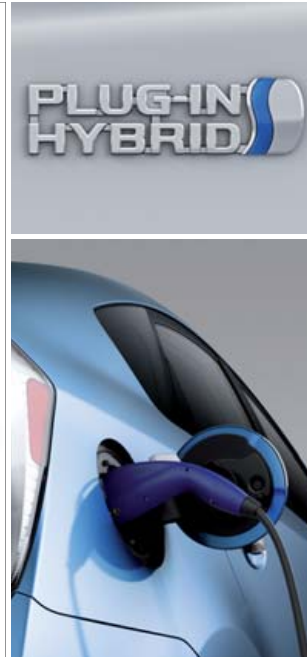


2014 prius plug-in



Prius Plug-in Hybrid shown in Clearwater Blue Metallic.



Interior shown with Dark Gray SofTex®-trimmed seats.

The 2014 Toyota Prius Plug-in is one amazing ride with two ways to help achieve great mileage. In hybrid mode, it operates like a Prius and earns a remarkable EPA-estimated combined mileage rating of 50 mpg;¹ in EV Mode,² it offers you an EPA-estimated 95 mpge.³ Should you run out of electric charge, Prius Plug-in will seamlessly shift back into hybrid mode. It also features a quick three-hour charge time from a standard 120V AC household outlet,⁴ or about half that time if you use a 240V outlet.* Let's go places.



TOP STANDARD AND AVAILABLE FEATURES⁵

Standard Display Audio with Navigation⁶ and Entune^{®7}

Standard Backup Camera⁸

Available Head-Up Display (HUD)

Available Plug-in Hybrid Applications⁹

Prototypes shown with optional equipment. Production model may vary. *Leviton[®] is Toyota's approved provider for charging solutions. Please see www.leviton.com/toyota for more information. **1.** See footnote 8 in Disclosures section. **2.** See footnotes 3 and 4 in Disclosures section. **3.** See footnote 7 in Disclosures section. **4.** Requires a dedicated 15-amp circuit. **5.** Features listed not available on all model grades. **6.** See footnote 13 in Disclosures section. **7.** See footnote 14 in Disclosures section. **8.** See footnote 15 in Disclosures section. **9.** See footnote 20 in Disclosures section.

Combinations

INTERIOR AND EXTERIOR COLOR CHOICES



FABRIC in Dark Gray



SOFTEX® TRIM in Dark Gray



CLEARWATER BLUE METALLIC



SEA GLASS PEARL



WINTER GRAY METALLIC



CLASSIC SILVER METALLIC



BLIZZARD PEARL¹

ACCESSORIES

Add a personal touch to your Prius Plug-in with Genuine Toyota Accessories. Some accessories may not be available in all regions of the country. See your Toyota dealer for details.

- All-weather floor mats²
- Ashtray kit
- Cargo net
- Cargo organizer
- Cargo/trunk mats
- Carpet floor mats²

- Door edge guards
- Emergency assistance kit
- First aid kit
- Lower door moldings
- Paint protection film
- Rear bumper appliqué



Paint protection film



First aid kit



Lower door molding

See numbered footnotes in Disclosures section.

Specifications

MECHANICAL AND PERFORMANCE

PRIUS PLUG-IN HYBRID/PRIUS PLUG-IN HYBRID ADVANCED

Hybrid System Net Power	134 hp (100 kW)
ENGINE	
Hybrid engine	1.8-Liter Aluminum 4-Cylinder DOHC 16-Valve Variable Valve Timing with intelligence (VVT-i), EV ³ /ECO/POWER Modes; 98 hp @ 5200 rpm (73 kW @ 5200 rpm); 105 lb.-ft. @ 4000 rpm (142 N•m @ 4000 rpm)
Compression ratio	13.0:1
Induction system	Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)
Emission rating	Enhanced Advanced Technology Partial Zero Emission Vehicle (AT-PZEV) ⁵
ELECTRIC MOTOR	
Motor type	Permanent magnet AC synchronous motor
Power output	80 hp (60 kW)
Torque	153 lb.-ft. (207 N•m)
Voltage	650V maximum
TRACTION BATTERY	
Type	Lithium-ion
TRANSMISSION	
Type	Electronically controlled Continuously Variable Transmission (ECVT)
DRIVETRAIN	
Type	Front-Wheel Drive
SUSPENSION	
Type	Independent MacPherson strut front suspension with stabilizer bar; torsion beam rear suspension
STEERING	
Type	Electric Power Steering (EPS); power-assisted rack-and-pinion
Turning circle diameter, curb to curb (ft.)	34.2
BRAKES	
Type	Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™
EXTERIOR DIMENSIONS (in.)	
Overall height/width/length	58.7/68.7/176.4
Wheelbase	106.3
Track (front/rear)	60.0/59.8
Ground clearance	5.3
Coefficient of drag (Cd)	0.25
INTERIOR DIMENSIONS (front/rear) (in.)	
Head room	38.6/37.6
Shoulder room	54.9/53.1
Hip room	52.7/51.2
Leg room	42.5/36.0
WEIGHTS AND CAPACITIES	
Curb Weight (lb.)	3165
Seating capacity	5
Passenger volume (cu. ft.)	93.7
Cargo volume ⁶ (cu. ft.)	21.6
Battery capacity (kWh)	4.4
Battery weight (lb.)	176.0
Fuel tank (gal.)	10.6
TIRES	
Size	P195/65R15
MPG/OTHER	
Mileage estimates (mpge/hybrid mode mpg)	95 ⁷ /50 ⁸
EPA-rated driving range	11 mi. ^{4,9}
Charging time (120V ¹⁰ /240V ¹⁰)	~3 hrs./~1.5 hrs.


See numbered footnotes in Disclosures section.

Features¹¹

EXTERIOR	PRIUS PLUG-IN HYBRID	PRIUS PLUG-IN HYBRID ADVANCED		PRIUS PLUG-IN HYBRID	PRIUS PLUG-IN HYBRID ADVANCED
Projector-beam halogen headlights with auto-off feature	S	—	Heated power outside mirrors with folding feature	S	S
Projector-beam halogen headlights with auto on/off feature	—	S	Exclusive Plug-in Hybrid badging	S	S
LED headlights with auto level control, auto on/off feature and headlight cleaners	—	P	15-in. 10-spoke alloy wheels with P195/65R15 tires	S	S
LED Daytime Running Lights (DRL) with on/off feature	S	S	Intermittent rear window wiper	S	S
Integrated fog lights	—	P	Rear spoiler	S	S
LED tail and stop lights	S	S	Charge port with illumination and charging indicator light	S	S
INTERIOR					
Automatic climate control with dust and pollen filtration mode	S	S	Fabric-trimmed heated front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S	—
Remote Climate ¹²	S	S	SofTex®-trimmed heated front seats; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	—	S
Display Audio with Navigation ¹³ and Entune® App Suite ¹⁴ — includes 6.1-in. touch-screen with integrated backup camera ¹⁵ display, AM/FM CD player, six speakers, SiriusXM Radio ¹⁶ with 90-day All Access trial, HD Radio ^{TM13} auxiliary audio jack, USB port, ¹⁷ vehicle information, hands-free phone capability, advanced voice recognition, ¹⁸ and music streaming via Bluetooth ^{®19} wireless technology	S	—	60/40 split fold-down rear seats with center armrest	S	S
Entune® App Suite ¹⁴ — includes Bing TM iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; real-time information including traffic, weather, fuel prices, sports and stocks. Access to Entune® App Suite ¹⁴ services is subscription-free. See toyota.com/entune for details.	S	—	Cruise control	S	S
Premium HDD Navigation ¹³ with Entune® App Suite ¹⁴ and JBL® — includes 7-in. high-resolution touch-screen with split-screen capability, AM/FM CD player, eight JBL® GreenEdge TM speakers, SiriusXM Radio ¹⁶ with 90-day All-Access trial, HD Radio ^{TM13} auxiliary audio jack, USB port, ¹⁷ vehicle information, hands-free phone capability, advanced voice recognition, ¹⁸ and music streaming via Bluetooth ^{®19} wireless technology	—	S	Dynamic Radar Cruise Control (DRCC) ²²	—	P
Entune® App Suite ¹⁴ — includes Bing TM iHeartRadio, MovieTickets.com, OpenTable® and Pandora®; SXM Data Services ¹⁶ including NavTraffic TM , NavWeather TM , Fuel, and Sports & Stocks; Plug-in Hybrid Applications ²⁰ include Charge Management ²¹ , Remote Climate ¹² , Vehicle Finder, Charging Station Map and ECO Dashboard. Access to SXM Data Services ¹⁶ (Stocks/ Sports/Fuel Prices/Weather/Traffic) and Plug-in Hybrid Applications ²⁰ is complimentary for three years. Access to all other Entune® App Suite ¹⁴ services is subscription-free. Users will have the ability to opt in to various levels of services. See toyota.com/entune for details.	—	S	Tilt/telescopic steering wheel with audio, climate, Multi-Information Display and Bluetooth ^{®19} hands-free phone controls	S	—
Multi-Information Display with odometer, fuel economy history, average fuel economy, distance to empty, average speed, trip distance, charging timer, EV Driving Ratio, Hybrid System Indicator and energy monitor	S	S	SofTex®-trimmed tilt/telescopic steering wheel with audio, climate, Multi-Information Display and Bluetooth ^{®19} hands-free phone controls	—	S
Touch Tracer Display	S	S	Digital instrumentation with speedometer, fuel gauge, odometer, current fuel economy, shift-position indicator and EV ^{3,4} /ECO/POWER Mode indicators	S	S
			Smart Key System ²³ on three doors with Push Button Start and remote illuminated entry	S	S
			Power windows with auto up/down	S	S
			Power door locks	S	S
			Auto-dimming rearview mirror with HomeLink ^{®24}	—	S
			Center console with armrest and storage compartment	S	S
			Dual glove compartment	S	S
			Cargo area under-floor storage and side panel storage	S	S
			Cargo area tonneau cover	S	S
			Two front 12V auxiliary power outlets	S	S
			Rear dome light and cargo area light	S	S
			Two front and two rear cupholders, two front bottle holders	S	S
			Charge cable for 120V outlet	S	S

S = Standard — = Not Available P = Feature is available as part of an option package.

Features (continued)

SAFETY AND CONVENIENCE		PRIUS PLUG-IN HYBRID	PRIUS PLUG-IN HYBRID ADVANCED		PRIUS PLUG-IN HYBRID	PRIUS PLUG-IN HYBRID ADVANCED
 Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC) ²⁵ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²⁶ and Smart Stop Technology® (SST) ²⁷			Pre-Collision System (PCS) ³³	—	P	
	S	S	Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator.	—	S	
Driver and front passenger Advanced Airbag System ²⁸	S	S	Hill Start Assist Control (HAC) ³⁴	S	S	
Driver and front passenger seat-mounted side airbags, driver's knee airbag, and front and rear side curtain airbags ²⁸	S	S	Engine immobilizer ³⁵	S	S	
Driver and front passenger active headrests ²⁹	S	S	Tire Repair System	S	S	
LATCH (Lower Anchors and Tethers for CHildren) includes lower anchors on outboard rear seats	S	S	Additional year of roadside assistance, for a total of three years of roadside assistance from date of purchase	S	S	
Tire Pressure Monitor System (TPMS) ³⁰	S	S				
Vehicle Proximity Notification System (VPNS) ³¹	S	S				
Safety Connect ³² — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription. (Complimentary three-year trial subscription.)	—	S				

S = Standard — = Not Available P = Feature is available as part of an option package.

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, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty.

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.

TOYOTA FINANCIAL SERVICES



Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.*

Toyota Rewards Visa® Visit www.toyotarewardsvisa.com for complete details.

Toyota Financial Services (TFS)[†] is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit www.toyotafinancial.com

*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

[†]Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

TOYOTA CARE



ToyotaCare

Covers normal factory scheduled service for 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See participating dealer for complete plan details. Valid only in the continental United States and Alaska.

DISCLOSURES

1. Extra-cost color. **2.** This floor mat 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 must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat. **3.** CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in electric-only mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. **4.** Prius Plug-in EV Mode is a blended operation of electricity and gas and can work under certain conditions up to 11 miles on a full charge. Quick acceleration and braking, road and vehicle conditions, or climate control use may prevent or limit usage or effectiveness of EV Mode. **5.** AT-PZEV rated by the California Air Resources Board. Meets Tier-2/Bin-3 Federal emissions standard. For more information please visit www.arb.ca.gov. **6.** Cargo and load capacity limited by weight and distribution. **7.** 2014 EPA-estimated combined miles per gasoline gallon equivalent. Estimate includes consumption of electricity and gasoline energy during EV Mode operation. Actual results will vary for many reasons including driving conditions and how you drive and maintain your vehicle. **8.** 51 city/49 highway/50 combined mpg estimates. Actual mileage will vary. **9.** 2013 EPA electricity plus gasoline range combined estimate. Estimate based on fully charged battery. Actual mileage will vary. **10.** Requires a dedicated 15-amp circuit. **11.** Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See toyota.com for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order. **12.** Maximum operation duration of this system is ten minutes. System may not operate if the hybrid battery is under load or if the battery charge is low. While plugged in, this system operates using power from grid. See your *Owner's Manual* for further information. **13.** Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. Availability and accuracy of the information provided by the Navigation system or any HD services are dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Navigation updates are available at an additional cost from your Toyota dealer. See your *Navigation System Owner's Manual* or Toyota dealer for details. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. **14.** Always drive safely, obey traffic laws and focus on the road and traffic conditions while driving. Select Entune® App Suite apps use a large amount of data and you are responsible for all data charges. Apps and services vary by phone and carrier; not all services available all the time and in all locations, and are subject to change. Apps identified by "TM" or "®" are trademarks or registered trademarks of their respective companies and cannot be used without permission. See toyota.com/entune for the latest information regarding registration, apps and services, and other details. **15.** The backup camera does not provide 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. Cold weather will limit effectiveness and view may become cloudy. **16.** SiriusXM services require a subscription after 90-day trial period. **Subscriptions governed by SiriusXM Customer Agreement available at www.siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. **17.** May not be compatible with all mobile phones, MP3/WMA players and like models. **18.** Advanced voice recognition capabilities vary by head unit. **19.** The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The phones on toyota.com have been tested for Bluetooth® wireless technology compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota. **20.** Requires active subscription to Safety Connect® and download of Entune® App Suite app to compatible smartphone. **21.** Vehicle must be properly plugged into an operational power source to complete a Charge Now request. **22.** Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. Please see your *Owner's Manual* for important instructions and cautions. **23.** The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. **24.** HomeLink® is a registered trademark of Johnson Controls, Inc. **25.** Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **26.** Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. **27.** Smart Stop Technology® operates only in the event of certain simultaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology® is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details. **28.** All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings. **29.** Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions. **30.** The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details. **31.** This device is not a substitute for safe driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects and to drive the vehicle in a safe and prudent manner to avoid making contact. **32.** Contact with the Safety Connect® response center is dependent upon cellular connection availability and GPS satellite signal reception, which can limit the ability to reach the response center or receive emergency service support. Enrollment and Subscription Service Agreement required. One-year trial subscription available only with new vehicle purchase of Safety Connect®-equipped vehicles. Additional subscription terms available; charges vary by subscription term selected. **33.** The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. They are not collision-avoidance systems and are not substitutes for safe and attentive driving. System effectiveness depends on many factors such as speed, driver input and road conditions. See your *Owner's Manual* for further information. **34.** HAC is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details. **35.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.