

Toyota Prius Wins 2024 World Car Design of the Year

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PLANO, Texas (April 1, 2024) – Since its bold redesign in 2023, the Toyota Prius has been turning heads and earning high praise with its sporty exterior styling and sleek silhouette. This most recent award is a great honor for the revolutionary hybrid sedan as Prius has been recognized with the 2024 World Car Design of the Year – beating out 70 other competitors for the win.

“We are honored to be recognized for World Car Design of the Year,” said Mike Tripp, Toyota Marketing group vice president. “Our design and engineering teams reimagined what this iconic hybrid vehicle could be, and the response from our customers has been incredible. We are thrilled that the World Car jury was equally captivated by the stunning design.”

Powered by the fifth generation Toyota Hybrid System with 2.0L engine, the new Prius achieves an incredible EPA rating of up to 57 MPG combined and has an output of 194 horsepower on the FWD drive model. And for models equipped with the available Electronic On-Demand AWD system, the output climbs to 196 HP. Available in LE, XLE, or Limited grades, the Toyota Prius is packed with options and technology like the Toyota Audio Multimedia Audio system and comes standard with Toyota Safety Sense 3.0.

For more information about the award-winning Toyota Prius, please visit? [Toyota.com](https://toyota.com)?

The new-generation Toyota Prius has now amassed 24 automotive industry awards and accolades.