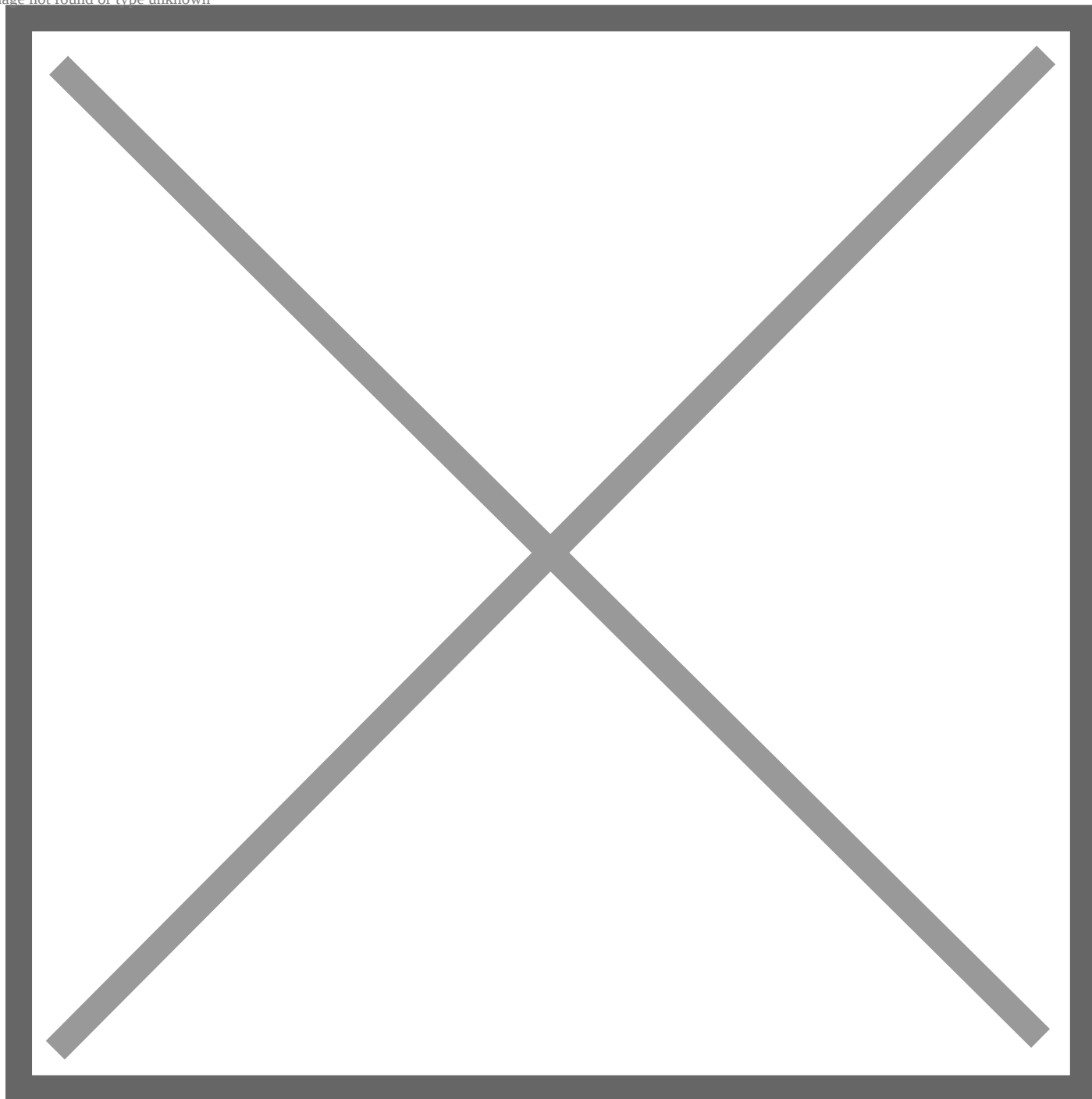


Unplug and Play: 2024 Toyota Prius Prime Redefines the Daily Drive

October 25, 2023

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PLANO, Texas (Oct. 25, 2023) – The 2024 Prius Prime is the versatile Plug-in Hybrid Electric Vehicle (PHEV) that's made for life on the go. Available in SE, XSE, and XSE Premium grades, it's capable of handling most daily commutes, with a manufacturer-estimated all electric range of up to 44 miles. When the longer-haul calls, its fuel-efficient hybrid powertrain is ready to keep going with up to a manufacturer-estimated 52 MPG combined rating on the SE grade. Add in a sleek, sporty exterior design with a comfortable, tech-packed interior and it's a Prius Prime that's ready for the road ahead.

With Prius Prime's 13.6 kWh lithium-ion battery, the SE grade has up to a manufacturer estimated 44 miles of all-electric range. The XSE and XSE Premium grades have a manufacturer-estimated all-electric range of 39 miles. For longer drives, the Prius Prime puts Toyota's fifth generation Toyota Hybrid System to work, combining a highly efficient 2.0-liter engine, an electric generator, and electric motors for an efficient driving experience.

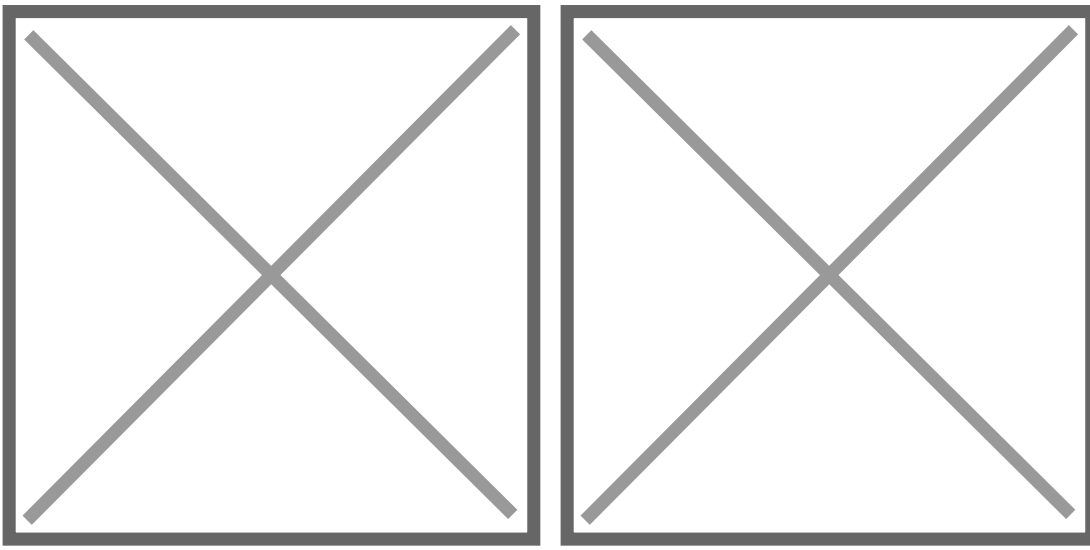
The 2024 Prius Prime also brings ample horsepower and torque. With a 150-hp 2.0L engine and 161-hp electric motor generator, its 220-system-net-horsepower is around 100-hp more than the prior generation. It also adds 32-percent more torque from the third-generation model, climbing from 105 to 139 lb.-ft. of torque. Altogether, Prius Prime's output combines for a 35-percent faster 0-60 time of 6.6 seconds.

The Prius Prime also brings head-turning good looks to the road. With a sleek, sporty design, it's 2-inches shorter, 1-inch wider, and 1-inch longer than the previous generation. The smooth, aerodynamic look comes from its hammerhead hood, low roofline, and wide rear. And to complete its aggressive appearance, it comes with machine finished 19-inch wheels that are unique to the Prius Prime XSE grades, while 17-inch wheels come standard on the SE.

The SE, XSE and XSE Premium grades come in a choice of Cutting Edge, Guardian Gray, Midnight Black Metallic, and Reservoir Blue. Premium paint colors include Wind Chill Pearl or Supersonic Red (extra cost colors). The Manufacturer's Suggested Retail Price, excluding Dealer Processing and Handling, will start at \$32,675 for the SE grade, \$35,925 for XSE grade, and \$39,370 for XSE Premium. Models are expected to start arriving in limited quantities at Toyota Dealerships in Fall 2023.

Made for Life on the Go

Both the standard Prius Hybrid Electric Vehicle (HEV) and the Prius Prime PHEV are powered by Toyota's Hybrid Synergy Drive powertrain, which seamlessly combines the output of the gasoline engine and electric motors. The biggest difference is that the PHEV model can be plugged in to recharge its lithium-ion battery pack. There's no special equipment needed for home charging, just plug the Prius Prime into a standard household outlet using the supplied cable (Toyota recommends using a dedicated GFI 15A outlet). The battery will recharge in about eleven hours on a standard 120V home outlet and in about 4 hours on a Level 2 charger under ideal conditions. And if you can't plug it in, it's okay, Prius Prime will continue to run like an efficient hybrid.

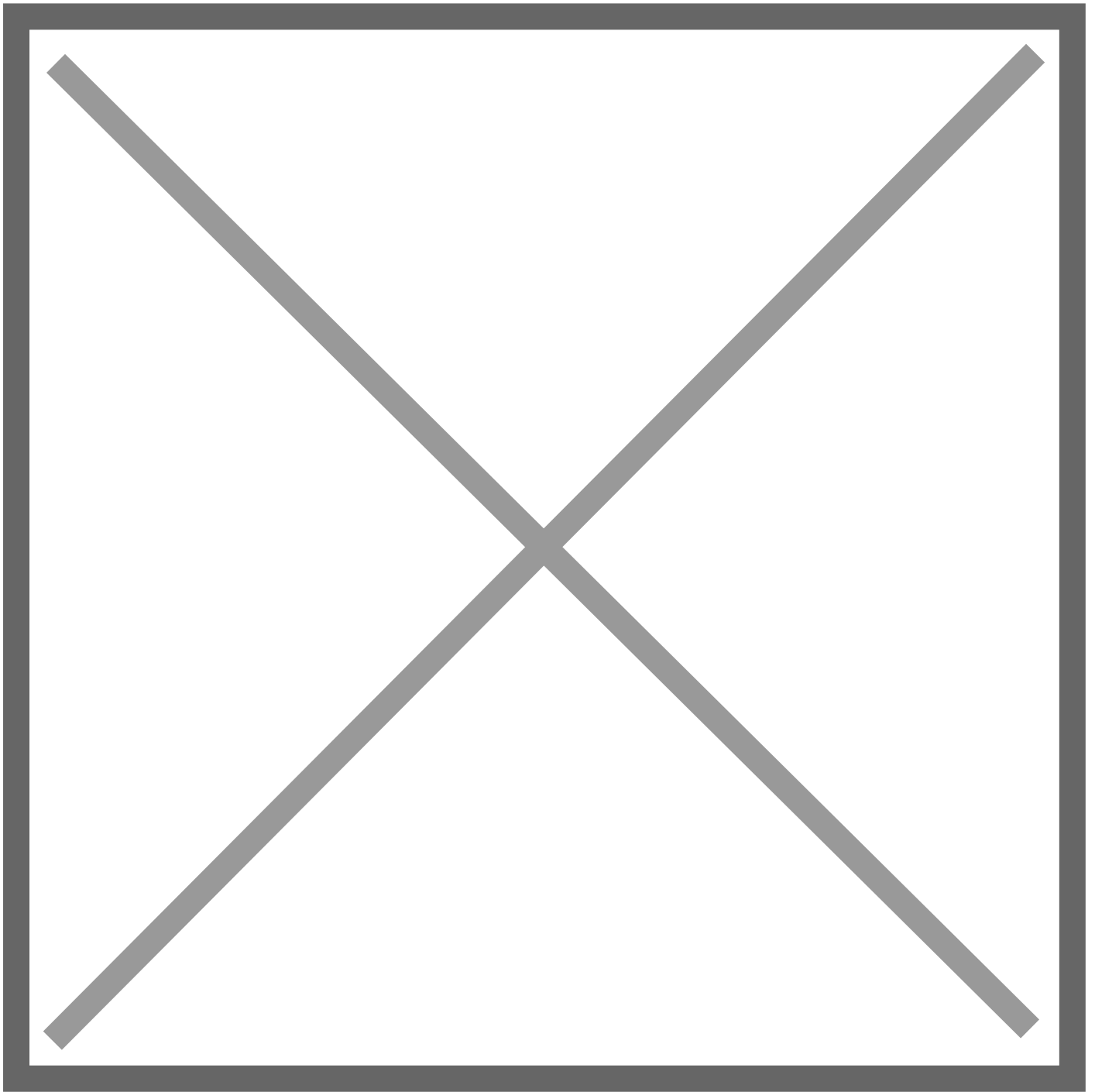


The Prius Prime can operate in EV, Auto EV/HV, or Hybrid Mode depending on the driver's needs and vehicle state of EV battery charge. EV Mode relies solely on the vehicle's battery when there is sufficient charge and functions just like any other Battery Electric Vehicle without support from the gasoline engine. When in Auto EV/HV Mode, the vehicle will still primarily rely on the vehicle's battery to drive the wheels but will switch to HV mode to provide additional power in more demanding circumstances, like up steep hills or at higher speeds. In Hybrid Mode, the Prius Prime automatically switches between the gasoline engine and the electric motors to efficiently combine the engine drive force and the electric power from the hybrid battery.

The Prius Prime can even help optimize range by recognizing the driver's stopping patterns on frequently driven routes and suggesting when to let off the accelerator. Available Predictive Efficient Drive with Predictive Deceleration Support collects daily driving data to optimize points of deceleration and stopping. From then on, when the driver goes through a frequented location, the system indicates when to let off the accelerator and can apply assisted deceleration to help boost fuel efficiency.

Prius Prime: Moving toward Toyota's "Beyond Zero" Vision for the Future

The Prius Prime stands at the forefront of Toyota's effort to reduce carbon emissions and move toward its Beyond zero vision of a carbon neutral future. It's no coincidence that Toyota offers the widest selection of electrified vehicles in the market to give customers more choices to reduce their carbon emissions. With its blend of full electric and highly efficient hybrid driving, the 2024 Prius Prime offers drivers a Super Ultra-Low-Emission (SULEV) vehicle that complements Toyota's diverse approach to fighting carbon.



Powerful and Efficient

Under the hood of the 2024 Prius Prime is Toyota's Fifth generation Toyota Hybrid System, which pairs the M20A-FXS inline four-cylinder 2.0L gas engine with two motor-generators (MG1 and MG2) through a planetary-type continuously variable transmission. 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.

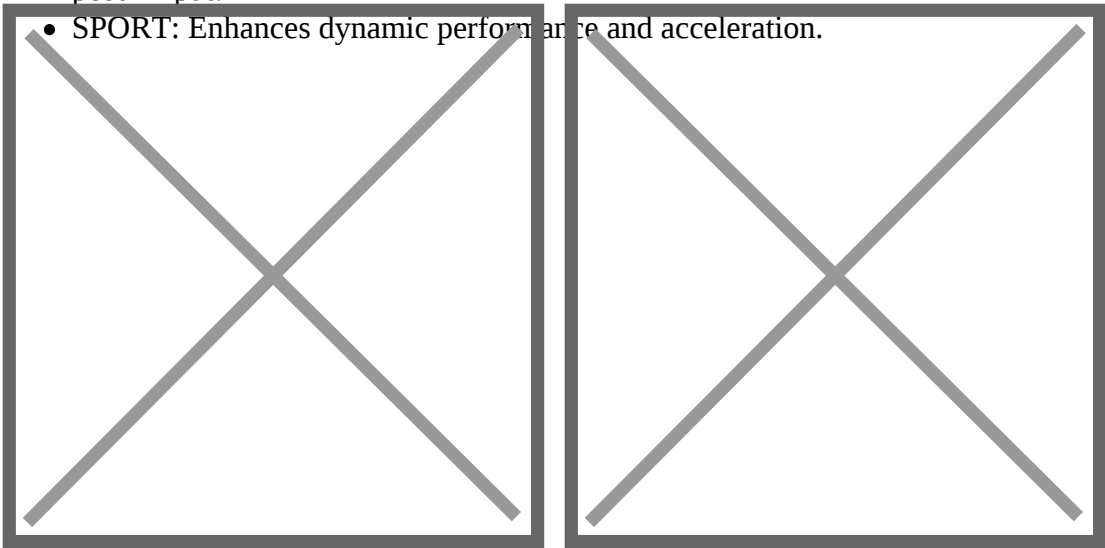
A compact high-output/low-loss drive motor for the transaxle/motor uses a six magnet and electromagnetic steel plate configuration to support drive functions. For improved performance while in Hybrid mode, both engine power and PHEV battery power are utilized for acceleration. The result is an engaging acceleration experience with 220 combined hybrid system horsepower, 139 lb.-ft. of torque and an estimated 0-60 time of 6.6 seconds, a 35% improvement over the 10.2 second time of the prior generation model.

Another boost to Prius Prime’s 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.

Drive modes on all Prius Prime grades include:

- **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.



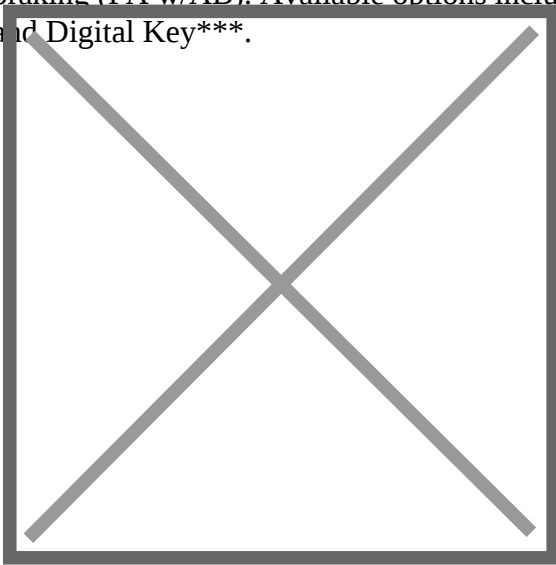
Sport Grades Across the Model Lineup

The 2024 Prius Prime will be offered in three sport grades: SE, XSE and XSE Premium. Standard colors include Cutting Edge, Guardian Gray, Midnight Black Metallic, and Reservoir Blue. Premium colors include Wind Chill Pearl and Supersonic Red. All Prius Prime grades come in Front Wheel Drive.

On the inside, drivers will find an interior with a premium, comfortable feel. Features include a new, standard digital driver's display for a head-up line of site, comfortable seating in fabric or SofTex® trim depending on grade, and Toyota's Audio Multimedia system. For even more convenience, all grades offer Toyota's Traffic Jam Assist technology, a radar-based system that helps ease the burden of stressful stop-and-go traffic on limited access roadways by operating the steering, gas and brake pedals from speeds between 0-25 mph under certain conditions**.

The SE grade has dark grey 17-inch alloy wheels with wheel covers, standard; an 8-inch Toyota Audio Multimedia touchscreen and 6-way adjustable fabric front seats in black with red trim. Additional standard features include Smart Key System on driver door, six USB-C ports, Electronic Parking Brake (EPB), leather-trimmed heated steering wheel, rain-sensing wipers and Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA). Optional features include Front and Rear Parking Assist with Automatic Braking (PA w/AB).

The XSE grade comes with everything on the SE grade and adds dynamic looking machine finished 19-inch alloy wheels standard. For driver comfort and a premium feel, an 8-way adjustable heated power driver's SofTex®-trimmed seat is standard. The seating is black with red trim. It also comes with a standard Smart Key system on front doors and rear liftback, 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 XSE Premium has all the standard SE and XSE features and adds a JBL® Premium Audio system with eight speakers, 12.3-inch touchscreen display, fixed glass roof, SofTex®-trimmed heated and ventilated front seats with a Driver Memory seat, power rear liftback and Digital Key*** standard. Available options are a 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 and is 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.

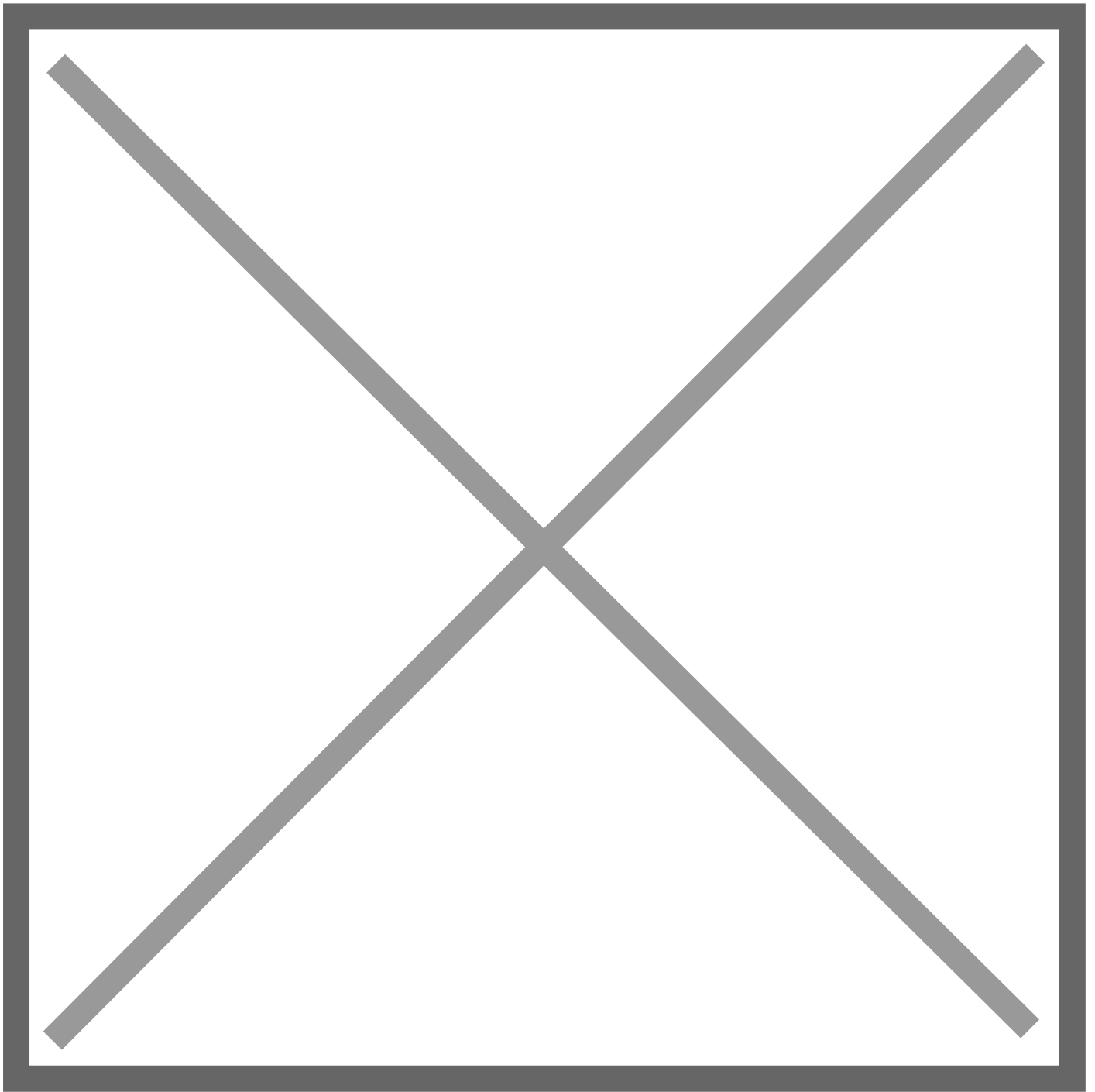
An additional option for the XSE Premium is a 185W solar roof, that is capable of charging the drive battery with the power of the sun while parked. The solar charger also supplies power to auxiliary functions while driving. On Prius Primes equipped with the solar roof, information about power generation is shown in the

vehicle's Multi-Information Display.

Prime Engineering

Built on the second-generation TNGA-C platform, the 2024 Prius Prime brings a new look that's both cool and functional. The TNGA-C platform has a lower center of gravity, reduced weight and increased rigidity compared to the previous generation. The position of the traction battery is also optimized, with placement under the rear seat for a low center of gravity and enhanced luggage capacity.

The platform's strength greatly contributes to the high level of handling responsiveness, steering feel, and ride quality in the Prius Prime. Hot-stamped and high tensile steels, which allow for intricate forms that are both lightweight and strong, are used extensively throughout the body. Aluminum components, including the hood and brake calipers, help keep vehicle weight in check. Innovative fastening methods, including laser screw welding and advanced adhesives, contribute to structural strength.



With its piercing silhouette that evokes a level of aerodynamic flair, the 2024 Prius Prime 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 is also in place to reduce drag and road noise.

The larger wheels available on XSE and XSE Premium also catch the eye – resulting in sport-inspired proportions that offer drivers added performance and handling. Coupled with the larger wheels are 12-inch brake rotors on the front and 11.1-inch rotors on the rear.

Connected Tech at the Ready

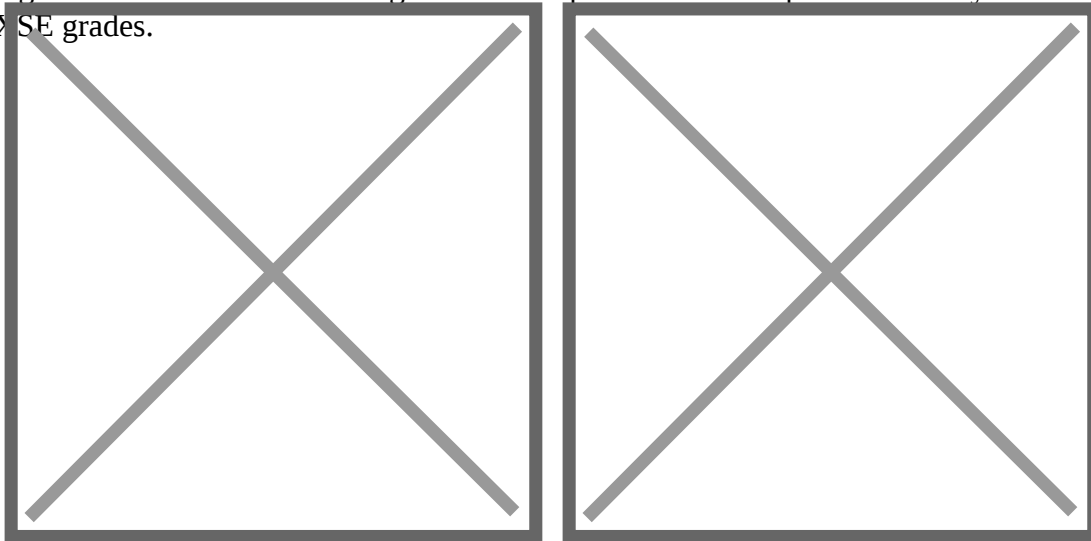
The 2024 Toyota Prius Prime is equipped with the tools to make life more convenient and packed with technology.

It comes with an 8-inch Toyota Audio Multimedia Screen on the SE and XSE grades, and an available 12.3-inch Toyota Audio Multimedia screen standard on the XSE Premium grade (12.3-inch screen available as an option on the XSE 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) updatable*.

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 Prime offers a JBL® Premium Audio system with eight speakers, creating a mobile concert from any music genre standard on the XSE Premium grade and optional on the XSE grade. This system features Clari-Fi® technology, which can breathe life into compressed digital music formats enhancing the audio experience. A six-speaker audio system comes standard on the SE and XSE grades.



Ready to handle all your device charging needs, the Prius Prime 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.

The Prius Prime also 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 Prime 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 with up to a 10-year trial period. The Service Connect trial gives drivers the ability to receive Vehicle Health Reports, Maintenance Alerts and reminders, also with up to a 10-year trial.

With the Toyota app, users can stay connected to their Prius Prime 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 standard for the XSE Premium grade and optional for the XSE grade – making it easy to lock and unlock doors, remote start and more all from a smart phone.

Drivers will also notice a unique door lock-unlock tone for the 2024 Prius Prime. The tone was designed by sound engineers to be pleasant and distinct while indicating door lock and unlock. The key remote also locks and unlocks the charging port lid. The volume can be adjusted in the customizable settings of the infotainment system.

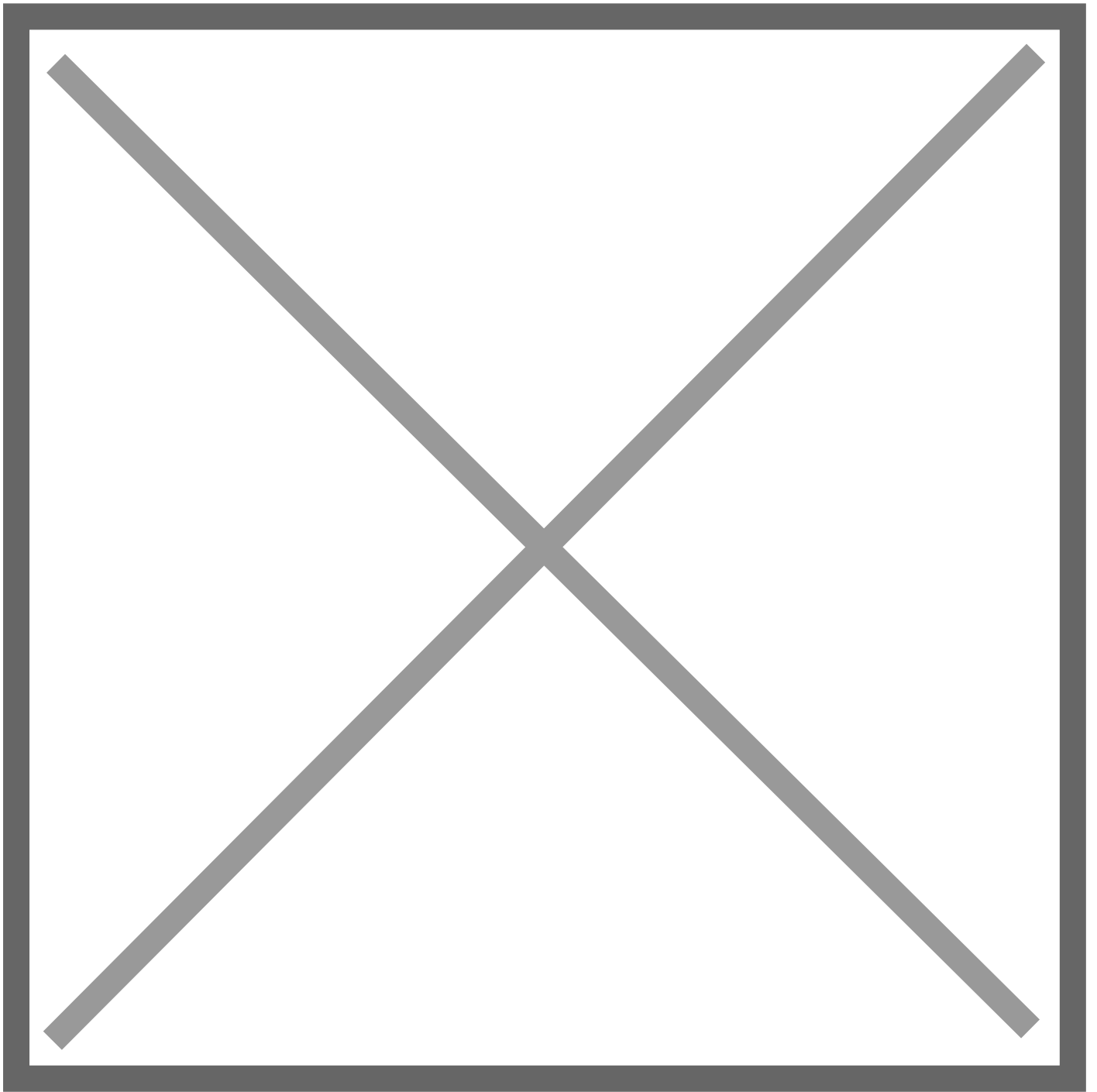
Prime Safety and Convenience

The 2024 Toyota Prius Prime will come standard with Toyota Safety Sense (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

The Proactive Driving Assist (PDA) system was new to TSS 3.0 in 2023. PDA uses the vehicle's camera and radar, when system operating conditions are met, to provide gentle braking and/or steering to support driving tasks such as distance control between your vehicle and a preceding vehicle, pedestrian, or bicyclist. PDA can also provide gentle braking into curves. Proactive Driving Assist is not a substitute for the Pre-Collision System and operates in different circumstances.

Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA) is standard on all grades. Convenience features are aplenty for Prius Prime 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; and Front and Rear Parking Assist with Automatic Braking. A Panoramic View Monitor is available on the XSE Premium grade and provides a live 360-degree view around the vehicle.



Enhanced Features

Prius Prime will also come with some additional features made possible by the equipped front corner radar sensors and a driver monitor camera. These features include Lane Change Assist, Front Cross Traffic Alert, Advanced Park, and a first among the Toyota line-up, Traffic Jam Assist**.

Lane Change Assist works in collaboration with Lane Tracing Assist, meaning it also only operates when DRCC is activated. When a driver engages the turn signal, the system sensors monitor to confirm there are no vehicles

in the path of the lane change, and then provides steering support into the new lane with the driver's hands on the steering wheel.

Front Cross Traffic Alert uses the front corner radar sensors to detect vehicles approaching from the side in situations such as when slowly approaching or stopped at an intersection. Arrows are displayed to warn the driver, and if the driver attempts to proceed when there's cross traffic, the vehicle provides an audible alert and warning on the MID.

Advanced Park executes the necessary steering and brake controls to navigate the vehicle into a selected parking space. Advanced Park is capable of parallel parking, backing into a perpendicular parking space, and can assist in exiting a parking space, all hands-free under the driver's supervision.

Traffic Jam Assist** is a driver-assistance feature that helps ease the burden of the stressful stop-and-go of a traffic jam. With an active Drive Connect subscription or trial, this system provides control of the vehicle steering, braking and acceleration at speeds under 25 mph under certain conditions. This system is designed for limited-access roadways, and with the driver monitor camera confirming the driver's eyes are on the road, hands-free operation is possible. The required Drive Connect subscription for Traffic Jam Assist comes as a 1-year trial on the XSE Premium grade as well as the XSE grade equipped with the upgraded 12.3-inch multimedia screen.

* 4G network dependent. Subscription required after trial.

**Traffic Jam Assist Requires a Drive Connect Subscription, for details please visit

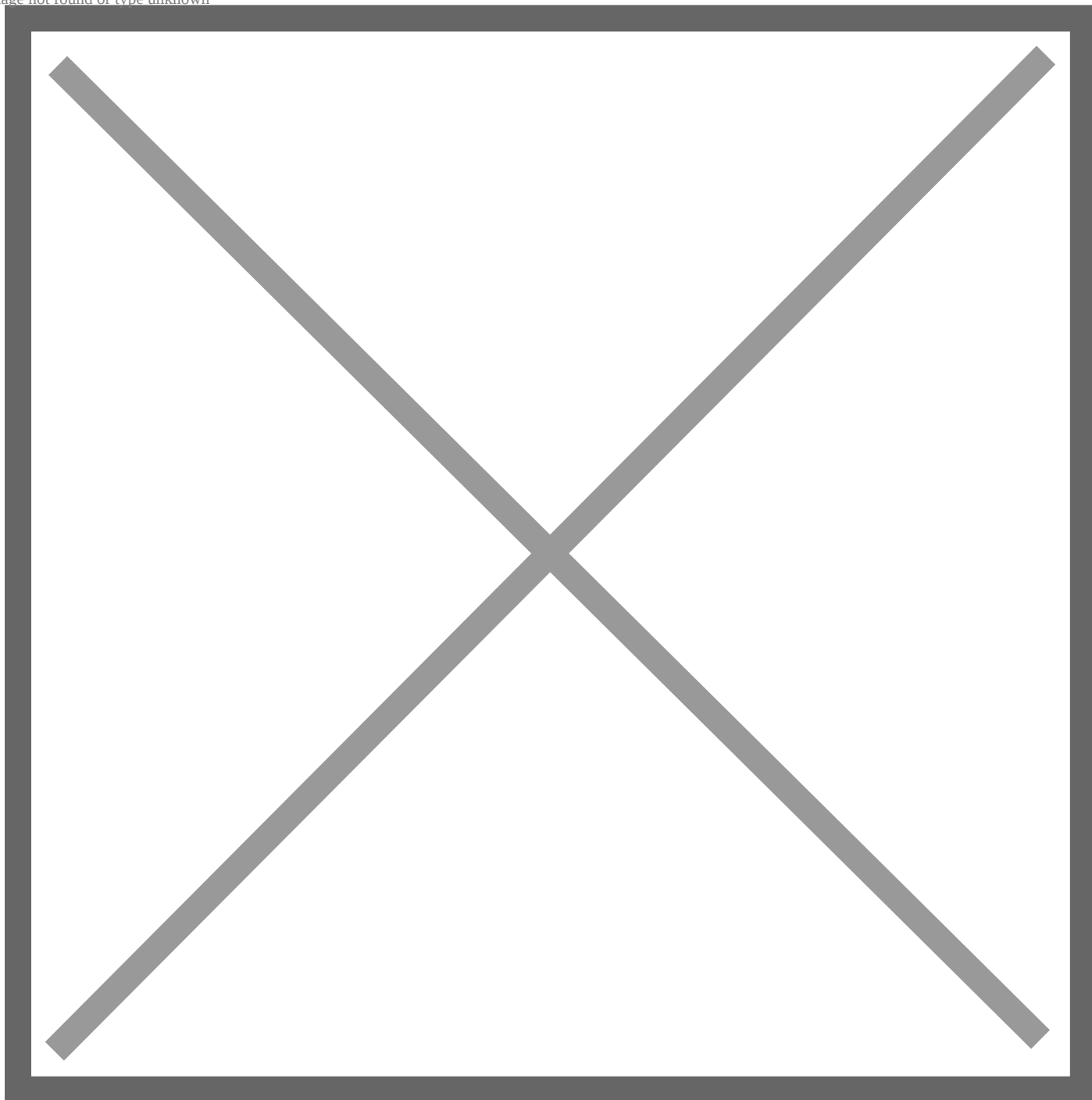
<https://www.toyota.com/connected-services/>

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

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

Manufacturer's Suggested Retail Price (MSRP)*****

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Limited Warranty and ToyotaCare

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. Hybrid-related components that require repairs needed to correct defects in materials or workmanship are covered for 8 years/100,000 miles, whichever comes first from original date of first use when sold as new. The hybrid battery is covered for 10 years/150,000 miles, whichever comes first, and is transferable across ownership.

Prius Prime models also come with the ToyotaCare plan that covers normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour roadside assistance for three years, unlimited mileage.