

ACCESSORIES

2018 **Prius Prime**



**Let's
Go
Places**



Elevate your Prius Prime experience.

Welcome to the amazing world of Prius Prime. It's where technology meets sophistication, and where both are enhanced when you add Genuine Toyota Accessories—the only accessories designed and manufactured to Toyota standards for quality, fit and finish.

toyota.com/accessories



*Genuine Toyota Accessories:
Discover new worlds of driving pleasure.*



EXTERIOR

We've got the exterior accessories to help keep your vehicle looking good for a long, long time. That's because Genuine Toyota Accessories are the only accessories designed by Toyota engineers to protect the finish of your vehicle.



INTERIOR

Personalize your Prius Prime and improve its functionality and convenience with quality interior accessories from Toyota. Not only will they make your vehicle more stylish they'll maximize interior space and make life easier.



ELECTRONICS

To help enhance your protection and convenience Toyota offers electronic accessories for Prius Prime that include a Security System and a Universal Tablet Holder to keep your passengers entertained.



Enhance and protect your new Prius Prime.

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Paint Protection Film

Like a clear suit of armor, Genuine Toyota paint protection film¹ helps guard your vehicle from road debris that can chip and scratch the finish. Manufactured from durable, nearly invisible urethane film layers which contain UV protectants to help resist yellowing, the film is designed to help protect portions of the front of the vehicle.

- Paint protection film is available for select areas of the hood/fenders and front bumper (each set sold separately)



Body Side Moldings

Uniquely designed, two-tone body side moldings feature the vehicle's exterior color with Piano Black accent.

- Help protect against careless door swings, runaway shopping carts and other parking lot mishaps.

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15" 10-Spoke Alloy Wheels

Make them look twice when they see your Prius Prime with the stylish, 10-spoke alloy wheels in hyper black base with chrome finish.

- Designed and engineered for optimal performance



Alloy Wheel Locks

Precisely machined, weight-balanced alloy wheel locks help secure your wheels and tires against theft.

- Triple nickel chrome plating helps ensure superior corrosion protection and a lasting shine

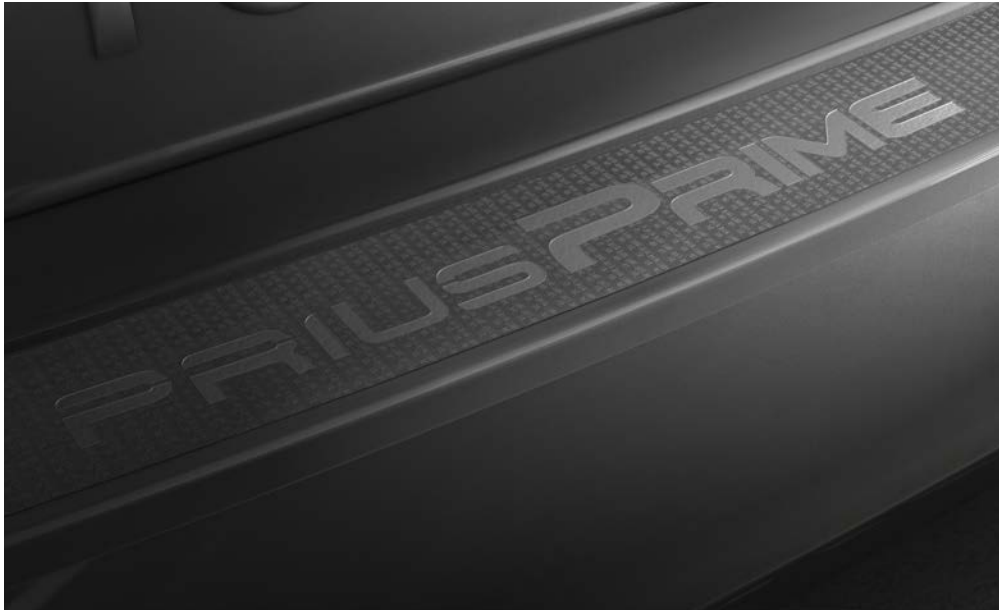


Aero Side Splitter

Provides a stylish enhancement to your Prius Prime. Aerodynamic styling complements the sleek design of the Prius Prime.

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Rear Bumper Appliqué

This nearly invisible appliqué helps protect the rear bumper's top surface from unsightly scrapes and scratches.

- Features a stylish Prius Prime logo



Door Edge Guards

Help prevent door edge dings and chipped paint with this protective finishing touch.

- Thermoplastic-coated stainless steel is precisely matched to the exterior finish
- Compression-fitted to door edge contours
- Blend seamlessly to complement exterior styling



Cargo Cross Bars

Take along all kinds of cargo with Genuine Toyota Cargo Cross Bars. Provides up to 150 lb of cargo capacity (when evenly distributed across both bars). Aerodynamically styled with a durable, weather-resistant finish.



Upgrade your driving pleasure.

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Carpet Floor Mats

These plush, long-wearing carpet floor mats² help protect and dress up your interior.

- Durable, fade-resistant carpet features a Prius Prime logo with a repetitive Hybrid Synergy Drive (HSD) pattern throughout the carpet
- Driver's-side quarter-turn fasteners and skid-resistant backing on all mats help keep them in place



All-Weather Floor Liners²

An advanced concept in superior protection for your vehicle's interior. Floors and surrounding edges are covered to help keep your carpets clean and dry. Precise injection molding utilizing Toyota's design data helps ensure a perfect fit.

- Molded Prius Prime logo with a leaf design on all four liners
- Two rear liners to help provide more complete coverage
- Made in the U.S.A.

INTERIOR ACCESSORIES

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Carpet Cargo Mat

The ideal solution for helping keep the cargo area of your Prius Prime looking like new.

- Helps prevent premature cargo area wear and tear
- Durable, skid-resistant backing helps keep the mat in place



Cargo Tray

Help protect your cargo area with the Cargo Tray.³

- Advanced design helps protect the cargo area
- Specially contoured to fit the rear cargo area
- Molded from durable, lightweight material featuring a raised Prius Prime logo

A close-up photograph of a car's door sill. The sill is made of brushed stainless steel and is illuminated with a bright blue light. The word "PRIUS" is embossed on the sill in a matching blue color. The surrounding car body is dark and textured.

PRIUS

Illuminated Door Sills

Don't just step in...make an entrance with this smart and stylish addition that helps prevent door sill scuffs and scrapes. The durable brushed-stainless steel finish features elegant, polished accents and a Prius logo that illuminates when the front doors are opened.

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Lower Console Appliqué

To complement the sporty interior, add the Lower Console Appliqué.

- Integrates beautifully with the interior, highlighting the contrast between the cupholder and console
- Durable, high quality finish helps resist everyday wear and tear
- Only available for Prius Prime Premium and Advanced models with Moonstone interiors



Shifter Appliqué

Help provide an integrated look to the dash with this stylish Shifter Appliqué

- Available only for the Premium and Advanced models

INTERIOR ACCESSORIES

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Coin Holder/Ashtray Cup

This convenient, self-contained coin holder/ashtray cup fits snugly inside your cupholder.

- Holds loose change
- Hinged lid helps minimize odors and flyaway ash
- Easy to empty and clean



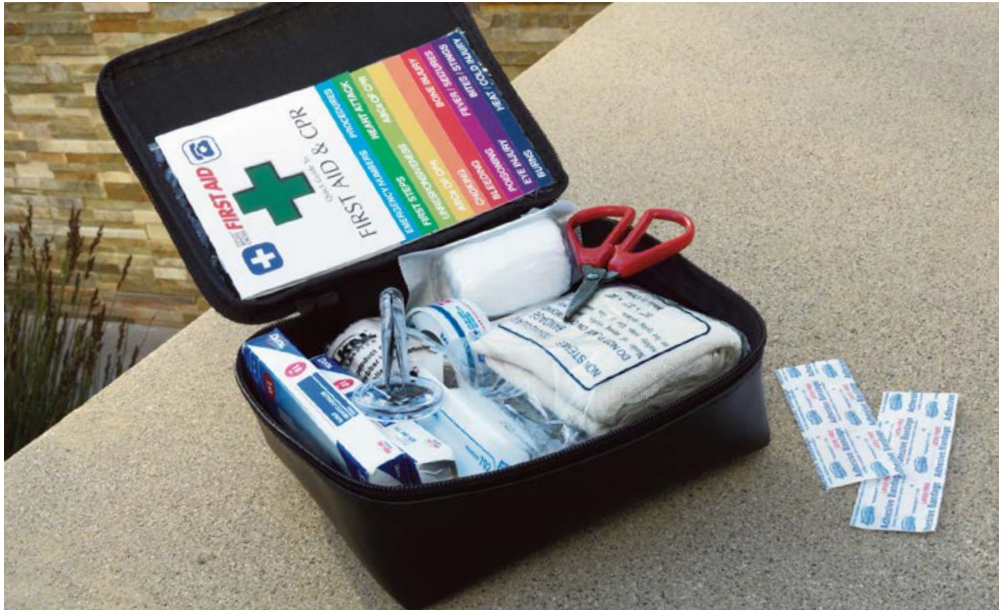
Cargo Tote

The collapsible, soft-sided cargo tote secures a variety of items, and helps keep them in place.

- Removable divider panels help hold items upright
- Two carrying handles for easy loading and unloading
- Stores flat when not in use

INTERIOR ACCESSORIES

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First Aid Kit

Be prepared for life's little emergencies.

- Soft-sided kit includes insect-sting pads, bandages, scissors, two emergency blankets and more
- VELCRO® brand mounting strips help the kit remain firmly in place



Emergency Assistance Kit

Don't let small issues stop you in your tracks.

- Kit includes booster cables, stainless steel multi-purpose tool, survival blanket, gloves, flashlight, tire pressure gauge and bungee cord
- Reflective warning triangle and trim on kit exterior helps alert other drivers to your vehicle



Technology that looks out for you.

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Universal Tablet Holder

Help keep passengers entertained with this high quality, universal tablet holder. Compatible with virtually all multimedia devices, it securely holds your tablet, phone, music or video player.

- Installs and removes in seconds—no tools required
- Durable material with spring loaded arms
- Adjustable pivot/tilt for ultimate viewing experience

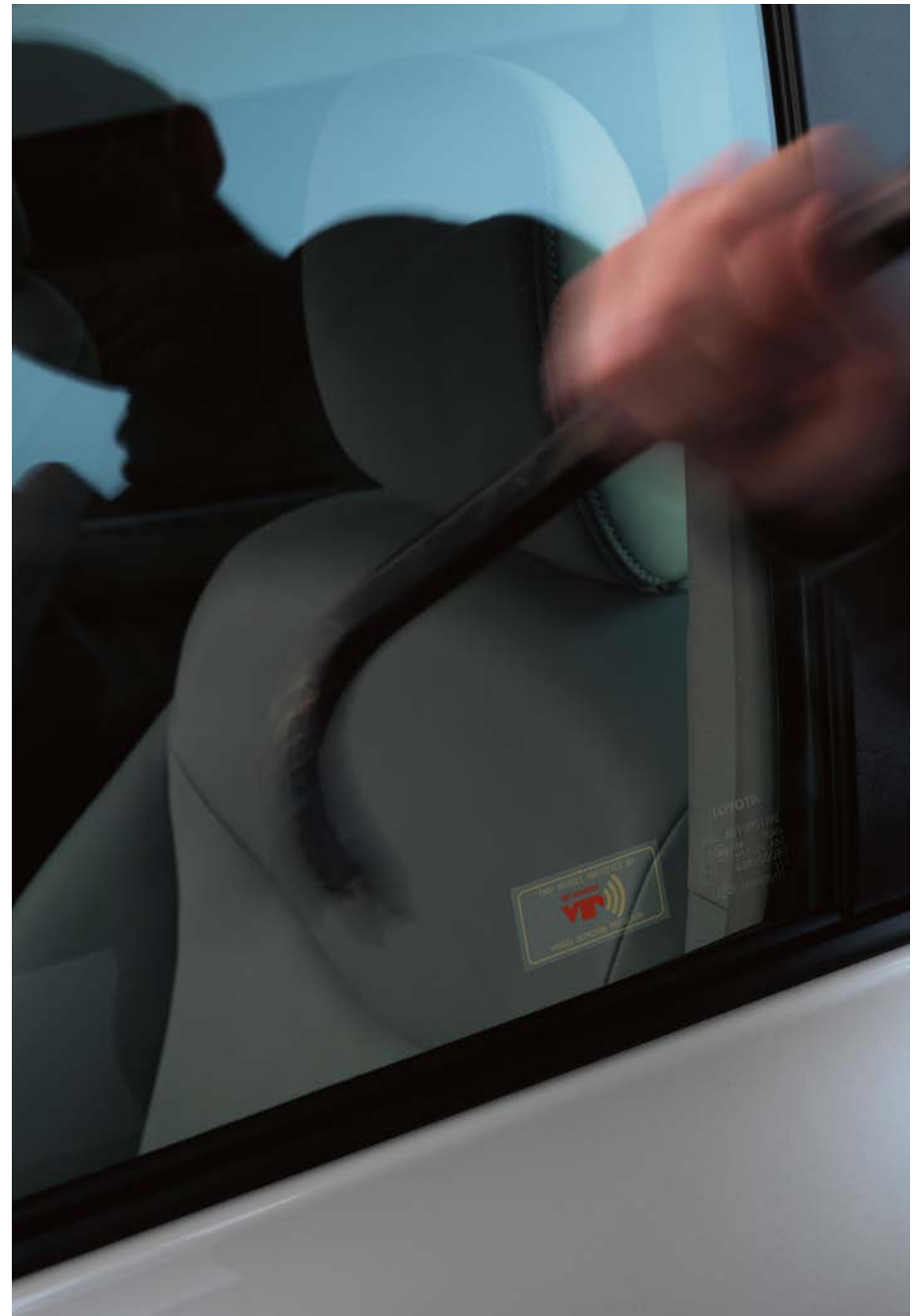


ELECTRONIC ACCESSORIES

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Security System When it comes to peace of mind, the Security System is the ideal addition.

- Integrates with the keyless entry system—no need for an additional remote
- Includes automatic rearming, door-ajar warning, interior light activation, panic alarm, rolling code technology and disabling of the starter
- Features glass breakage sensor (GBS) with a highly sensitive microphone that detects the sound frequency of an object striking on glass or glass breakage
- Alarm activates when someone tries to force open a door or glass is broken



The accessories you want. The quality you expect.

Just like your Toyota vehicle, you can count on Genuine Toyota Accessories. They're the only accessories designed, engineered and tested specifically by Toyota. And when purchased along with your new vehicle, Genuine Toyota Accessories are backed by Toyota's 3-year/36,000 mile New Vehicle Limited Warranty, valid at any Toyota dealership nationwide.



DISCLOSURES

1. The Genuine Toyota Accessories Warranty will apply only when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. **2.** This floor mat/liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/liner on top of an existing floor mat/liner. **3.** Cargo and load capacity are limited by weight and distribution.

This brochure is based upon information available at time of publication, is subject to change without notice, is for mainland U.S.A. vehicles and may differ in Hawaii, Puerto Rico, the U.S. Virgin Islands, and in other regions.

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