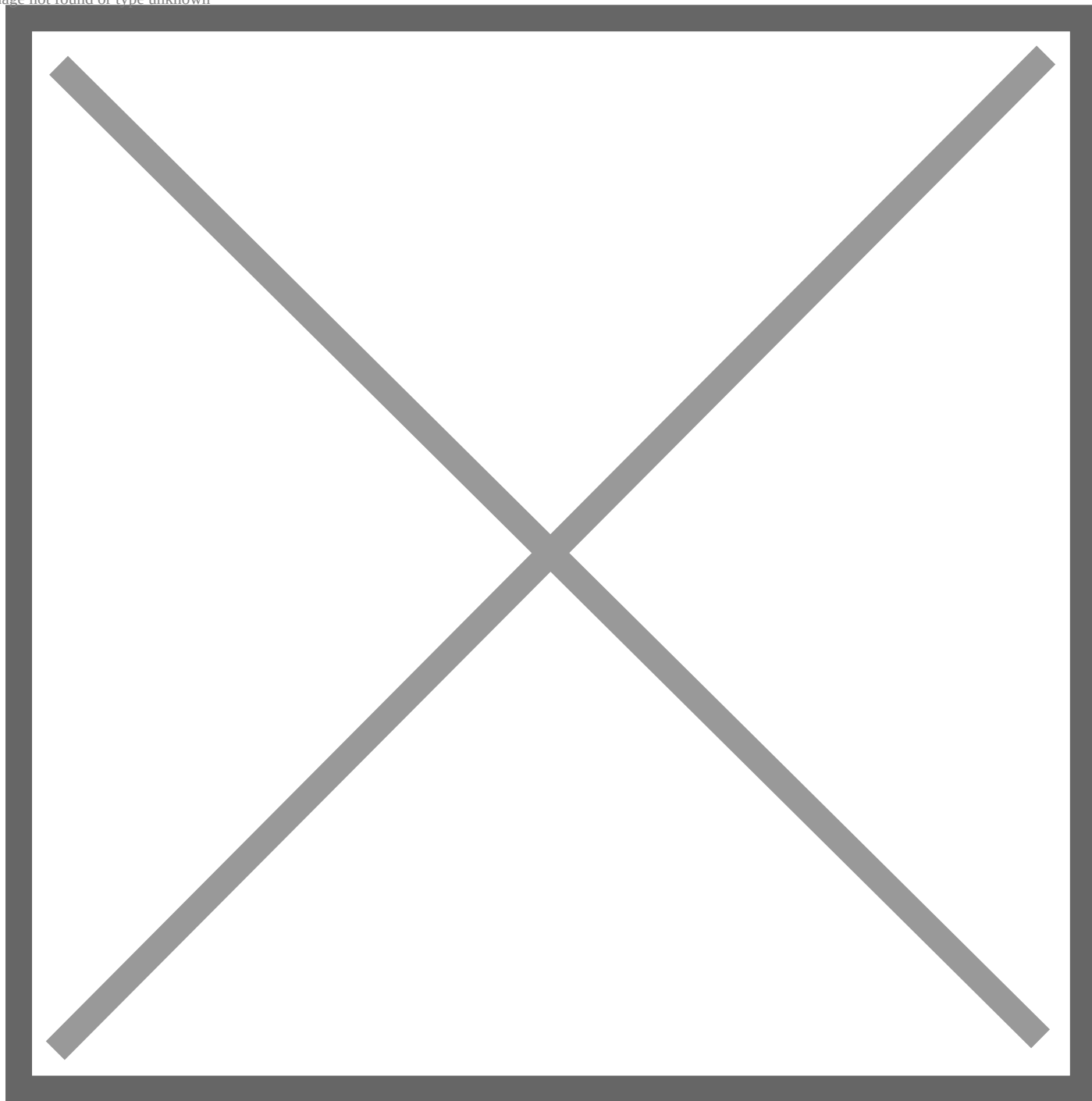


Stunning Style and Elevated Efficiency: The 2024 Toyota Prius

October 10, 2023

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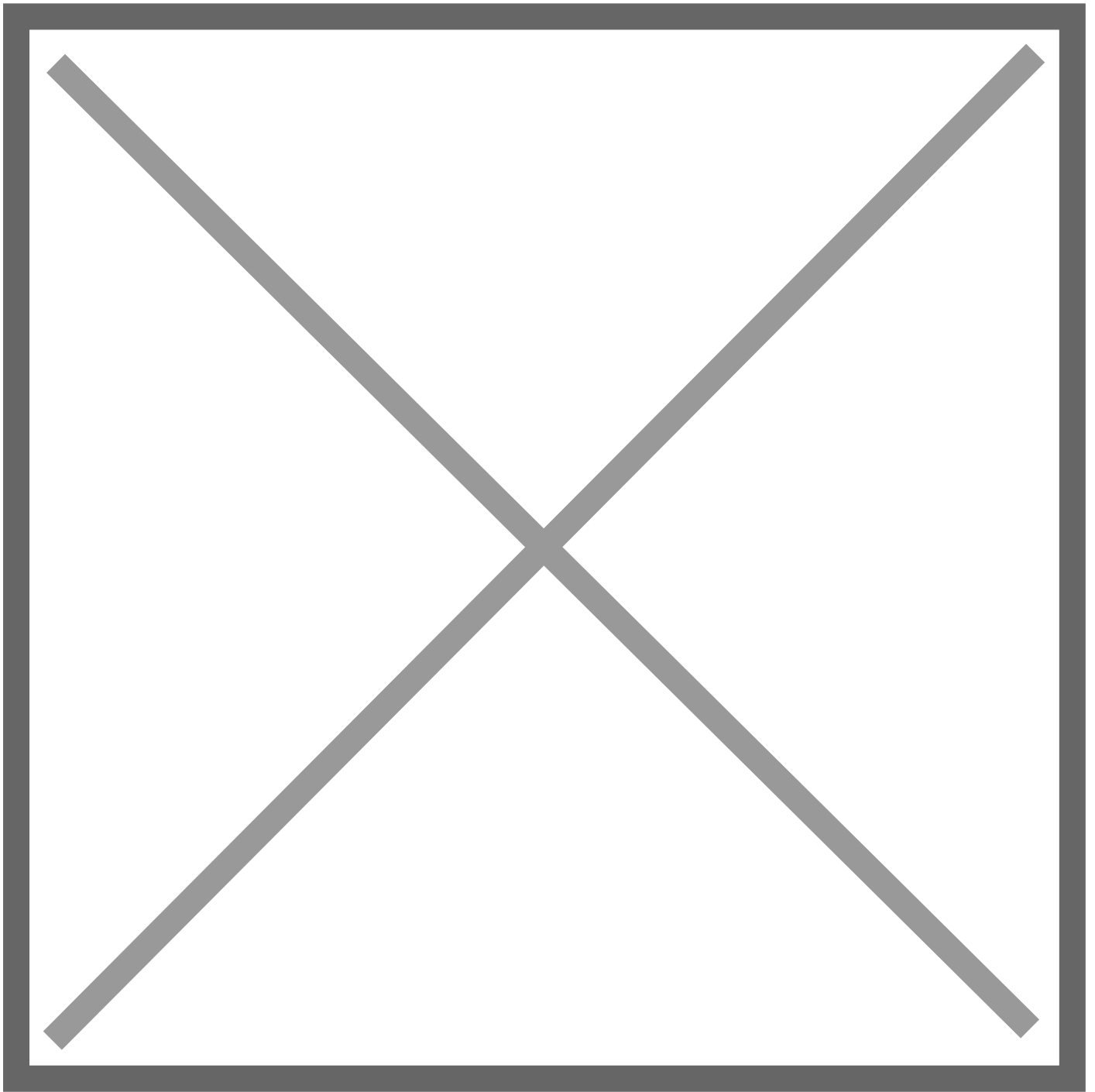


PLANO, Texas (Oct. 10, 2023) – The 2024 Toyota Prius is the hybrid that is engineered to surprise. Designed to capture drivers’ hearts at first glance, the latest generation of Prius brings sporty style and a fun, dynamic driving experience, all while keeping its legendary fuel efficiency and low emissions. With a sleek silhouette and wide rear, with available 19-inch wheels, the 2024 Prius brings coupe-inspired looks to the legendary hybrid. Even the interior is made to inspire, featuring a clean, modern design, high tech driver and multimedia displays, and ambient lighting. Altogether, it’s a progressive, sporty Prius, that excites the senses.

Under the hood, the 2024 Prius is powered by the fifth generation Toyota Hybrid System and a 2.0L engine, delivering up to 196 net hp on Electronic On-Demand All-Wheel Drive (e-AWD) equipped models and 194 net hp on Front-Wheel Drive (FWD) equipped models. With ample power the Prius still brings outstanding fuel efficiency, it has an impressive manufacturer-estimated 57 MPG combined rating – the best ever for a Prius and the most fuel-efficient hybrid in production for model year 2024. The available e-AWD system adds extra grip when needed while still having an impressive manufacturer-estimated 54 MPG combined rating.

The Prius also continues to play its part in Toyota’s diverse approach to reducing carbon emissions, as an iconic player in Toyota’s effort to move toward its “Beyond Zero” vision. With 16 electrified vehicles for customers to choose from, it’s part of a lineup that wears the new “Beyond Zero” badge, symbolizing Toyota’s global effort to get closer to a carbon neutral future.

The 2024 Prius will be available in a choice of six colors, including Wind Chill Pearl, Cutting Edge, Guardian Gray, Midnight Black Metallic, Supersonic Red or Reservoir Blue. The Manufacturer’s Suggested Retail Price, excluding Dealer Processing and Handling, will start at \$27,650 for the LE grade. 2024 Toyota Prius models are expected to start arriving at Toyota Dealerships in November 2023.

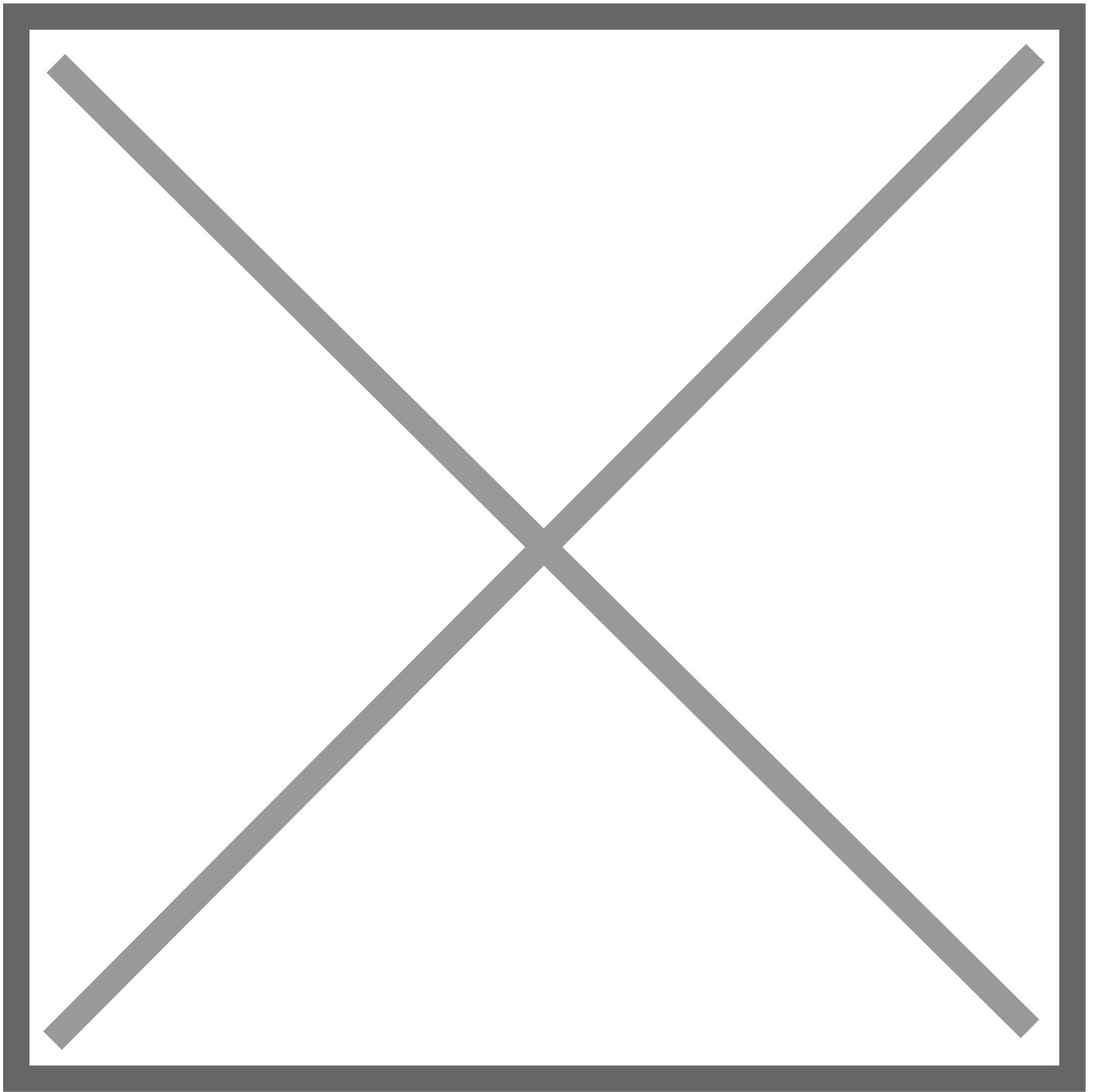


Sporty Yet Comfortable

The 2024 Prius brings a look that's both cool and functional. Built on the second generation TNGA-C platform, it has a low center of gravity thanks to a 55.9-inch overall height on the LE grades (56.3-in. on XLE) and the placement of the Prius' Lithium-Ion battery under the rear seat. The platform also prioritizes body torsional rigidity with structural reinforcements in key areas like the front cowl, center pillar, and rear pillar frame. Four-sheet spot welding is used at 76 structural joints around the frame.

With its piercing silhouette that evokes a level of aerodynamic flair, the 2024 Prius has a 0.27 Coefficient of Drag (Cd). Just like in previous generations, front grille shutters have been installed to optimize the inflow of air, contributing to cooling and aerodynamic performance. Aero stabilizing under body panels are also in place to reduce drag and road noise.

Now in its fifth generation, this latest Prius athletic look comes from a roofline that's 55.9 inches high on the LE grade (56.3 on XLE and Limited), that's around 2-inches lower than the prior generation. Its 70.2-inch-wide rear is nearly an inch stockier than the previous generation, adding a launch-ready flair to its modern style. The large 19-inch wheels available on XLE and Limited also catch the eye – resulting in sport-inspired proportions that offer drivers added performance and handling. Coupled with the large wheels are 11-inch brake rotors on the front and rear, adding one-inch to the prior generation model.



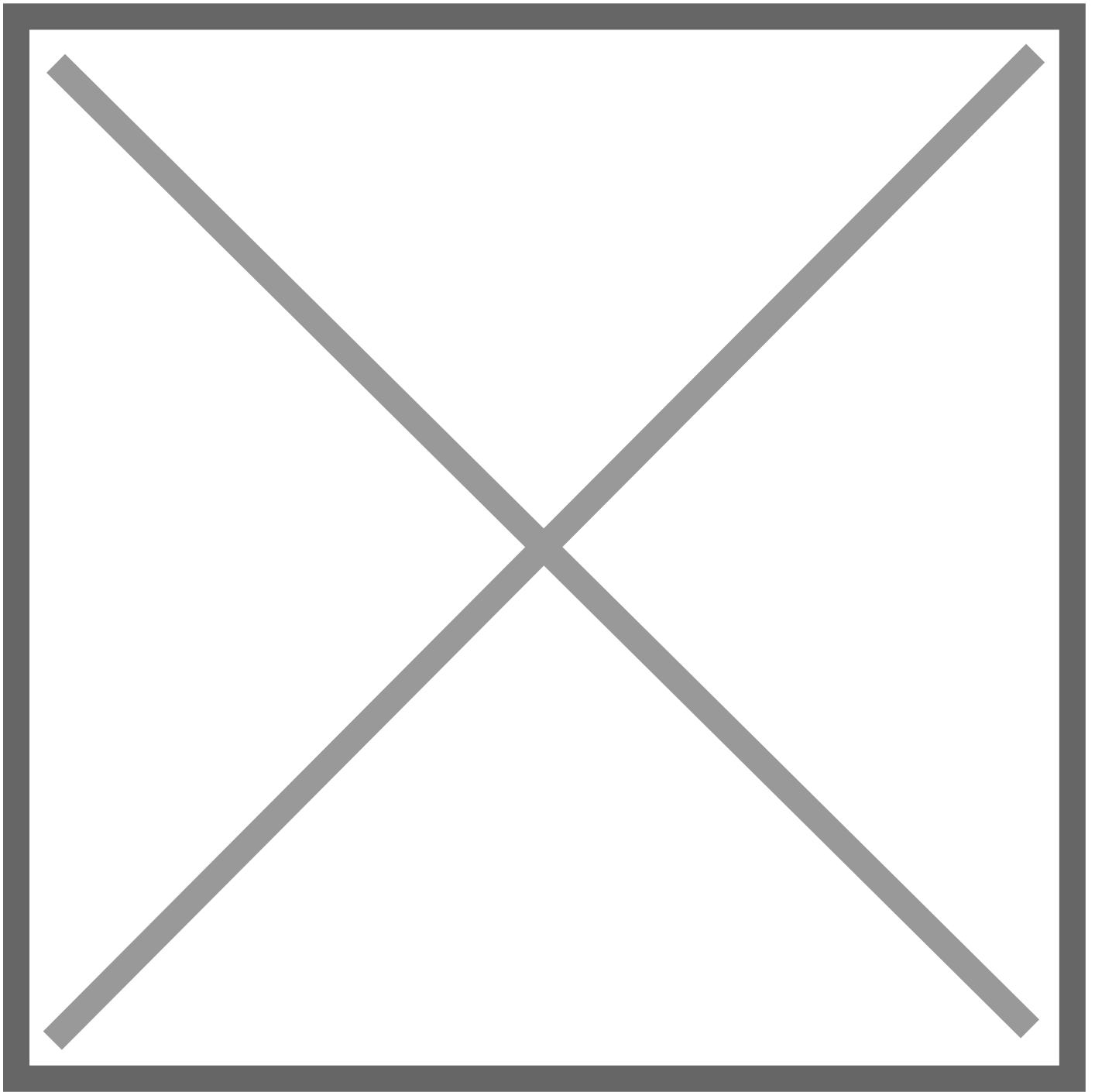
The interior features a clean, modern design that minimizes eye and body movement. A multi-information display is mounted directly in front of the driver to help keep eyes on the road and a standard 8-inch or available 12.3-inch multimedia touchscreen is mounted within easy reach. Drivers and passengers alike will enjoy the comfort offered by Prius' seating construction. Designers have maximized the area that comes in contact with the body on the seat bottom, creating a shape that disperses weight across the seats to reduce sitting pressure. For added comfort, the XLE grade includes standard heated seats, and the Limited grade adds standard heated and cooled seats, with optional heated rear seats.

And for a bit of fun, Toyota's design team has placed Easter eggs both inside and outside the vehicle. Secret locations with the Prius name, and other phrases, add a unique bit of detail to this new generation car. Exact locations are a mystery that only Prius drivers can solve.

A Driver's Hybrid

Under the hood of the 2024 Prius is the fifth generation Toyota Hybrid System, which pairs the M20A-FXS inline four-cylinder 2.0L gas engine with two motor-generators through a planetary-type continuously variable transmission. A compact high-output/low-loss drive motor for the transaxle/motor uses a six magnet and electromagnetic steel plate configuration to support drive functions.

The engine, working in concert with the electric motor (MG2), assures responsive performance, while exemplary energy efficiency is achieved by using both electric motors (MG1 and MG2) to charge a lithium-ion battery. The result is an engaging acceleration experience with 194 combined hybrid system horsepower and an estimated 0-60 time of 7.2 seconds for FWD equipped models.



Another boost to Prius' fuel efficiency comes from the Electronically Controlled Brake (ECB) system, which coordinates operation between the regenerative braking force of the electric motors and the hydraulic braking system force to provide optimal stopping power. By proactively using the electric motors to recover as much electrical energy as possible from the regenerative braking system, this extremely efficient cooperative control helps to maximize fuel economy.

An active hydraulic booster on the conventional (non-regenerative) braking system improves pedal feel and feedback for the driver. Brake Hold also comes standard, when engaged it is a convenient technology that

reduces driver effort while waiting at a traffic light or while driving in heavy traffic. When the driver presses the accelerator, Brake Hold releases instantly.

Prius also offers EV mode, which allows the vehicle to be operated as a pure electric vehicle for short distances, depending upon certain conditions, such as battery charge level and vehicle speed. This mode is useful for operating the vehicle in parking lots or indoor parking garages, for example. The Vehicle Proximity Notification feature alerts pedestrians of the vehicle's presence when running in battery mode.

With the push of a button, the 2024 Prius also comes with standard selectable Drive modes:

- **NORMAL:** Allows the hybrid system to achieve an ideal combination of fuel economy and vehicle acceleration. The accelerator opening amount changes linearly in response to accelerator pedal operation.
- **ECO:** Improves hybrid system efficiency by limiting power in response to light to moderate accelerator pedal input.
- **SPORT:** Enhances dynamic performance and acceleration.

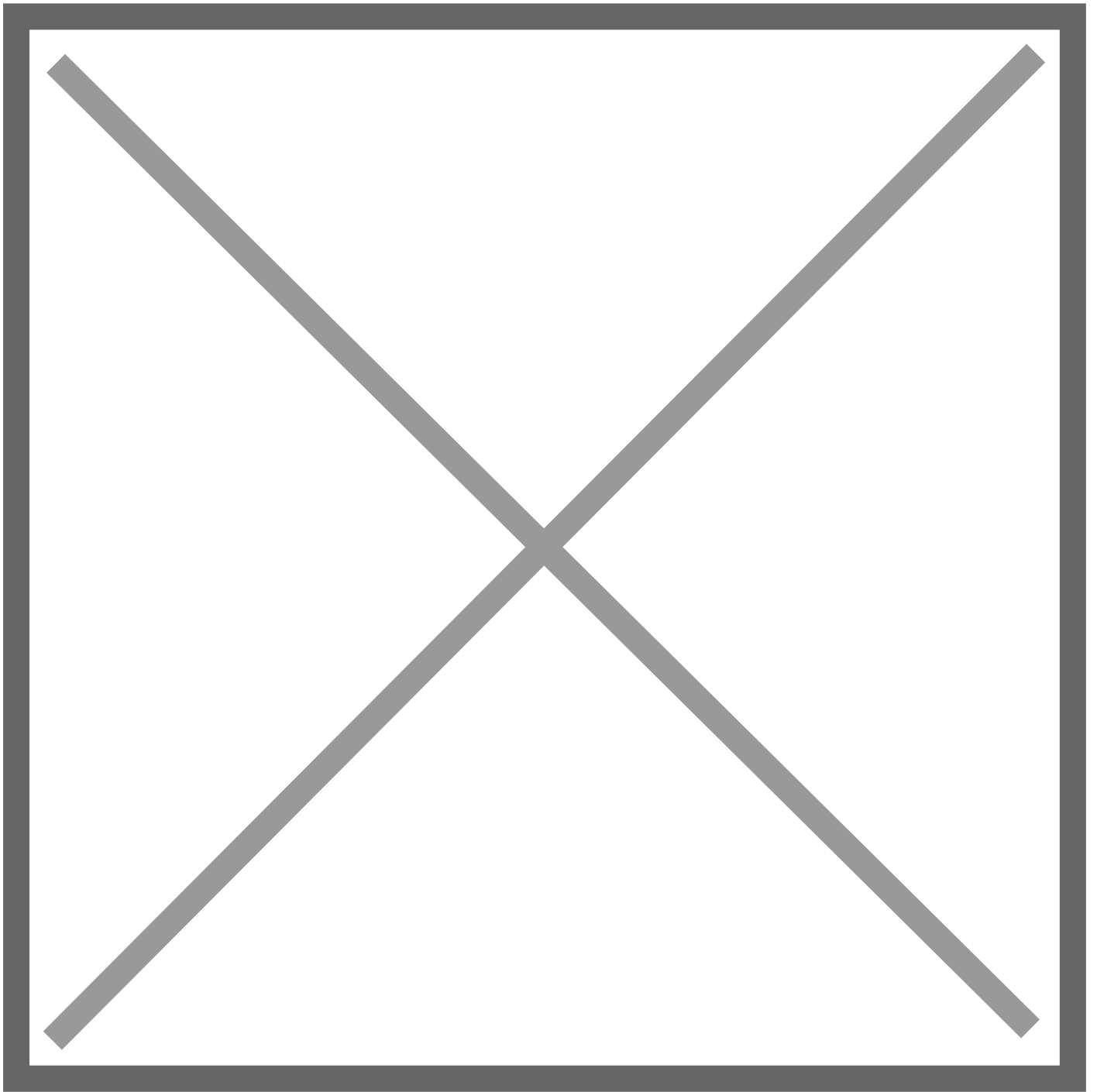
AWD at the Ready

The 2024 Prius also has an available e-AWD system that gives it the capability to deliver added traction when needed – while retaining Prius' exemplary fuel economy. The e-AWD system uses a motor to drive the rear wheels, enabling stable driving performance when starting off, when driving on slippery road surfaces, and to assist while cornering.

As on other Toyota Hybrids with e-AWD, like Highlander, RAV4 and Corolla, it employs a separate rear-mounted electric motor to power the rear wheels when needed. AWD-equipped Prius models have a 196 combined system horsepower and a manufacturer-estimated 0-60 time of 7.0 seconds.

A high-output IPM (Interior Permanent Magnet) motor drives the rear wheels, allowing for a compact design that can reduce wheel spin in low traction situations and improve stability when turning. The system works seamlessly and transparently, preemptively distributing driving force to the rear wheels to help suppress front wheel slip during off-the-line starts. It also engages the rear motor in response to slippage at the front wheels and enhances cornering agility by helping to reduce understeer.

The e-AWD system performs precise electronic control of the front-rear torque distribution in accordance with the driving conditions. This motor-driven e-AWD system is capable of efficiently using the battery power for driving the front and rear wheels. Data from the wheel speed sensors and G-force sensors is processed by the vehicle computer system and sent to the rear motor as electrical signals to control the rear wheel torque. The system provides the optimal front-rear torque distribution based on the vehicle speed and accelerator operation amount and performs control according to the conditions to allow stable driving.



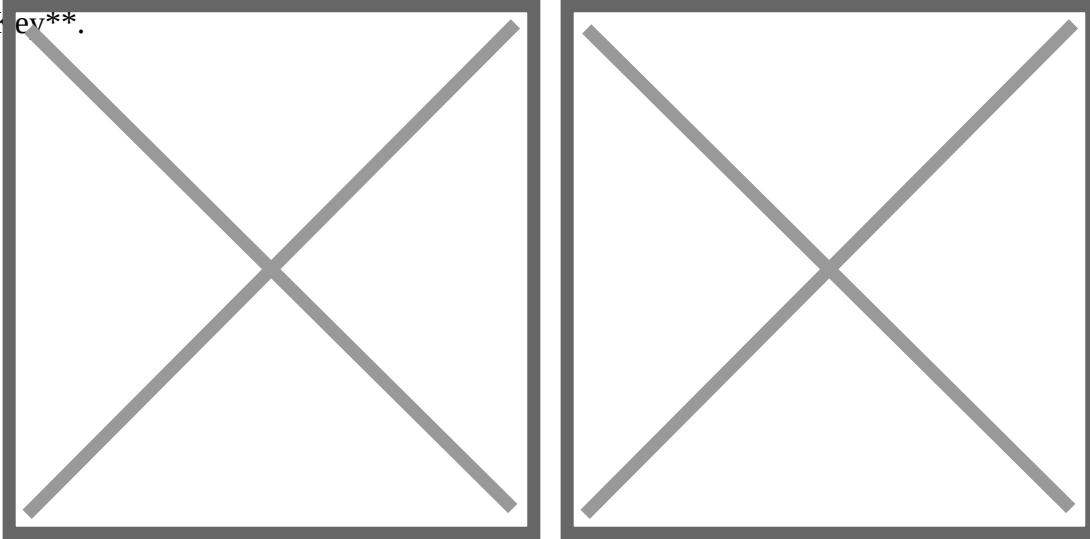
Making the Grade

The 2024 Prius will be offered in three grades: LE, XLE and Limited. Standard colors include Cutting Edge and Guardian Gray, Midnight Black Metallic and Reservoir Blue. Available premium paint colors include Supersonic Red and Wind Chill Pearl. All Prius hybrid grades come in a choice of FWD or AWD.

The LE grade has standard dark grey 17-inch alloy wheels with wheel covers, an 8-inch Toyota Audio Multimedia touchscreen and 6-way adjustable fabric-trimmed front seats in black or grey, with fabric-trimmed

seats in the rear. Additional standard features include six USB-C ports, Electronic Parking Brake (EPB), SofTex®-trimmed steering wheel and Blind Spot Monitor with Rear Cross-Traffic Alert. Optional features include Front and Rear Parking Assist with Automatic Braking (PA w/AB).

The XLE grade comes with everything on the LE grade and adds standard 19-inch alloy wheels and 8-way adjustable heated power driver's SofTex®-trimmed seat in standard in black or grey. It also comes with standard rain-sensing wipers, smart key, wireless charger, and front and rear parking assist with automatic braking (PA w/AB). Available options include a 12.3-inch high-resolution touchscreen display, fixed glass roof and Digital Key**.



The Limited includes all standard LE and XLE features and adds a standard 12.3-inch JBL® Premium Audio touchscreen display, fixed glass roof, SofTex®-trimmed heated and ventilated front seats, heated steering wheel, power rear liftback and Digital Key** (which comes as part of the one-year trial to Toyota Remote Connect). Available options are Panoramic View Monitor, Digital Rearview Mirror, heated rear seats and Advanced Park, which executes necessary steering and braking controls and helps drivers navigate the vehicle into a selected parking space. It's capable of parallel parking and backing up into a perpendicular space by using a combination of cameras and sensors to recognize the vehicle's surroundings.

Convenient and Connected

The 2024 Toyota Prius is equipped with the tools to make life more convenient and packed with technology.

It comes with an 8-inch Toyota Audio Multimedia Screen on the LE and XLE grades, and an available 12.3-inch Toyota Audio Multimedia screen standard on the Limited grade (12.3-inch screen available as an option on the XLE grades). The Toyota Audio Multimedia system is designed and engineered by Toyota's Texas-based Connected Technologies team. Prius drivers will also have the opportunity to access a wide range of enhanced connectivity and convenience features, including Over-the-Air (OTA) updates.

Users can interact with the system through intuitive touch and voice activation controls. With the available Drive Connect* Connected Service, drivers and passengers have access to Intelligent Assistant, Cloud Navigation and Destination Assist. With Intelligent Assistant, simple phrases like "Hey Toyota" awaken the system for voice activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the

cabin temperatures and more. Cloud Navigation, the available onboard navigation solution, utilizes the cloud to download the latest available map, traffic and routing information. To ensure users have the most up-to-date search capabilities, POI search is provided by Google Points-of-Interest data. Destination Assist also gives access to 24/7 live agent assistance to locate the next destination.

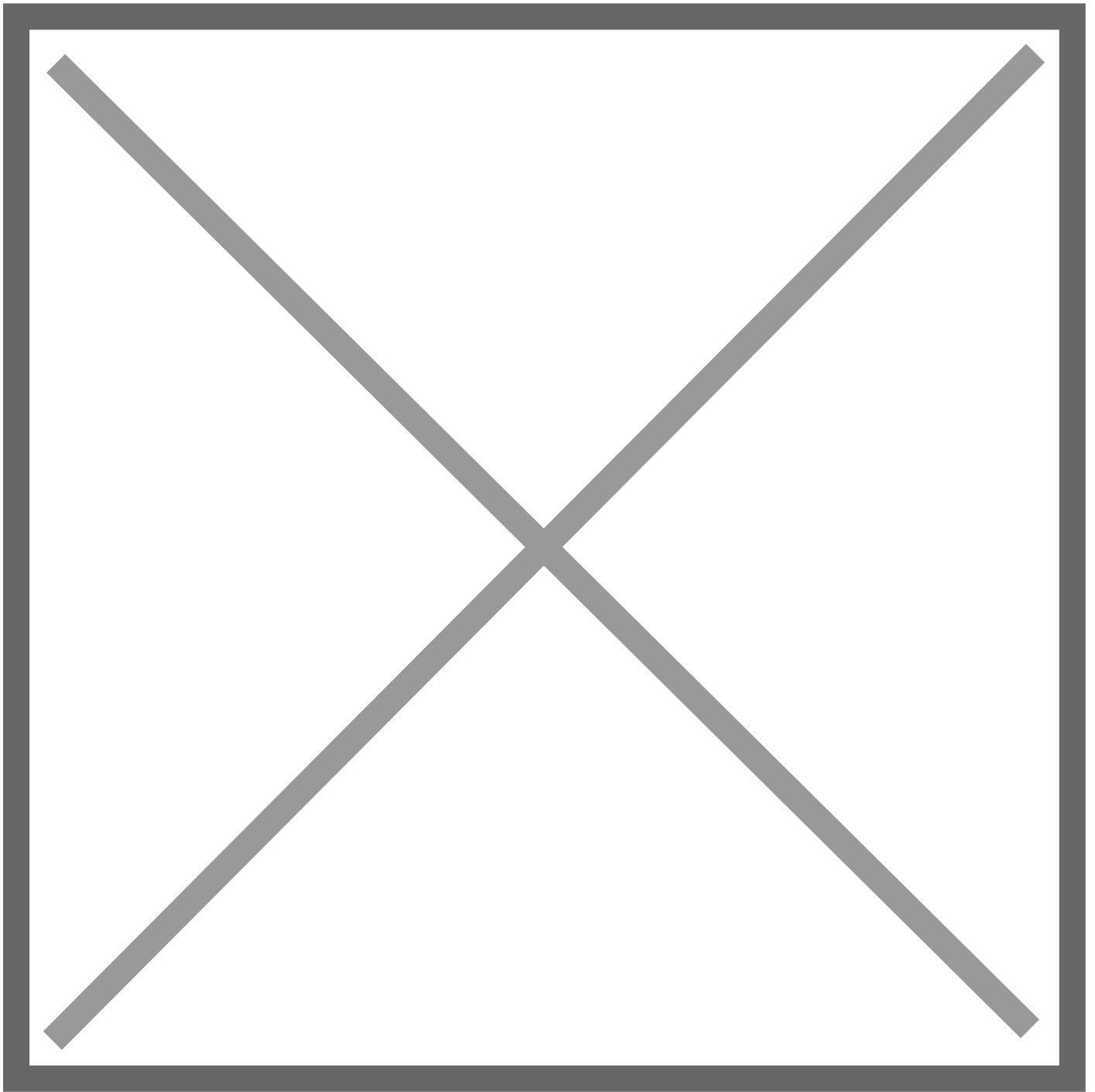
The Toyota Audio Multimedia system allows for dual Bluetooth® phone connectivity, with support for standard wireless Apple CarPlay® and Android Auto™ compatibility.

For those looking for an enhanced audio experience, the Prius offers a JBL® Premium Audio system with eight speakers, creating a mobile concert from any music genre. Standard on the Limited grade only, with the use of Clari-Fi® technology, the system is also able to breathe life into compressed digital music formats enhancing the audio experience. A six-speaker audio system comes standard on the LE and XLE grades.

Ready to handle all your device charging needs, the Prius is equipped with six USB-C ports in the cabin. Up front, there are two Type-C USB ports at the bottom of the center stack plus two more Type-C USB ports in the center console. For rear seat passengers, two Type-C USB ports are located at the bottom rear of the center console.

With further connectivity, the Prius has a standard Wi-Fi Connect 1-month trial that offers 4G connectivity for up to five devices – turning the Prius into an AT&T Hotspot. Adding to the already robust offering of audio playback ability with HD Radio®, USB data and a SiriusXM® Platinum Plan 3-month trial subscription, Wi-Fi Connect also enables the new Integrated Streaming feature, providing customers the ability to link their separate Apple Music® and Amazon Music® subscriptions to the vehicle for onboard control.

Each Prius also offers a Safety Connect and Service Connect* trial. The Safety Connect trial includes an Emergency Assistance Button (SOS), 24/7 Enhanced Roadside Assistance, Automatic Collision Notification and Stolen Vehicle Locator for up to a 10-years. Service Connect gives drivers the ability to receive Vehicle Health Reports, Maintenance Alerts and reminders, also with up to a 10-year trial.



With the Toyota mobile application, users can stay connected to their Prius with Remote Connect capabilities. A one-year trial of Remote Connect comes on all grades. Users can activate headlights, lock/unlock the doors and remotely start the vehicle. Users can also check vehicle status, receive reminder notifications and set Guest Driver Alerts. Digital Key** is also available with Remote Connect for the XLE and Limited Grades – making it easy to lock and unlock doors, remote start and more all from a smart phone.

Convenience features are aplenty for Prius too. Blind Spot Monitor with Rear Cross Traffic Alert is standard on all grades. Safe Exit Assist detects vehicles and bicycles approaching from the rear and alerts an occupant when

they exit the vehicle, helping to avoid or mitigate collisions with the door. Front and Rear Parking Assist with Automatic Braking is available on all grades. A Panoramic View Monitor is available on Limited and provides a live rotating 360-degree view around the vehicle. Advanced Park is available on the Limited grade, a hands-free system designed to assist you with parallel parking or backing into a parking space.

Drivers will also notice a unique door lock-unlock tone for the 2024 Prius. Created by sound engineers, the new tone was designed to be pleasant and distinct while indicating door lock and unlock. The volume of the tone can be adjusted in the customizable settings of the infotainment system.

* 4G network dependent. Subscription required after trial.

** Digital Key Requires a Remote Connect Subscription, for details please visit

<https://www.toyota.com/connected-services/>

Prius Prime Safety and Convenience

The 2024 Toyota Prius will come standard with Toyota Safety Sense generation 3.0 (TSS 3.0) standard. This suite of safety and driver assistance technologies includes:

- Pre-Collision System with Pedestrian Detection
- Lane Departure Alert with Steering Assist
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Tracing Assist
- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

Blind Spot Monitor with Rear Cross-Traffic Alert is standard on all grades. Convenience features are aplenty for Prius too, like Safe Exit Assist, that detects if a vehicle or bicyclist is approaching from the rear and alert an occupant when they exit the vehicle or when the vehicle is stopped, helping to avoid or mitigate collisions if a door were opened. Front and Rear Parking Assist with Automatic Braking is standard on XLE and Limited grades, and available on the LE. A Panoramic View Monitor is available on the Limited grade and provides a live 360-degree view around the vehicle.

Warranty & Toyota Care

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and corrosion with no mileage limitation. All Hybrid Electric Vehicle components are covered under the Hybrid System Warranty for 8 years/100,000 miles. Additionally, the hybrid battery warranty is 10 years/150,000 miles, whichever comes first. The Prius also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour roadside assistance for two years, unlimited mileage.

Manufacturer's Suggested Retail Price (MSRP)**

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