

Electrify the Road in the 2025 Toyota Prius Plug-in Hybrid

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PLANO, Texas (Sept. 26, 2024) – In 2016, the Prius Prime was introduced to the world as a plug-in hybrid model that offered the best-of-both worlds, operating on battery electric power for a limited range or hybrid gas-electric power for longer range drives. In 2022 a new Prius Prime model was introduced, with a manufacturer estimated EV range of up-to 44 miles and an impressive 6.6-second 0-60 time. It's a powertrain option that has become a great choice for many drivers, giving them the power to take on a daily commute in all-electric mode or head for that destination road trip that's across the country.

For model year 2025, the model keeps on going with its winning blend of powerful electric and hybrid driving but flips the switch to a new name: Prius Plug-in Hybrid. The change to the Prius Plug-in name is intended to help consumers more easily identify the powertrain choices among Prius models. The 2025 Prius Plug-in Hybrid will also adopt a "PHEV" badge on the rear, indicating its Plug-in Hybrid Electric Vehicle powertrain. It will be available in three grades: SE, XSE and XSE Premium.

With a 13.6 kWh lithium-ion battery, the SE grade has a manufacturer-estimated 44-mile all-electric driving range rating. While the XSE and XSE Premium have a manufacturer-estimated 40-mile all-electric driving range rating. When those long commutes are inevitable, the Prius Plug-in Hybrid puts Toyota's fifth generation Toyota Hybrid System to work, combining a highly efficient 2.0-liter engine and electric motor generators for an efficient driving experience with a manufacturer-estimated of up to 52 MPG combined rating. It also has impressive horsepower and torque with 220 net-combined hybrid system horsepower and 139 lb.-ft. of torque.

Power Up for the Road Ahead

Both the standard Prius Hybrid and the Prius Plug-in Hybrid 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 Plug-in Hybrid 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 Plug-in Hybrid 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 four hours on a Level 2 charger under ideal conditions. And if you can't plug it in, it's okay; the Prius Plug-in Hybrid will continue to run like an efficient hybrid.

The Prius PHEV can operate in EV, Auto EV/HV, or Hybrid Mode depending on the driver's needs and the vehicle's 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 (BEV) 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 Plug-in 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 Plug-in Hybrid can even help optimize efficiency 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.



Dynamic and Efficient

Under the hood of the 2025 Prius Plug-in Hybrid 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 tandem 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 battery power are utilized for acceleration. The result is an engaging acceleration experience with 220 net combined hybrid system horsepower, 139 lb.-ft. of torque.

Another boost to the Prius Plug-in Hybrid'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.

Brake Hold is a convenience feature that comes standard. When engaged, it reduces driver effort while waiting at a traffic light or while driving in heavy traffic. When the driver depresses the accelerator, Brake Hold releases instantly.

Drive modes on all Prius PHEV 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.

Bold Sleek Style

The 2025 Prius Plug-in Hybrid 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.

On the inside, drivers will find an interior with a premium, comfortable feel. Features include a standard digital gauge cluster for a head-up line of sight, 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 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 (requires an active Drive Connect trial or subscription. 1-year trial included on all grades.*

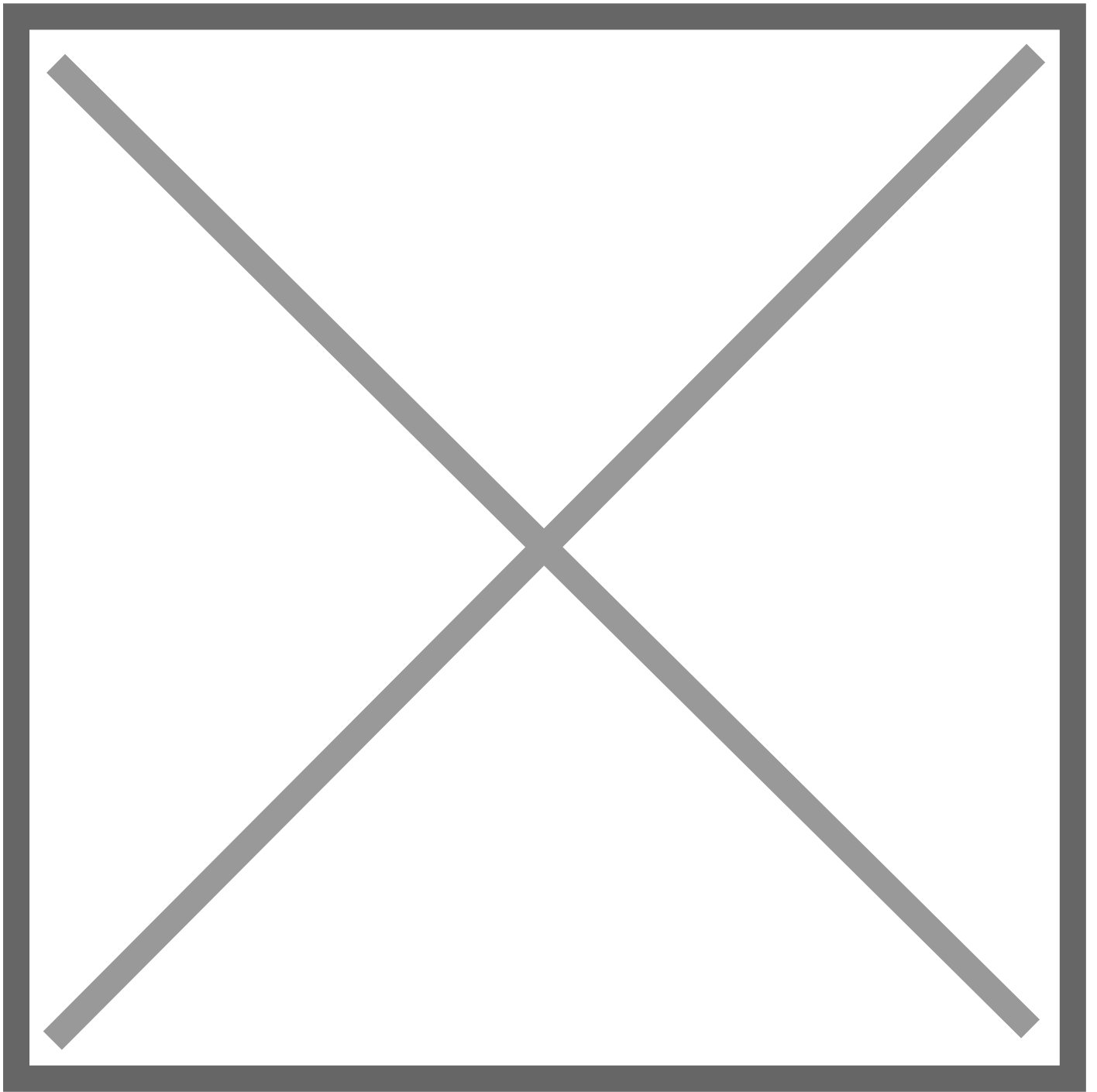
The SE grade has dark grey 17-inch alloy wheels with wheel covers, standard; an 8-inch Toyota Audio Multimedia touchscreen and 6-way adjustable fabric front seats in black with red trim. Additional standard features include Smart Key System on driver door, six USB-C ports, Electronic Parking Brake, leather-trimmed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

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. Available options include a 12.3-inch high-resolution touchscreen display, fixed glass roof and available Digital Key capability (Digital Key requires an active Remote Connect trial or subscription. 1-year trial included).*

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 available Digital Key compatibility (Digital Key

requires an active Remote Connect trial or subscription. 1-year trial included).* Available options are a Panoramic View Monitor, Digital Rearview Mirror, heated rear seats and Advanced Park, which is designed to execute 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 (available in limited quantities) 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 Plug-in Hybrids equipped with the solar roof, information about power generation is shown on the vehicle's Multi-Information Display.



Impressive Tech Features

The 2025 Toyota Prius Plug-in Hybrid 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 grade). Prius drivers 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 available Drive Connect*, 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 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 Plug-in Hybrid offers a JBL® Premium Audio system with eight speakers, creating a mobile concert from any music genre standard on the XSE Premium 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.

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

Each Prius Plug-in Hybrid also offers up to 10-year trials for both Safety Connect* and Service Connect*. 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 Plug-in Hybrid with an active Remote Connect* trial or subscription (1-year trial included). Users can activate headlights, lock/unlock the doors and remotely start the vehicle. Owners 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 (requires an active Remote Connect trial or subscription)– making it easy to lock and unlock doors, remote start and more all from a smart phone.

**4G Network dependent*

Safety & Convenience

The Toyota Prius Plug-in Hybrid comes standard with Toyota Safety Sense 3.0. The suite includes:

- **Pre-Collision System with Pedestrian Detection:** Pre-Collision System with Pedestrian Detection (PCS w/PD) is designed to help detect a vehicle, pedestrian, bicyclist, or motorcyclist and provide an audible/visual forward-collision warning under certain circumstances. If you don’t react, the system is designed to provide automatic emergency braking.
- **Full-Speed Range Dynamic Radar Cruise Control:** Full-Speed Range Dynamic Radar Cruise Control (DRCC) is an adaptive cruise control system that is designed to be set at speeds above 20 mph. DRCC uses vehicle-to-vehicle distance control to help maintain a preset distance from the vehicle ahead of you.
- **Lane Departure Alert with Steering Assist:** Lane Departure Alert with Steering Assist (LDA w/SA) detects lane markings or the road’s edge at speeds above 30 mph. LDA w/SA is designed to provide an audible/visual warning if an inadvertent lane departure is detected. If no corrective action is taken,

Steering Assist is designed to provide gentle corrective steering for lane-keeping assistance.

- **Lane Tracing Assist:** Lane Tracing Assist (LTA) is designed to help keep the vehicle in the center of a lane. LTA assists the driver with steering control while DRCC is in use.
- **Road Sign Assist:** Road Sign Assist (RSA) uses the forward-facing camera to recognize specific road signs, such as speed limit, stop, and yield signs. RSA provides sign information to the driver via the Multi-Information Display.
- **Automatic High Beams:** Automatic High Beams (AHB) is designed to detect headlights of oncoming vehicles and taillights of preceding vehicles. AHB automatically toggles between high and low beams as appropriate.
- **Proactive Driving Assist:** Proactive Driving Assist (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.

For complete details on Toyota Safety Sense 3.0, please visit? [Toyota.com/safety-sense](https://toyota.com/safety-sense).

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 Plug-in Hybrid 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.

For more information about Toyota's electrified line up, please visit <https://www.toyota.com/electrified-vehicles/>.