Imagine the new possible.
The all-new 2017 Toyota Prius Prime.

Let’s put limits in the rearview mirror. Introducing the all-new Prius Prime, the most efficient Toyota hybrid yet. With the power to run in either EV¹ or hybrid driving modes, Prime strikes a harmonious balance between necessity and desire. Designed with intelligent tech, premium materials and thoughtful engineering, Prime represents the next step of our continuous quest to reach more efficient mobility, without compromise. It’s time to make the drive toward a better tomorrow even better. And above all, it’s time to make the drive fun again. Let’s go places.

Advanced shown in Magnetic Gray Metallic.
See numbered footnotes in Disclosures section.
Discover a new freedom that takes you further.

Let’s charge toward the next exciting chapter where our vehicles can aim even higher. Prius Prime has an outstanding EPA-estimated 133 MPGe, thanks to its cutting-edge, lightweight materials, proven hybrid technology and an optimized Plug-in Hybrid Vehicle (PHV) system. With its EPA-estimated 640-mile total driving range, Prime continues to raise the efficiency bar and help you challenge what’s possible with the highest EPA-estimated total range of any vehicle in its class. Toyota’s legendary hybrid technology was developed to help you get the most out of every drive. Prime’s new name comes with a signature design that helps improve aerodynamics and creates a lasting impression. The powertrain is a Toyota first, thanks to a dual motor drive system that improves acceleration in EV Mode for a fun drive. It’s an exhilarating experience that elevates your possibilities.
Innovative touches with style to match.

Prius Prime is designed to enhance your drive with innovation that lies above and beneath the surface of the artfully sculpted exterior. The union of purposeful, aerodynamic elements and lightweight components helps increase your efficiency. Not to mention the EPA-estimated 25 miles* in EV Mode. All of this helps Prime strike the perfect balance between its elevated efficiency and eye-catching style. It’s an uncompromising approach that ensures you’ll enjoy every moment.

CARBON-FIBER-REINFORCED-POLYMER REAR HATCH
Prime’s rear hatch is made of carbon-fiber-reinforced polymer, a first for Toyota. This strong yet lightweight material makes opening and closing the hatch effortless. Found only on Prime, the dual-wave rear glass design flows seamlessly into the rear spoiler, helping reduce air resistance. Advanced aerodynamics and lightweight materials like these help increase efficiency and elevate your drive.

STANDARD LED LIGHTING
Prime features visually striking Quad-LED projector headlights, available LED fog lights and accent lights to help you see more of what matters. Bright and efficient, the rear taillights are also equipped with LEDs that consume less energy.

15-IN. ALLOY WHEELS
Prime’s lightweight aluminum alloy wheels are designed to perform. The low-rolling resistance tires and wind-cheating wheel covers help enhance fuel efficiency and make your drive a quiet, comfortable one.

See numbered footnotes in Disclosures section.
DESIGNED WITH EFFICIENCY

Plus shown in Titanium Glow.
A display as big as your imagination.

Prime has innovative tech that you just can’t miss. Its available 11.6-in. HD multimedia display is Toyota's most impressive yet. Intuitive pinch, zoom, tap and swipe gestures create a familiar smartphone-like experience while giving you easy access to the features that matter most. So whether you’re using the Entune® App Suite® to plan your next night out, or using the navigation® to help you get there, you’ve got the power to do it all.

MULTI-INFORMATION DISPLAY (MID)
The customizable 4.2-in. color dual Multi-Information Display screens let you keep track of Prime’s vitals at a glance. Use the steering wheel-mounted controls to keep track of real-time driving data, up-to-date fuel economy, energy use, and more — all while keeping both hands on the wheel.

REMOTE CLIMATE®
Take control and use your smartphone with the available Prime apps® including the Remote Climate app. This way, you can check your Prime’s current temperature setting and change it to your liking — all before you even get in. When Prime is plugged in, the power used for Remote Climate is pulled straight from the grid so your battery keeps its charge. Now your comfort is always within reach.

INTELLIGENT DRIVE COACH
This available intelligent technology, called Predictive Efficient Drive®, helps boost fuel efficiency by learning your routine stopping patterns. When approaching a recorded stop, an icon will display and suggest the optimal time to release the accelerator. Regenerative braking also activates sooner to recover more energy for the hybrid battery.

See numbered footnotes in Disclosures section.
Advanced interior shown in Black SofTex® trim.
Watching your back. So you can move ahead with confidence.

Enjoy every journey, from crosstown to cross country, all from inside Prius Prime. Everything has been purposefully designed with an uncompromising approach to serve your needs. And Prime’s innovative technologies like available Intelligent Clearance Sonar (ICS) with Intelligent Parking Assist (IPA) help lessen the challenges found in the everyday drive. It’s smart tech and comfort designed to give you the peace of mind to focus on the drive ahead.

INTELLIGENT CLEARANCE SONAR
Be aware of what’s around you. As you park, available Intelligent Clearance Sonar is designed to scan for stationary objects like walls or posts that are within close proximity. If Prime anticipates a collision, an audible and visual alert will be emitted, engine or motor output reduced, and if needed, the brakes will automatically be applied to help bring Prime to a halt.

BACKUP CAMERA
When in Reverse, Prime’s standard integrated backup camera uses a wide-angle lens to display a large viewing area. Clearly marked lines on the screen show the distance, giving you more confidence to get out of any spot — tricky or not.

INTELLIGENT PARKING ASSIST
Available Intelligent Parking Assist helps you navigate and conquer those difficult parking situations with the push of a button. Prime automatically controls the steering wheel while you control the gas and brake, and helps guide you into an open parking space.

See numbered footnotes in Disclosures section.
Advanced shown in Magnetic Gray Metallic.
Amenities that meet your aspirations.

Prime’s cabin features a modern design and premium materials throughout. Thoughtful interior touches delight the senses while smart tech brings convenience and innovative thinking to every trip. Prime’s front seats feature deep bolsters to help keep you in place when the road twists, for extra confidence behind the wheel.

COLOR HEAD-UP DISPLAY (HUD)

Prius Prime’s available color Head-Up Display uses aircraft-inspired technology to project information about your drive on the windshield, where it’s convenient to see. Easily view the current speed, energy monitor, turn-by-turn navigation directions, battery charge, and Toyota Safety Sense™ (TSS) alerts — all without taking your eyes off the road.

HEATED STEERING WHEEL

Prime’s available heated steering wheel warms things up when it’s cold outside. Once you’re comfortable, you can use the steering wheel-mounted controls for quick access to audio, phone, climate and the Multi-Information Display.

JBL® PREMIUM AUDIO SYSTEM

Sound all around. The available JBL® Premium Audio features ten JBL® GreenEdge™ speakers to amplify output from less energy. What you hear is clear sound imaging that will elevate any drive. You can also use the USB port or Bluetooth® hands-free wireless technology to bring your favorite playlist, and backup singers, along for the ride.

See numbered footnotes in Disclosures section.
Advanced interior shown in Black SofTex® trim.
INTERIOR CONVENIENCE

Prime comes with standard heated front seats, so the comfort of you and your passenger is a top priority.

60/40 SPLIT FOLD-DOWN REAR SEATS
Prime’s 60/40 split fold-down rear seats fold to maximize cargo space and versatility. With 19.8 cu. ft. of space, the largest cargo capacity in its class, it will help you enjoy even more room — and more adventures.

QI-COMPATIBLE WIRELESS SMARTPHONE CHARGING
With Prime’s available Qi-compatible wireless smartphone charging, you can charge your Qi-compatible smartphone or other compatible device without wires or worry. Place it on the nonslip holder and charge up before getting to your destination.

Advanced interior shown in Black SofTex® trim.
See numbered footnotes in Disclosures section.
All the range without the anxiety.

Every last detail of Prius Prime has been optimized to help make it the most advanced — and efficient — Prius yet. Advanced, lightweight materials, like the Toyota-first carbon-fiber-reinforced-polymer rear hatch, proven hybrid technology and an optimized Plug-in Hybrid Vehicle (PHV) system all play their part to enhance Prius Prime’s performance while maximizing efficiency. Simply charge from a standard household outlet and go even farther.

EV MODE

With a charged battery, the driver can experience electrifying performance. Prius Prime features a Toyota-first dual motor generator drive system that gives a fun acceleration feel and enables electric driving mode at full highway speeds. The system’s output and regeneration conditions are clearly displayed in real-time on the MID, so you can see your efficiency in action.

HV/EV AUTO DRIVE MODES

Prime also offers two other driving modes so that the driver stays in control: EV Auto Mode and HV Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to optimize your efficiency. HV Mode efficiently combines the gas engine and electrical power from the HV battery to drive Prime.

CHARGE SCHEDULING

Charge scheduling gives you the option to charge during off-peak hours to help reduce electricity costs and support efficient grid usage in your community. Simply program your preferred charge start or departure time from Prime so it can be topped off and ready to roll when you are. And, you can even start your charge from afar through the available Prime apps.
PLUG-IN/HYBRID FUEL EFFICIENCY

Premium shown in Blue Magnetism.
Active safety comes standard.

Prius Prime’s standard Toyota Safety Sense™ P (TSS-P) is an active safety package that combines the Pre-Collision System with Pedestrian Detection (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA), Automatic High Beams (AHB) and Full-Speed Range Dynamic Radar Cruise Control (DRCC) to assist you. TSS-P’s comprehensive features create in-the-moment safety designed to help keep you safe under certain circumstances.

**LANE DEPARTURE ALERT WITH STEERING ASSIST**
If an inadvertent lane departure is detected and there are visible lane markings, the Lane Departure Alert system will issue both an audible alert and visual warning on the MID screen. If the system determines that the driver is not taking corrective steering action, the Steering Assist function will initiate and provide gentle corrective steering when necessary to help keep the vehicle in the lane.

**PRE-COLLISION SYSTEM WITH PEDESTRIAN DETECTION**
Pre-Collision System with Pedestrian Detection helps keep the road safe by detecting a vehicle or a pedestrian in certain situations. By combining millimeter-wave radar with a camera capable of shape recognition, the system provides an audio/visual alert warning you of a possible collision with a pedestrian under certain circumstances. If you don’t react, automatic braking support helps mitigate the potential for a collision.

**AUTOMATIC HIGH BEAMS**
Prime enhances visibility and helps make nighttime driving safe. The Automatic High Beam system uses a camera to help detect oncoming vehicles as far away as 2000 feet and, depending on the circumstances, it can automatically switch the high beams on and off, helping make it easier for other drivers on the road.

See numbered footnotes in Disclosures section.
Advanced shown in Magnetic Gray Metallic; Plus shown in Titanium Glow.

See numbered footnotes in Disclosures section.
Smart tech for a safe drive.

Prepare for the unexpected. Prius Prime comes standard with an advanced suite of six safety features. The Star Safety System™ includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-Lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology.® Prime also comes with eight airbags, including a driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, front and rear side curtain airbags, a driver’s knee airbag and a front passenger seat cushion airbag, to help you drive with more confidence.

RAIN-SENSING WIPERS
Keeping your view clear. Between light rain and heavy downpours, Prime’s available rain-sensing variable windshield wipers can be set to automatically activate depending on the amount of rain on the windshield and the speed of the car. It’s a convenience that helps you stay focused on the road.

BLIND SPOT MONITOR (BSM)
See more of what matters. When a vehicle in the next lane enters your vehicle’s blind spot on either side, the available Blind Spot Monitor is designed to illuminate the indicator in that sideview mirror. If you continue to signal a lane change to that lane, the indicator will flash to get your attention.

REAR CROSS-TRAFFIC ALERT (RCTA)
Watching out for you. In Reverse, Prime’s available Rear Cross-Traffic Alert uses sensors to detect vehicles approaching from either side. If the system senses cross traffic, it warns you by flashing the side mirror indicators and sounding a warning tone.

See numbered footnotes in Disclosures section.
Advanced shown in Blue Magnetism.
**Powertrain**

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg
- 133 EPA-estimated MPGe
- 640-mile EPA-estimated total driving range
- 25-mile EPA-estimated EV Mode driving range

**Exterior Features**

- Quad-LED projector headlights with auto level control and auto-off feature
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- Patterned acrylic grille overlay with active grille shutter
- Heated power outside mirrors with folding feature
- 15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires
- Washer-linked variable intermittent windshield wipers
- Dual-wave rear glass design
- Carbon-fiber-reinforced-polymer rear hatch
- Charge port with illumination and charging indicator light

**Interior Features**

- Remote A/C System
- Smart-flow climate control system with pollen filtration
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC), Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) and Smart Stop Technology® (SST)
- Driver and front passenger Advanced Airbag System
- Driver and front passenger front-seat-mounted side airbags, passenger seat cushion airbag, driver’s knee airbag and front and rear side curtain airbags
- Toyota Safety Sense™ P (TSS-P) — Pre-Collision System with Pedestrian Detection (PCS) (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA), Automatic High Beams (AHB) and Full-Speed Range Dynamic Radar Cruise Control (DRCC)
- LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on rear seats
- Tire Pressure Monitor System (TPMS)
- Vehicle Proximity Notification System (VPNS)
- Hill Start Assist Control (HAC)
- Engine immobilizer
- Tire Repair System
- Additional year of roadside assistance for a total of 3 years of roadside assistance from date of purchase

**Premium**

Adds to or replaces features offered on Plus

**Powertrain**

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg
- 133 EPA-estimated MPGe
- 640-mile EPA-estimated total driving range
- 25-mile EPA-estimated EV Mode driving range

**Exterior Features**

- Quad-LED projector headlights with auto level control and auto on/off feature
- Smart charging cable lock

**Interior Features**

- Predictive Efficient Drive
- SofTex®-trimmed heated front seats with armrests and seatback pockets; 8-way power-adjustable driver’s seat with power lumbar support; 4-way adjustable front passenger seat
- Smart Key System on three doors with Push Button Start and remote illuminated entry
- Qi-compatible wireless smartphone charging with charge indicator light

See numbered footnotes in Disclosures section.
### Advanced

**Add to or replaces features offered on Premium**

#### Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 55 city/53 highway/54 combined EPA-estimated mpg
- 133 EPA-estimated MPGe
- 640-mile EPA-estimated total driving range
- 25-mile EPA-estimated EV Mode driving range

#### Exterior Features

- Integrated LED fog lights and LED accent lights
- Rain-sensing variable intermittent windshield wipers

#### Interior Features

- **Entune™ Premium JBL® Audio with Integrated Navigation:**
- Heated steering wheel
- Auto-dimming rearview mirror with HomeLink® universal transceiver
- Cargo area heavy sliding tonneau cover

#### Safety Features

- Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense™ P (TSS-P) alerts
- Intelligent Clearance Sonar (ICS) with Intelligent Parking Assist (IPA)
- Blind Spot Monitor (BSM) and Rear Cross-Traffic Alert (RCTA)

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### Color/Trim/Wheel

#### Color

- Blue Magnetism
- Hypersonic Red
- Magnetic Gray Metallic
- Classic Silver Metallic
- Titanium Glow
- Blizzard Pearl

#### Trim

- Also available in
  - Plus fabric shown in Black
  - Moonstone fabric
  - Premium and Advanced SofTex® shown in Black
  - Moonstone SofTex®

#### Wheel

- 15-in. 5-spoke alloy wheel with two-tone wheel cover

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*Not all colors and trims available on all model grades. See dealer for details. See numbered footnotes in Disclosures section.*
ACCESSORIES

Add the final touch to your Prius Prime with a wide range of available Genuine Toyota Accessories. Make your Prime reflect your personal style. Some accessories may not be available in all regions of the country. For a complete list of accessories, go to toyota.com/prius-prime or see your Toyota dealer for details.

- 15-in. 10-spoke alloy wheels
- Aero side splitter
- Alloy wheel locks
- All-weather floor liners
- Body side moldings
- Cargo cross bars
- Cargo tote
- Cargo tray
- Carpet cargo mat
- Carpet floor mats
- Coin holder/ashtray cup
- Door edge guards
- Emergency assistance kit
- First aid kit
- Illuminated doorsills
- Paint protection film
- Rear bumper appliqué
- Security system
- Universal tablet holder

See numbered footnotes in Disclosures section.
### FEATURES

<table>
<thead>
<tr>
<th>EXTERIOR</th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quad-LED projector headlights with auto level control and auto-off feature</td>
<td>$</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Quad-LED projector headlights with auto level control and auto on/off feature</td>
<td>–</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>LED Daytime Running Lights (DRL) with on/off feature</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Integrated LED fog lights and LED accent lights</td>
<td>–</td>
<td>–</td>
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</tr>
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<td>$</td>
<td>$</td>
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</tr>
<tr>
<td>Patterned acrylic grille overlay with active grille shutter</td>
<td>$</td>
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</tr>
<tr>
<td>Heated power outside mirrors with folding feature</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERIOR</th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote A/C System</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Smart-flow climate control system with pollen filtration</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Entune® App Suite® — includes Destination Search, iHeartRadio, MovieTickets.com, OpenTable®, Pandora®, Facebook Places, Yelp® and Slacker Radio; real-time info including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite® is subscription-free. See toyota.com/entune for details.</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Integrated backup camera®</td>
<td>$</td>
<td>$</td>
<td>–</td>
</tr>
</tbody>
</table>

*Washer-linked variable intermittent windshield wipers* | $ | $ | – |
*Rain-sensing variable intermittent windshield wipers* | – | – | – |
*Dual-wake rear glass design* | – | – | – |
*Carbon-fiber-reinforced-polymer rear hatch* | $ | $ | – |
*Charge port with illumination and charge indicator light* | $ | $ | – |
*Smart charging cable lock* | – | – | – |
*4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and Eco Score, Eco Savings Record, Drive Monitor, Eco Diary, climate control, driver support systems, audio system content and navigation system content* | $ | $ | $ |
*Predictive Efficient Drive®* | – | – | – |
*4-passenger seating with 60/40 split fold-down rear seats with center armrest with cup holders and center console* | $ | $ | – |
*SiriusXM®-trimmed tilt/telescoping steering wheel with audio, climate, Multi-Information Display (MID) and Bluetooth® hands-free phone controls* | $ | $ | – |
*Heated steering wheel* | – | – | – |
*Digital instrumentation with speedometer, hybrid system power meter, fuel gauge, odometer, current fuel economy, shift-position indicator, EV/ hybrid mode indicator, and drive mode indicator* | $ | $ | – |
*Fabric-trimmed heated front seats with armrests and seatback pockets; 6-way adjustable driver’s seat; 4-way adjustable front passenger seat* | $ | – | – |
*SirTox®-trimmed heated front seats with armrests and seatback pockets; 8-way power-adjustable driver’s seat with power lumbar support; 4-way adjustable front passenger seat* | $ | – | – |
*Smart Key System® on driver’s door with Push Button Start* | – | – | – |
*Smart Key System® on three doors with Push Button Start and remote illuminated entry* | – | – | – |
*Power windows with auto up/down* | $ | – | – |
*Dual sun visors with illuminated vanity mirrors* | – | – | – |
*Power door locks* | – | – | – |
*Auto-dimming rearview mirror with HomeLink® universal transceiver* | – | – | – |
*Rear center console with armrest, storage compartment and two rear cup/bottle holders* | – | – | – |
*Qi-compatible wireless smartphone charging® with charge indicator light* | – | – | – |
*Cargo area lightweight tonneau cover* | – | – | – |
*Cargo area heavy sliding tonneau cover* | – | – | – |
*One front and one rear 12V auxiliary power outlets* | $ | – | – |
*One front USB power outlet®* | $ | – | – |
*Rear dome light* | – | – | – |
*Cargo area light* | – | – | – |
*Front door storage pockets with sculpted bottle holders; rear door storage bottle holders* | $ | – | – |
*Foot pedal parking brake* | $ | – | – |
*Charging cable for standard outlet®* | $ | – | – |

See numbered footnotes in Disclosures section.

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$ = Standard – = Not available
FEATURES (continued)

Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC),24 Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)25 and Smart Stop Technology® (SST)26

Driver and front passenger Advanced Airbag System27

Driver and front passenger front seat-mounted side airbags, passenger seat cushion airbag, driver's knee airbag, and front and rear curtain shield airbags27

Toyota Safety Sense™ P (TSS-P)38 — Pre-Collision System 29 with Pedestrian Detection30 (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA),31 Automatic High Beams 32 and Full-Speed Range Dynamic Radar Cruise Control (DRCC)33

LATCH (Lower Anchors and Tethers for Children) includes lower anchors on rear seats

Vehicle Proximity Notification System (VPNS)36

Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense™ P (TSS-P)38 alerts

Intelligent Clearance Sonar (ICS)36 with Intelligent Parking Assist (IPA)37

Hill Start Assist Control (HAC)38

Blind Spot Monitor (BSM)39 and Rear Cross-Traffic Alert (RCTA)40

Engine immobilizer 41

Tire Repair System

Additional year of roadside assistance,42 for a total of 3 years of roadside assistance from date of purchase


Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense™ P (TSS-P) alerts

LATCH (Lower Anchors and Tethers for Children) includes lower anchors on rear seats

Vehicle Proximity Notification System (VPNS)


Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense™ P (TSS-P) alerts

Intelligent Parking Assist (IPA)

Hill Start Assist Control (HAC)

Blind Spot Monitor (BSM) and Rear Cross-Traffic Alert (RCTA)

Engine immobilizer

Tire Repair System

Additional year of roadside assistance for a total of 3 years of roadside assistance from date of purchase

MECHANICAL/PERFORMANCE

POWER OUTPUT

Hybrid system net power: 121 hp (90 kW) Standard Standard Standard

ENGINE

1.8-Liter 4-cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV^\textsuperscript{iv}/ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N•m @ 3600 rpm) Standard Standard Standard

Compressed ratio: 13.0:1 Standard Standard Standard

Induction system: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i) Standard Standard Standard

EMISSION RATING


ELECTRIC MOTOR

Motor type: Permanent magnet AC synchronous motor Standard Standard Standard

Voltage: 600V maximum Standard Standard Standard

TRACTION BATTERY

Type: Lithium-ion (Li-ion) Standard Standard Standard

Voltage: 351.5V Standard Standard Standard

Battery capacity (kWh) 8.8 Standard Standard

Battery weight (lb.) 265 Standard Standard

TRANSMISSION

Electronically controlled Continuously Variable Transmission (ECVT) Standard Standard Standard

DRIVETRAIN

Front-Wheel Drive Standard Standard Standard

SUSPENSION

Independent MacPherson strut front suspension and double-wishbone rear suspension with front and rear stabilizer bars Standard Standard Standard

STEERING

Electric Power Steering (EPS); power-assisted rack-and-pinion Standard Standard Standard

Steering: Turning circle diameter, curb to curb (ft.) 33.4 Standard Standard

BRAKES

Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™ Standard Standard Standard

See numbered footnotes in Disclosures section.
### SPECIFICATIONS (continued)

#### DIMENSIONS (in.)

<table>
<thead>
<tr>
<th></th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall height/width/length</td>
<td>57.9/69.3/182.9</td>
<td>57.9/69.3/182.9</td>
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<tr>
<td>Wheelbase</td>
<td>106.3</td>
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<tr>
<td>Track (front/rear)</td>
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<td>60.2/60.6</td>
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<td>Overhang (front/rear)</td>
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<tr>
<td>Ground clearance</td>
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#### INTERIOR (front/rear) (in.)

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Head room</td>
<td>39.4/37.2</td>
<td>39.4/37.2</td>
<td>39.4/37.2</td>
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<tr>
<td>Shoulder room</td>
<td>54.2/53.0</td>
<td>54.2/53.0</td>
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<tr>
<td>Hip room</td>
<td>53.7/51.6</td>
<td>53.7/51.6</td>
<td>53.7/51.6</td>
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<tr>
<td>Leg room</td>
<td>43.2/33.4</td>
<td>43.2/33.4</td>
<td>43.2/33.4</td>
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<tr>
<td>Curb weight (lb.)</td>
<td>3365</td>
<td>3375</td>
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</tr>
<tr>
<td>Seating capacity</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

#### WEIGHTS AND CAPACITIES

<table>
<thead>
<tr>
<th></th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer-estimated passenger volume (cu. ft.)</td>
<td>91.5</td>
<td>91.5</td>
<td>91.5</td>
</tr>
<tr>
<td>Manufacturer-estimated cargo volume (cu. ft.)&lt;sup&gt;ii&lt;/sup&gt;</td>
<td>19.8</td>
<td>19.8</td>
<td>19.8</td>
</tr>
<tr>
<td>Manufacturer-estimated interior volume (interior passenger volume + cargo volume) (cu. ft.)&lt;sup&gt;ii&lt;/sup&gt;</td>
<td>111.3</td>
<td>111.3</td>
<td>111.3</td>
</tr>
<tr>
<td>Fuel tank (gal.)</td>
<td>11.3</td>
<td>11.3</td>
<td>11.3</td>
</tr>
</tbody>
</table>

#### TIRES

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Standard</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spare: temporary repair kit</td>
<td>Standard</td>
<td>Standard</td>
<td>Standard</td>
</tr>
</tbody>
</table>

#### MILEAGE ESTIMATES

<table>
<thead>
<tr>
<th></th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA-estimated hybrid mode mpg (city/highway/combined)&lt;sup&gt;iii&lt;/sup&gt;</td>
<td>55/53/54</td>
<td>55/53/54</td>
<td>55/53/54</td>
</tr>
<tr>
<td>EPA-estimated MPGe&lt;sup&gt;iv&lt;/sup&gt;</td>
<td>133</td>
<td>133</td>
<td>133</td>
</tr>
<tr>
<td>EPA-estimated total driving range&lt;sup&gt;v&lt;/sup&gt;</td>
<td>640 mi.</td>
<td>640 mi.</td>
<td>640 mi.</td>
</tr>
<tr>
<td>EPA-estimated EV Mode&lt;sup&gt;vi&lt;/sup&gt; driving range&lt;sup&gt;vii&lt;/sup&gt;</td>
<td>25 mi. (up to 84 mph)</td>
<td>25 mi. (up to 84 mph)</td>
<td>25 mi. (up to 84 mph)</td>
</tr>
</tbody>
</table>

#### BATTERY CHARGING TIME

<table>
<thead>
<tr>
<th></th>
<th>PLUS</th>
<th>PREMIUM</th>
<th>ADVANCED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard outlet&lt;sup&gt;iii&lt;/sup&gt;/240V (public charging) charging time (hr.:min.)</td>
<td>&lt;5:30/~2:10</td>
<td>&lt;5:30/~2:10</td>
<td>&lt;5:30/~2:10</td>
</tr>
</tbody>
</table>

See numbered footnotes in Disclosures section.
1. **DISCLOSURES**

1.1. **Owner's Manual**

The term "Owner's Manual" refers to the information provided by the vehicle manufacturer. It is important to familiarize yourself with the manual as it contains details about the vehicle's features and usage. This can include maintenance schedules, safety precautions, and troubleshooting tips. It is also a legal document that the vehicle owner must keep on file for future reference. The manual is designed to be comprehensive, covering all aspects of the vehicle's operation, and is not a substitute for safe and attentive driving practices. System effectiveness depends on many factors, such as weather, traffic, and road conditions. See Owner’s Manual for details.

2. **Efficiency**

2.1. **Vehicles and Efficiency**

The fuel efficiency ratings provided by the Environmental Protection Agency (EPA) are based on specific testing procedures and do not necessarily reflect real-world driving conditions. Actual mileage may vary due to factors such as driving habits, weather, and road/traffic conditions. For more information, see Owner’s Manual for details.

3. **Protection**

3.1. **Airbag Systems**

Airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under certain conditions. They are not intended to inflate in all collisions. Airbags inflate in certain types of severe collisions: typically, frontal and knee airbags inflate in frontal collisions, side torso and side curtain airbags inflate in side collisions, and roll-sensing curtain airbags inflate at a severe roll angle or roll over. To prevent damage to devices, do not leave electronic devices in the vehicle. Temperature inside the vehicle may become high, resulting in damage to the device.

4. **Telematics**

Telematics is a system that provides various services to the vehicle owner, such as vehicle status monitoring, navigation, and entertainment services. However, services are subject to change and may not be available in every city or roadway. Updates may be available from your dealer at an additional cost. Services and programming subject to change. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost.

5. **Android Auto™ and Apple CarPlay®**

These systems require a compatible smartphone. Use of these systems may depend on many factors, including phone signal strength, the vehicle's trim level, and the availability of updates.

6. **Qi Wireless Charging**

Qi wireless charging may not be compatible with all mobile phones, MPs and WMAs. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Active charging may cause metal objects to become hot and could cause burns. To prevent damage to devices, do not leave the devices in the vehicle. Temperature inside may become high, resulting in damage to the device.

7. **Prime’s EV Mode**

Prime’s EV Mode has an EPA-estimated driving range of 25 miles, allowing it to work under certain conditions at high speeds. EV Mode range will vary and is dependent upon many factors, including charging practice, driving style, road/traffic conditions, outside temperature, and air conditioning control levels. Always obey traffic regulations and maintain awareness of road and traffic conditions at all times. Equipment effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., Predictive Efficient Drive may not work as intended. See Owner’s Manual for details.

8. **In-Vehicle Security**

In-Vehicle Security is designed to help keep your vehicle safe and secure. The system is a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Environmental conditions may limit effectiveness and view may become obscured. See Owner’s Manual for details.

9. **Owner’s Manual**

Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., Predictive Efficient Drive may not work as intended. See Owner’s Manual for details.

10. **CAUTION!**

When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in EV Mode, pedestrians, people riding bicycles or other vehicles and devices in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. Since EV Mode has an EPA-estimated driving range of 25 miles, it is important to be aware of your surroundings and drive safely. Drivers should always be responsible for their own safe driving. Please always pay attention to your surroundings and drive safely. Depending on the conditions of roads, vehicles, weather, etc., the system(s) may not work as intended. See Owner’s Manual for details.

11. **TSS Pre-Collision System**

The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, road/traffic conditions, outside temperature, and air conditioning control levels. Always obey traffic regulations and maintain awareness of road and traffic conditions at all times. Equipment effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., TSS Pre-Collision System may not work as intended. See Owner’s Manual for details.

12. **Pedestrian Detection System**

The Pedestrian Detection System is designed to detect a pedestrian ahead of the vehicle. If the pedestrian is detected, the system will alert you to slow down or stop. Always obey traffic regulations and maintain awareness of road and traffic conditions at all times. System effectiveness depends on many factors, such as speed, road/traffic conditions, outside temperature, and air conditioning control levels. Always obey traffic regulations and maintain awareness of road and traffic conditions at all times. Equipment effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., Pedestrian Detection System may not work as intended. See Owner’s Manual for details.

13. **Toyota Safety Sense™**

This system is designed to help reduce the crash speed and damage in certain frontal and side collisions. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, road/traffic conditions, outside temperature, and air conditioning control levels. Always obey traffic regulations and maintain awareness of road and traffic conditions at all times. Equipment effectiveness depends on many factors. Depending on the conditions of roads, vehicles, weather, etc., Toyota Safety Sense™ may not work as intended. See Owner’s Manual for details.

14. **Toyota Prius Prime EPA-estimated mpg**

2017 Prius Prime EPA-estimated mpg. Actual mpg will vary based on driving habits, vehicle condition, weather, traffic, and road conditions. For more information on mpg, see www.fueleconomy.gov. 47. 2017 Prius Prime EPA-estimated mpg. Actual mpg will vary and is dependent upon many factors, including charging practice, driving style, road/traffic conditions, outside temperature, and air conditioning control levels, payload/cargo weight, proper tire pressure, vehicle maintenance, battery age and changes in energy costs. Battery capacity will decrease with time and use. For more information on EPA and state mpg ratings, see www.fueleconomy.gov. 48. 2017 Prius Prime EPA-estimated EV range when charged with a full tank of gas. 49. Contains additional years of roadside assistance includes, but is not limited to 3 years of date from first use. Does not include parts and fluids. Valid only in the continental U.S. and Alaska. 43. Meets Tier 2/Bin 3 Federal Emissions standard. 44. Emissions ratings vary by state. For more information on EPA and state mpg ratings, see www.fueleconomy.gov. 48. 2017 Prius Prime EPA-estimated EV range when charged with a full tank of gas. 49. Contains additional years of roadside assistance includes, but is not limited to 3 years of date from first use. Does not include parts and fluids. Valid only in the continental U.S. and Alaska. 43. Meets Tier 2/Bin 3 Federal Emissions standard. 44. Emissions ratings vary by state. For more information on EPA and state mpg ratings, see www.fueleconomy.gov. 48. 2017 Prius Prime EPA-estimated EV range when charged with a full tank of gas. 49. Contains additional years of roadside assistance includes, but is not limited to 3 years of date from first use. Does not include parts and fluids. Valid only in the continental U.S. and Alaska. 43. Meets Tier 2/Bin 3 Federal Emissions standard. 44. Emissions ratings vary by state. For more information on EPA and state mpg ratings, see www.fueleconomy.gov. 48.
At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow—from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

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WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

**Basic:** 36 months/36,000 miles (all components other than normal wear and maintenance items).

**Hybrid-Related Component Coverage:** Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable Warranty and Maintenance Guide for details.

**Powertrain:** 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

**Rust-Through:** 60 months/unlimited miles (corrosion perforation of sheet metal).

**Emissions:** Coverages vary under Federal and California regulations. Refer to applicable Warranty and Maintenance Guide for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle’s in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage.

You may be eligible for transportation assistance if it’s necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota’s warranties, please visit www.toyota.com, refer to the applicable Warranty and Maintenance Guide or see your Toyota dealer.

To avoid potential interference with pedal operation, each mat must be secured with its fasteners. Do not install a floor mat on top of an existing floor mat. The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details.

Disclosures (continued)