped with outstanding convenience technologies. For 2014, a back-up monitor is now standard equipment on all Avalon models. The back-up monitor is the feature added to the base XLE grade which is the only Avalon that shows a price increase for 2014. The Avalon XLE Premium and Avalon Hybrid XLE Premium add Display Audio with Navigation and Entune App suite. For 2014, the Avalon XLE Touring model will be equipped with 18" anthracite-painted alloy wheels instead of silver finish. The Blind Spot Monitor is now optional equipment on the Avalon XLE Touring and Avalon Hybrid XLE Touring models.

Production of the 2014 Avalon and 2014 Prius begins early in October with both models first appearing in showrooms in November.

Model Year	Brand	Model	2013 MSRP	2014 MSRP	MSRP Change (\$)	MSRP Change (%)
2014	Toyota	Avalon XLE	\$30,990	\$31,340	\$350	1.1%
2014	Toyota	Avalon XLE Premium	\$33,195	\$33,195	\$0	0.0%
2014	Toyota	Avalon XLE Touring	\$33,500	\$33,000	(\$500)	-1.4%
2014	Toyota	Avalon Limited	\$39,650	\$39,650	\$0	0.0%
2014	Toyota	Avalon Hybrid XLE Premium	\$35,555	\$35,555	\$0	0.0%
2014	Toyota	Avalon Hybrid XLE Touring	\$37,250	\$36,750	(\$500)	1.3%
2014	Toyota	Avalon Hybrid Limited	\$41,400	\$41,400	\$0	0.0%
2014	Toyota	Prius One	\$23,215	\$23,215	\$0	0.0%
2014	Toyota	Prius Two	\$24,200	\$24,200	\$0	0.0%
2014	Toyota	Prius Three	\$26,765	\$26,765	\$0	0.0%

2014	Toyota	Prius Four	\$28,435	\$28,435	\$0	0.0%
2014	Toyota	Prius Five	\$30,005	\$30,005	\$0	0.0%

All prices listed above exclude the Delivery, Processing, and Handling (DPH) fee.