



TOYOTA

2021 Prius Prime



2021 PRIUS PRIME

Take charge of what's possible.

Discover a freedom that takes you farther. As the most efficient Toyota hybrid yet, Prius Prime is ready to maximize every drive — whether you're running around town or taking it beyond city limits. Keep your adventures going by taking advantage of an EPA-estimated 25-mile EV Mode driving range rating.³ Charge it whenever you can, or don't. When the charge runs low, Prius Prime will continue to run as an efficient hybrid with an EPA-estimated 54 mpg combined rating.⁴ Uniquely designed with intelligent tech, premium materials, thoughtful engineering and room for five, the 2021 Toyota Prius Prime is ready to make the most of tomorrow's possibilities.



See numbered footnotes in Disclosures section.



PLUG-IN HYBRID

The best of both worlds.

Prius Prime is more than just a hybrid; it's a hybrid you can charge for maximum efficiency. Drive in EV Mode without using a drop of fuel or switch to hybrid mode when needed — it's a no-compromise solution that offers the best of both EV and hybrid options. Add the versatility of five-passenger seating with 19.8 cu. ft. of cargo space still available in the rear,⁵ and your potential is endless.

Intelligent efficiency

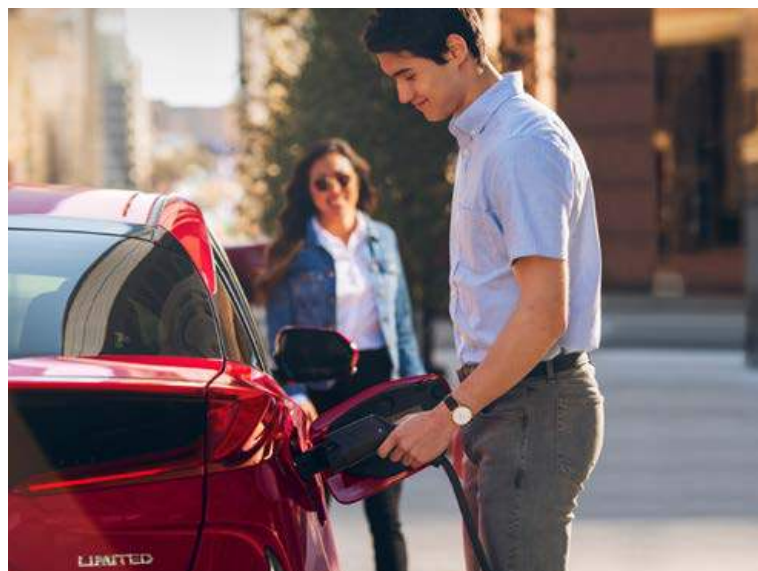
Its lightweight materials, proven hybrid technology and optimized Plug-in Hybrid Vehicle (PHV) system all work together to give Prius Prime an EPA-estimated 133 MPGe⁴ rating. And with a full tank of gas and fully charged battery, get ready to go farther than you've ever gone before.

Impressive performance

A 4-cylinder gas engine and electric motor generators seamlessly work together to help maximize your miles before your next fill-up. You can even go all the way up to highway speeds in EV Mode. And when the charge runs low, Prius Prime will continue to run like a conventional hybrid with an impressive EPA-estimated 54 combined mpg rating.⁴

On-road confidence

Go the distance. Prius Prime's battery is designed to last the life of the vehicle. An impressive 10-year or 150,000-mile hybrid system warranty⁷ that covers you for the long haul is only the beginning. The ToyotaCare⁸ plan covers normal factory scheduled service for the first 2 years or 25,000 miles, whichever comes first, and comes with 3-year, unlimited-mileage, 24-hour Roadside Assistance⁸ to keep you going. Additionally, local savings, incentives⁹ and HOV eligibility¹⁰ make the decision to drive a Prius Prime even easier.



See numbered footnotes in Disclosures section.

PERFORMANCE

Plug in to potential.

EV power

Prius Prime features a dual motor drive system that uses both motors to help propel Prius Prime. The result is a boost in acceleration feel, improved efficiency and the added benefit of EV Mode at full highway speeds.

EV driving range

On a full charge, Prius Prime has an EPA-estimated 25-mile EV Mode driving range rating,³ which may cover many commutes. It only takes about 5.5 hours from a standard outlet,¹¹ or you can take advantage of fast charging stations and shorten the time to a little more than two hours. And remember, if you can't or forget to charge, it's OK. Prius Prime will still run on its efficient gas engine as long as you have fuel.

Body rigidity

A solid chassis means Prius Prime was built to be confident. With increased torsional rigidity from laser-screw welding, high-tensile-strength steel and uniquely shaped frame structures, Prius Prime offers a ride that's comfortable yet ready for spirited driving.

Versatile driving modes

Prius Prime also offers different driving modes so that the driver stays in control: EV (Electric Vehicle) Mode, EV Auto Mode and HV (Hybrid Vehicle) Mode. EV Auto Mode intelligently selects between EV and hybrid driving based on demand and driving conditions to help optimize your efficiency. HV Mode combines the gas engine and electrical power from the HV battery to most efficiently drive Prius Prime.

Every last detail of Prius Prime has been optimized to help make it the most advanced — and efficient — Prius yet. Simply charge up from a standard household outlet or any public charging station and go even farther.





LE shown in Titanium Glow. Above right: Limited shown in Magnetic Gray Metallic. Below right: Limited shown in Supersonic Red.¹



Aerodynamic design

Prius Prime's purposeful features include an active front grille shutter that closes at high speeds, underbody covers, side body fins and an exclusive dual-wave rear glass design — all which help Prius Prime slip through the air.

EXTERIOR

An innovative drive with style to match.

The combination of purposeful, aerodynamic elements and lightweight components helps Prius 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.

LED lighting

Prius Prime even finds efficiency in its lighting design. The visually striking Quad-LED projector headlights use LEDs that consume less energy and produce a brighter light compared to regular bulbs. Available LED fog lights, accent lights and rear taillights are also equipped to complete the look.

Carbon-fiber-reinforced-polymer rear hatch

Prius Prime's rear hatch features more than just the unique design of the dual-wave glass. Made of carbon-fiber reinforced polymer, a Toyota first, the rear hatch is made to be rigid while still being lightweight. Using this advanced material reduces the overall weight of the car and helps contribute to its fuel efficiency.



Limited interior shown in Black SoftTex^{®12} trim.

INTERIOR

Make every drive more personal.

Get into a space that's designed to welcome you as much as it is to inspire you. Prius Prime's modern interior shows off a sleek look with piano-black accents and offers smart tech so you can enjoy every drive to its fullest possible potential.

11.6-in. multimedia display

Prius Prime is loaded with innovative tech that you just can't miss. Its available 11.6-in. multimedia display uses intuitive pinch, zoom, tap and swipe gestures to create a familiar smartphone-like experience while giving you easy access to the features that matter most.

JBL[®] premium audio system

Sound all around. The available JBL^{®13} Premium Audio features ten speakers to amplify output from less energy. What you hear is clear sound imaging that will help elevate any drive. You can also use the USB ports¹⁴ or Bluetooth^{®15} hands-free wireless technology to bring your favorite playlist, and backup singers, along for the ride.

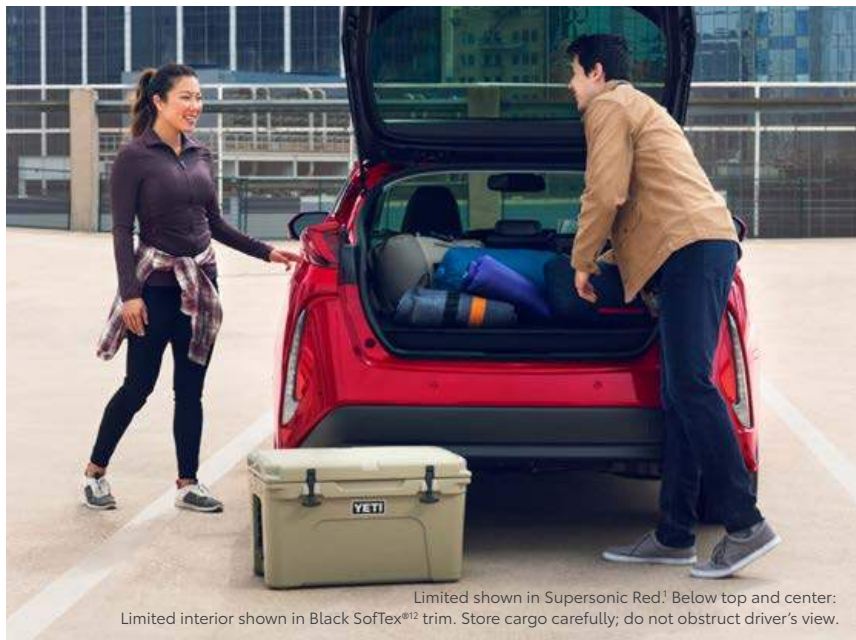
Qi-compatible wireless charging and USB ports

With Prius Prime's available Qi-compatible wireless smartphone charging,¹⁶ 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. You can also plug it into one of three USB ports,¹⁴ one underneath the center console and two behind the center armrest.

Heated front seats

Add warmth to every drive. With standard heated front seats, you and your front passenger can find a little more comfort with the flip of a switch.





Limited shown in Supersonic Red.¹ Below top and center:
Limited interior shown in Black SofTex^{®12} trim. Store cargo carefully; do not obstruct driver's view.

60/40 split fold-down rear seats

When you require more space, Prius Prime's rear seats can fold flat. Its 60/40 design also gives you the versatility to adapt to what you've got, and when both seats are folded down, 36.6 cu. ft. of cargo room⁵ opens up to maximize hauling.

UTILITY

Comfort within reach.

Prius Prime's interior features a modern design with premium materials throughout. From every press of a button to every turn of the steering wheel, feel the quality come through. Add smart tech and innovative thinking, and get ready for a more engaging drive.

Spacious interior

Sit inside and find comfort in every seat. Large windows and slim pillars add to the sense of space while its unique, futuristic layout keeps everyone looking forward to what's possible.

Seating for five

Prius Prime seats up to five plus has room for your things. Get ready to treat your passengers to space filled with premium materials and make the most of every moment.

Smart charging cable lock

The available charging cable lock gives you peace of mind when you charge up at a public charging station. The charge port has been equipped with a lock mechanism to help keep your charging cable securely locked so that your charge won't be interrupted. When you're ready, it will only unlock when your Smart Key¹⁷ is present.

See numbered footnotes in Disclosures section.



Amplify your drive.

Take advantage of smarter and convenient technologies designed to simplify your everyday life. From a suite of services that are there for you 24/7 to an immersive audio multimedia system, you can stay connected to your world.



Connected Services

Our available suite of Connected Services¹⁸ provides added convenience and peace of mind.

- ✓ **Safety Connect®**
Emergency SOS assistance and 24/7 Toyota Roadside Assistance.^{19, 20}
- ✓ **Wi-Fi Connect**
Turn your Toyota into a hotspot with 4G connectivity.²¹
- ✓ **Destination Assist**
24/7 live agent assistance to locate your next destination.²²

To view included trial details, please visit toyota.com/connected-services.

Audio Multimedia

Make every drive more personal. By utilizing your vehicle's touchscreen display and audio multimedia capabilities, you'll always have access to what you want. Whether it's listening to your favorite playlist or finding the most scenic route to your destination, you'll enjoy the latest in connectivity and technologies that are all about you.



Apple CarPlay®

Bring along a familiar face. With Apple CarPlay²³ compatibility, you can use your compatible iPhone²⁴ with the audio multimedia system to get directions, make calls, send and receive messages, and listen to music — all while staying focused on your commute.



Android Auto™

Stay connected on the road. By pairing your compatible Android™²⁵ phone with the audio multimedia system, Android Auto™²⁶ lets you access your Google Assistant, get real-time traffic alerts, make and receive phone calls, listen to your favorite soundtrack and more.



SiriusXM® All Access 3-month trial subscription

Enjoy listening to what you want to hear. With SiriusXM²⁷, you get the deepest variety of ad-free music, more sports coverage than anywhere else, exclusive talk channels, every kind of comedy, and the most complete news coverage.²⁸



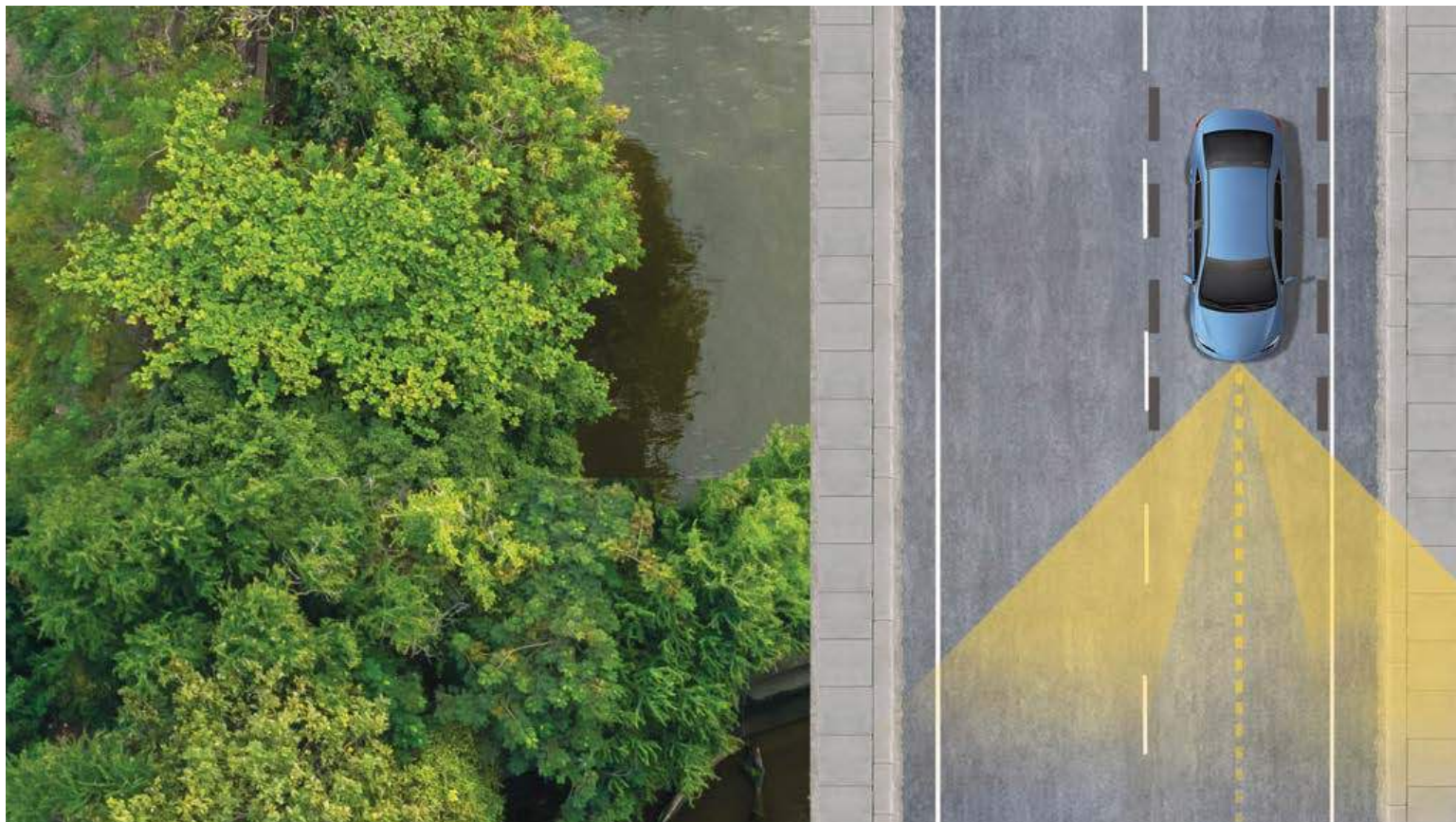
Amazon Alexa

Almost anywhere the road takes you, Amazon Alexa²⁹ connectivity follows. With a smartphone connection and the Toyota+Alexa app, all you have to do is ask Alexa to play music, listen to audiobooks, hear the news, check weather, control smart-home devices and more.



JBL®

Feel the difference and hear the truth. Designed specifically for Toyota, JBL³⁰ finely tunes each speaker to the interior of the vehicle. Just turn up the volume to hear the crisp, rich, vibrant sound come through.



TOYOTA SAFETY SENSE™ 2.0 (TSS 2.0)

Peace of mind comes standard.

Toyota Safety Sense™ 2.0 (TSS 2.0)³⁰ is a bundle of active safety features included on many new Toyota vehicles at no additional cost. These innovative features were designed to help protect you and your passengers from harm.



Pre-Collision System with Pedestrian Detection³¹



Full-Speed Range Dynamic Radar Cruise Control³²



Lane Departure Alert with Steering Assist³³



Automatic High Beams³⁴



Lane Tracing Assist³⁵



Road Sign Assist³⁶

PRIUS PRIME MODELS



LE

Includes these key features

Drivertrain/Powertrain

- ✓ 1.8-Liter 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV/ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N·m @ 3600 rpm)
- ✓ Electronically controlled Continuously Variable Transmission (ECVT)
- ✓ Front-Wheel Drive
- ✓ Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- ✓ 55 city/53 highway/54 combined est. mpg⁴

Exterior Features

- ✓ Quad LED projector headlights with 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
- ✓ 15-in. 5-spoke alloy wheels with two-tone wheel covers
- ✓ Heated power outside mirrors with folding feature
- ✓ Dual-wave rear-glass design

Interior Feature

- ✓ Seating for (up to) five
- ✓ Fabric-trimmed heated front seats
- ✓ Smart-flow climate control system with air pollen filtration
- ✓ Integrated backup camera³⁷
- ✓ Smart Key System¹⁷ on driver-side door with Push Button Start
- ✓ Full-Speed Range Dynamic Radar Cruise Control (DRCC)³²
- ✓ Three USB ports¹⁴
- ✓ 4.2-in. color dual Multi-Information Display (MID)

Audio Multimedia

- ✓ Audio Plus with 7-in. touchscreen and six speakers
- ✓ Android Auto^{TM26} & Apple CarPlay^{®23} compatible
- ✓ SiriusXM^{®27} with 3-month All Access trial subscription²⁸
- ✓ Connected Services¹⁸ with Safety Connect^{®19}

Safety/Convenience

- ✓ Toyota Safety SenseTM 2.0 (TSS 2.0)³⁰
- ✓ Star Safety SystemTM
- ✓ Eight airbags³⁸
- ✓ Hill Start Assist Control (HAC)³⁹
- ✓ Engine immobilizer⁴⁰
- ✓ Tire Pressure Monitor System (TPMS)⁴¹
- ✓ Vehicle Proximity Notification System (VPNS)⁴²
- ✓ Tire Repair System



XLE

Adds to or replaces features offered on LE

Drivertrain/Powertrain

- ✓ 1.8-Liter 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV/ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N·m @ 3600 rpm)
- ✓ Electronically controlled Continuously Variable Transmission (ECVT)
- ✓ Front-Wheel Drive
- ✓ Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- ✓ 55 city/53 highway/54 combined est. mpg⁴

Exterior Features

- ✓ Quad LED projector headlights with auto-on/off feature
- ✓ LED Daytime Running Lights (DRL) with on/off feature
- ✓ LED taillights and stop lights
- ✓ Patterned acrylic grille overlay with active grille shutter
- ✓ 15-in. 5-spoke alloy wheels with two-tone wheel covers
- ✓ Smart charging cable lock

Interior Feature

- ✓ Seating for (up to) five
- ✓ SofTex[®]-trimmed¹² heated front seats
- ✓ Smart-flow climate control system with air pollen filtration
- ✓ Integrated backup camera³⁷
- ✓ Smart Key System¹⁷ on three doors with Push Button Start and remote illuminated entry
- ✓ Full-Speed Range Dynamic Radar Cruise Control (DRCC)³²
- ✓ Three USB ports¹⁴
- ✓ 4.2-in. color dual Multi-Information Display (MID)
- ✓ Predictive Efficient Drive⁴³
- ✓ Qi-compatible wireless smartphone charging¹⁶

Audio Multimedia

- ✓ Premium Audio with 11.6-in. touchscreen and six speakers
- ✓ Apple CarPlay^{®23} compatible
- ✓ SiriusXM^{®27} with 3-month All Access trial subscription²⁸
- ✓ Connected Services¹⁸ with Safety Connect^{®19}

Safety/Convenience

- ✓ Toyota Safety SenseTM 2.0 (TSS 2.0)³⁰
- ✓ Star Safety SystemTM
- ✓ Eight airbags³⁸
- ✓ Hill Start Assist Control (HAC)³⁹
- ✓ Engine immobilizer⁴⁰
- ✓ Tire Pressure Monitor System (TPMS)⁴¹
- ✓ Vehicle Proximity Notification System (VPNS)⁴²
- ✓ Tire Repair System



Limited

Adds to or replaces features offered on XLE

Drivertrain/Powertrain

- ✓ 1.8-Liter 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV/ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N·m @ 3600 rpm)
- ✓ Electronically controlled Continuously Variable Transmission (ECVT)
- ✓ Front-Wheel Drive
- ✓ Independent MacPherson strut front suspension with front stabilizer bar, and multi-link rear suspension with rear stabilizer bar
- ✓ 55 city/53 highway/54 combined est. mpg⁴

Exterior Features

- ✓ Quad LED projector headlights with auto-on/off feature
- ✓ LED Daytime Running Lights (DRL) with on/off feature
- ✓ LED fog lights
- ✓ LED taillights and stop lights
- ✓ Patterned acrylic grille overlay with active grille shutter
- ✓ 15-in. 5-spoke alloy wheels with two-tone wheel covers

Interior Feature

- ✓ Seating for (up to) five
- ✓ SofTex[®]-trimmed¹² heated front seats
- ✓ Smart-flow climate control system with air pollen filtration
- ✓ Integrated backup camera³⁷
- ✓ Smart Key System¹⁷ on three doors with Push Button Start and remote illuminated entry
- ✓ Full-Speed Range Dynamic Radar Cruise Control (DRCC)³²
- ✓ Three USB ports¹⁴
- ✓ 4.2-in. color dual Multi-Information Display (MID)
- ✓ Remote A/C System^{44, 45}
- ✓ Predictive Efficient Drive⁴³
- ✓ Qi-compatible wireless smartphone charging¹⁶
- ✓ Auto-dimming rearview mirror with HomeLink^{®46} universal transceiver

Audio Multimedia

- ✓ Premium Audio JBL^{®13} with 11.6-in. touchscreen and ten speakers
- ✓ Apple CarPlay^{®23} compatible
- ✓ SiriusXM^{®27} with 3-month All Access trial subscription²⁸
- ✓ Connected Services¹⁸ with Safety Connect^{®19}

Safety/Convenience

- ✓ Toyota Safety SenseTM 2.0 (TSS 2.0)³⁰
- ✓ Star Safety SystemTM
- ✓ Eight airbags³⁸
- ✓ Hill Start Assist Control (HAC)³⁹
- ✓ Engine immobilizer⁴⁰
- ✓ Color Head-Up Display (HUD)
- ✓ Intelligent Clearance Sonar (ICS)⁴⁷ with Intelligent Parking Assist (IPA)⁴⁸
- ✓ Blind Spot Monitor (BSM)⁴⁹ with Rear Cross-Traffic Alert (RCTA)⁵⁰
- ✓ Tire Pressure Monitor System (TPMS)⁴¹
- ✓ Vehicle Proximity Notification System (VPNS)⁴²
- ✓ Tire Repair System

PRIUS PRIME COLORS & TRIMS



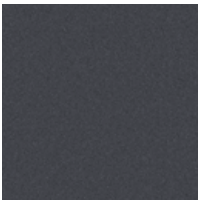
Midnight Black Metallic



Blue Magnetism



Supersonic Red¹



Magnetic Gray Metallic



Classic Silver Metallic



Titanium Glow



Wind Chill Pearl¹

LE fabric shown in Black



Moonstone

XLE and Limited SofTex^{®12} shown in Black



Moonstone

PRIUS PRIME WHEEL



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

See numbered footnotes in Disclosures section.

PRIUS PRIME ACCESSORIES

This is a great way to add extra personality to your Prius Prime. Not every accessory is available in your area, so for a complete list of accessories, go to toyota.com/priusprime/accessories.



Illuminated doorsills



Removable cross bars²



15-in. 10-spoke alloy wheels



Body side molding



All-weather floor liners⁵¹



Cargo liners



First aid kit with PPE



Quick charge cable 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 battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. Refer to applicable *Warranty and Maintenance Guide* for details.

Hybrid Battery: HV battery is covered for 10 years or 150,000 miles, whichever comes first. Warranty coverage is subject to terms and conditions. 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.

PRIUS PRIME FEATURES⁵²

S = Standard

Exterior

	LE	XLE	Limited
Quad-LED projector headlights with auto-off feature	S		
Quad-LED projector headlights with auto on/off feature		S	S
LED Daytime Running Lights (DRL) with on/off feature	S	S	S
LED fog lights			S
LED taillights and stop lights	S	S	S
Patterned acrylic grille overlay with active grille shutter	S	S	S
Exclusive Prius Prime badging	S	S	S
Color-keyed outside door handles	S	S	S
Heated power outside mirrors with folding feature	S	S	S
15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires	S	S	S
Washer-linked variable intermittent windshield wipers	S	S	
Rain-sensing variable intermittent windshield wipers			S
Dual-wave rear glass design	S	S	S
Color-keyed roof-mounted shark-fin antenna	S	S	S
Charge port with illumination and charge indicator light	S	S	S
Smart charging cable lock		S	S

Interior

Smart-flow climate control system with pollen filtration	S	S	S
Remote A/C System ^{44, 45}			S
Predictive Efficient Drive		S	S
Integrated backup camera ³⁷	S	S	S
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 (if equipped)	S	S	S
5-passenger seating with 60/40 split fold-down rear seats with center armrest and cup holders	S	S	S
Full-Speed Range Dynamic Radar Cruise Control (DRCC) ³²	S	S	S
SofTex®-trimmed ¹² tilt/telescopic steering wheel with audio, climate, Multi-Information Display (MID) and Bluetooth® ¹⁵ hands-free phone controls	S	S	
SofTex®-trimmed ¹² tilt/telescopic heated steering wheel with audio, Multi-Information Display (MID) and Bluetooth® ¹⁵ hands-free phone controls			S
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	S	S	S
Fabric-trimmed heated front seats with armrests and seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S		
SofTex®-trimmed ¹² 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		S	S
Soft-touch upper door trim with chrome accent, SofTex®-trimmed ¹² door armrest area with chrome interior door handles	S	S	S
Smart Key System ¹⁷ on driver-side door with Push Button Start	S		
Smart Key System ¹⁷ on three doors with Push Button Start and remote illuminated entry		S	S
Power windows with auto up/down	S	S	S
Dual sun visors with extenders and illuminated vanity mirrors	S	S	S
Power door locks	S	S	S
Auto-dimming rearview mirror with HomeLink® ⁴⁶ universal transceiver			S
Rear center console with armrest and two rear cup/bottle holders	S	S	S
Qi-compatible wireless smartphone charging ¹⁶ with charge indicator light		S	S
Cargo area lightweight tonneau cover	S	S	
Cargo area heavy sliding tonneau cover			S
One front 12V auxiliary power outlet ⁵³	S	S	S
Rear dome light	S	S	S
Cargo area light	S	S	S
Front door storage pockets with sculpted bottle holders; rear door storage bottle holders	S	S	S
Foot pedal parking brake	S	S	S
Charging cable for 120V outlet ⁵⁴	S	S	S

Audio Multimedia

LE

XLE

Limited

Audio Plus — 7-in. touchscreen, six speakers, CD player, Apple CarPlay^{®23} & Android Auto^{™26} & Amazon Alexa²⁹ compatible, USB media port¹⁴, two USB charge ports,¹⁴ hands-free phone capability and music streaming via Bluetooth^{®15} wireless technology. SiriusXM^{®27} with 3-month All Access trial subscription.²⁸ See toyota.com/audio-multimedia for details. Connected Services¹⁸ — Safety Connect^{®19} with 1-year trial,⁵⁵ Wi-Fi Connect²¹ with up to 2 GB within 3-month trial.⁵⁶ See toyota.com/connected-services for details.

S

Premium Audio with Integrated Navigation⁵⁷ — 11.6-in. touchscreen with split-screen display, AM/FM cache radio, HD Radio^{™58} six speakers, USB media port,¹⁴ two USB charge ports,¹⁴ advanced voice recognition,⁵⁹ hands-free phone capability and music streaming¹⁵ via Bluetooth^{®15} wireless technology, Siri[®] Eyes Free,⁶⁰ Apple CarPlay^{®23} & Amazon Alexa²⁹ compatible, HD Radio^{™58} Predictive Traffic and Doppler Weather overlay, SiriusXM^{®27} with 3-month All Access trial subscription.²⁸ Connected Services¹⁸ — Safety Connect^{®19} with 3-year trial.⁵⁵ See toyota.com/audio-multimedia for details.

S

Premium Audio with Integrated Navigation⁵⁷ and JBL^{®13} — 11.6-in. touchscreen with split-screen display, AM/FM cache radio, HD Radio^{™58} ten speakers with amplifier, USB media port,¹⁴ two USB charge ports,¹⁴ advanced voice recognition,⁵⁹ hands-free phone capability and music streaming¹⁵ via Bluetooth^{®15} wireless technology, Siri[®] Eyes Free,⁶⁰ Apple CarPlay^{®23} & Amazon Alexa²⁹ compatible, HD Radio^{™58} Predictive Traffic and Doppler Weather overlay, SiriusXM^{®27} with 3-month All Access trial subscription.²⁸ Connected Services¹⁸ — Safety Connect^{®19} with 3-year trial.⁵⁵ See toyota.com/audio-multimedia for details.

S

Safety and Convenience



Star Safety System[™] — includes Enhanced Vehicle Stability Control (VSC)⁶¹ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)⁶² and Smart Stop Technology[®] (SST)⁶³

S

S

S

Eight airbags³⁸ — includes driver and front passenger Advanced Airbag System, driver and front passenger seat-mounted side airbags, driver knee airbag, front passenger seat cushion airbags, and front side curtain airbags

S

S

S

Driver and front passenger front seat-mounted side airbags, driver's knee airbag and front and rear side curtain airbags³⁸

S

S

S

Toyota Safety Sense[™] 2.0 (TSS 2.0)³⁰ — includes Pre-Collision System with Pedestrian Detection (PCS w/PD),³¹ Lane Departure Alert with Steering Assist (LDA w/SA),³³ Lane Tracing Assist (LTA),³⁵ Automatic High Beams (AHB),³⁴ Full-Speed Range Dynamic Radar Cruise Control (DRCC),³² Road Sign Assist (RSA)³⁶

S

S

S

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

S

S

S

Tire Pressure Monitor System (TPMS)⁴¹

S

S

S

Vehicle Proximity Notification System (VPNS)⁴²

S

S

S

Color Head-Up Display (HUD) with speedometer, navigation, Hybrid System Indicator, battery charge, and Toyota Safety Sense[™] 2.0 (TSS 2.0)³⁰ alerts

S

Intelligent Clearance Sonar (ICS)⁴⁷ with Intelligent Parking Assist (IPA)⁴⁸

S

Hill Start Assist Control (HAC)³⁹

S

S

S

Blind Spot Monitor (BSM)⁴⁹ with Rear Cross-Traffic Alert (RCTA)⁵⁰

S

Engine immobilizer⁴⁰

S

S

S

Tire Repair System

S

S

S

Additional year of Roadside Assistance⁸ for a total of 3 years of Roadside Assistance from date of purchase

S

S

S

PRIUS PRIME SPECIFICATIONS

S = Standard

Mechanical/Performance

LE XLE Limited

POWER OUTPUT

Hybrid system net power: 121 hp (90 kW)

S S S

ENGINE

1.8-Liter 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV/ECO/POWER Modes; 95 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N·m @ 3600 rpm)

S S S

Compression ratio: 13.0:1

S S S

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

S S S

EMISSION RATING

SULEV30 with Transitional Zero Emission Vehicle (TZEV)

S S S

ELECTRIC MOTOR

Motor type: Permanent magnet AC synchronous motor

S S S

Voltage: 600V maximum

S S S

TRACTION BATTERY

Type: Lithium-ion (Li-ion)

S S S

Voltage: 351.5V

S S S

TRANSMISSION

Electronically controlled Continuously Variable Transmission (ECVT)

S S S

DRIVETRAIN

Front-Wheel Drive

S S S

SUSPENSION

Independent MacPherson strut front suspension and multi-link rear suspension with front and rear stabilizer bars

S S S

STEERING

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

S S S

Turning circle diameter, curb to curb (ft.)

33.4 33.4 33.4

BRAKES

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

S S S

Dimensions

EXTERIOR (in.)

Overall height/width/length

57.9/69.3/182.9 57.9/69.3/182.9 57.9/69.3/182.9

Wheelbase

106.3 106.3 106.3

Track (front/rear)

60.2/60.6 60.2/60.6 60.2/60.6

Overhang (front/rear)

38.4/38.2 38.4/38.2 38.4/38.2

Ground clearance

4.8 4.8 4.8

Coefficient of drag (Cd)

0.25 0.25 0.25

INTERIOR (front/rear) (in.)

Head room

39.4/37.2 39.4/37.2 39.4/37.2

Shoulder room

54.2/53.0 54.2/53.0 54.2/53.0

Hip room

53.7/51.6 53.7/51.6 53.7/51.6

Leg room

43.2/33.4 43.2/33.4 43.2/33.4

WEIGHTS AND CAPACITIES

Curb weight (lb.)

3365 3375 3375

Seating capacity

5 5 5

EPA-estimated passenger volume (cu. ft.)

91.5 91.5 91.5

EPA-estimated cargo volume (cu. ft.)⁵

19.8 19.8 19.8

EPA-estimated interior volume (interior passenger volume + cargo volume) (cu. ft.)

111.3 111.3 111.3

Battery capacity (kWh)

8.8 8.8 8.8

Battery weight (lb.)

265 265 265

Fuel tank (gal.)

11.4 11.4 11.4

TIRES

Size: P195/65R15

Standard Standard Standard

Spare: temporary repair kit

Standard Standard Standard

MILEAGE ESTIMATES

EPA-estimated hybrid mode mpg (city/highway/combined)⁴

55/53/54 55/53/54 55/53/54

EPA-estimated MPGe⁴

133 133 133

EPA-estimated EV Mode driving range³

25 mi. (up to 84 mph) 25 mi. (up to 84 mph) 25 mi. (up to 84 mph)

BATTERY CHARGING TIME

Standard outlet¹/240V (public charging) charging time (hr.:min.)

<5:30/~2:10 <5:30/~2:10 <5:30/~2:10

See numbered footnotes in Disclosures section.

DISCLOSURES

1. Extra-cost color. 2. Do not overload your vehicle. See *Owner's Manual* for weight limits and restrictions. 3. EPA-estimated 25-mile all-electric driving range when fully charged for 2021 Prius Prime. Use for comparison purposes only. Your mileage will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. 4. EPA-estimated 133 combined MPGe for 2021 Prius Prime. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric operation. EPA-estimated 55 city/53 hwy/54 combined mpg. Use for comparison purposes only. Your MPGe/MPG will vary for many reasons, including your vehicle's condition and how/where you drive. See www.fueleconomy.gov. 5. Cargo and load capacity limited by weight and distribution. Always properly secure cargo and cargo area. 7. For Toyota hybrid, plug-in hybrid, and fuel cell and battery electric vehicles beginning with model year 2020, the hybrid (HV) battery is covered for 10 years from original date of first use or 150,000 miles, whichever comes first. Coverage is subject to the terms and conditions of your New Vehicle Limited Warranty. See *Owner's Warranty and Maintenance Guide* for details. 8. ToyotaCare for Prius and Prius Prime covers normal factory scheduled maintenance for two years or 25,000 miles, whichever comes first. Certain models require a different maintenance schedule as described in their *Maintenance Guide*. 24-hour Roadside Assistance is also included for three years, unlimited mileage. Roadside Assistance does not include parts and fluids, except emergency fuel delivery. See Toyota dealer for details and exclusions. Valid only in the continental U.S. 9. Government incentives are for informational purposes only. They are subject to change without notice, and do not constitute tax or legal advice. Government incentives are not within Toyota's control. Consult with your tax professional to determine eligibility, if any, and details. State incentive data is updated regularly by the U.S. Dept. of Energy and is available at <https://www.afdc.energy.gov/laws/state>. All credits and rebates subject to approval by issuing entity. Please check with your local, state, or federal agency (IRS) and/or a tax professional for eligibility requirements. 10. Use of CA HOV lanes (single occupant permitted). Eligibility for government incentives, including any rebate and/or sticker, is based on income and is subject to change at any time. See cleanvehiclerebate.org for more details. 11. Charge time is for standard 120V outlet. Always plug-in in accordance with *Owner's Manual*. 12. Softex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. 13. JBL® is a registered trademark of Harman International Industries, Inc. 14. May not be compatible with all mobile phones, MP3/WMA players and like models. 15. 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. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 16. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. 17. 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. 18. Connected Services depends on an operative telematics device, a cellular connection, navigation map data, GPS signal strength and other factors outside of Toyota's control, all of which can limit system functionality or availability, including access to response center and emergency support. Service may vary by vehicle and region. Terms of Use apply. Data charges may apply. Apps and services subject to change at any time without notice. See toyota.com/connected-services for details. To learn about Toyota's data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvts/>. Stolen vehicle police report required to use Stolen Vehicle Locator. 19. Toyota Safety Connect® depends on an operative telematics device, a cellular connection, navigation map data and GPS signal strength and other factors outside of Toyota's control, all of which can limit system functionality or availability, including access to response center and emergency support. Stolen vehicle police report required to use Stolen Vehicle Locator. Registration required. Service subject to change at any time without notice. Terms of Use apply. Service may vary by vehicle and region. See usage precautions and service limitations in *Owner's Manual* and at toyota.com/connected-services/ for additional details. To learn about Toyota's data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvts/>. 20. Requires adequate cellular coverage and GPS signal strength. May not work in all areas. Service may vary by vehicle and region. See Toyota Dealer for details and exclusions. 21. Eligible vehicle and wireless service required. Coverage and service not available everywhere. Valid in the contiguous U.S. and Alaska. Do not drive distracted. Go to att.com/toyota for terms and conditions. Data usage and charges apply. Up to 5 devices can be supported using in-vehicle connectivity. Apps and services subject to change at any time without notice. 22. Destination Assist depends on an operative telematics device, a cellular connection, navigation map data and GPS signal strength and other factors outside of Toyota's control, which can limit system ability functionality or availability. Use common sense when relying on this information. Service may vary by vehicle and region. Registration required. Services subject to change at any time without notice. Terms of Use apply. See *Owner's Manual* and toyota.com/connected-services for additional limitations and details. To learn about Toyota's data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvts/>. 23. Apps and services are subject to change at any time without notice. Data charges may apply. Apple CarPlay® functionality requires a compatible iPhone® connected with an approved data cable into the USB media port. Apple CarPlay® is a registered trademark of Apple Inc. 24. iPhone® is a registered trademark of Apple Inc. All rights reserved. 25. Android is a trademark of Google LLC. 26. Vehicle user interface is a product of Google and its terms and privacy statement apply. To use Android Auto on your audio display, you'll need an Android Auto compatible vehicle and Android phone. For phone compatibility visit: <https://www.android.com/autof/>. Requires compatible smartphone connected with an approved data cable into the USB media port, and data plan rates apply. Apps and services vary by phone carrier and are subject to change at any time without notice. Android, Android Auto and Waze are trademarks of Google. 27. SiriusXM® audio services require a subscription sold separately by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Not all vehicles or devices are capable of receiving all services offered by SiriusXM. Current information and features may not be available in all locations, or on all receivers. ©2020 Sirius XM Radio Inc. SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc. 28. SiriusXM All Access trial length and service availability may vary by model, model year or trim. 29. Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Certain functions require adequate signal strength and smartphone technology/connectivity. Not all Amazon Alexa functionality is available for in-vehicle use. See applicable app for details. Download of the Toyota+Alexa app is required to begin in-vehicle use of Alexa. Data charges may apply for certain functions. Apps, prices and services subject to change at any time without notice. To learn more, go to <https://www.toyota.com/audio-multimedia>. To learn more about Toyota's data collection, use, sharing and retention practices, please visit <https://www.toyota.com/privacyvts/>. 30. Toyota Safety Sense™ effectiveness is dependent on many factors including road, weather and vehicle conditions. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. See *Owner's Manual* for additional limitations and details. 31. The Pre-Collision System (PCS) with Pedestrian Detection (PD) is designed to determine if impact is imminent and help reduce impact speed and damage in certain frontal collisions involving a vehicle, pedestrian or a bicyclist. PCS w/PD is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrian or bicyclist and weather, light and road conditions. See *Owner's Manual* for additional limitations and details. 32. Full-Speed Range Dynamic Radar Cruise Control (DRCC) is designed to assist the driver and is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors including road, weather and traffic conditions. Vehicles with manual transmission have regular DRCC. See *Owner's Manual* for additional limitations and details. 33. Lane Departure Alert with Steering Assist is designed to read visible lane markers under certain conditions. It provides a visual and audible alert and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on many factors including road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 34. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for additional limitations and details. 35. Lane Tracing Assist (LTA) is designed to read visible lane markers and detect other vehicles under certain conditions. It is only operational when DRCC is engaged. See *Owner's Manual* for additional limitations and details. 36. Do not rely exclusively on Road Sign Assist (RSA). RSA is a driver support system that utilizes the vehicle's forward-facing camera and navigation system (when data is available) to recognize certain road signs and provide information to the driver via the multi-information display and/or Head-Up Display. Effectiveness is dependent on road, weather, vehicle and sign conditions. Use common sense when using RSA and do not drive distracted. See *Owner's Manual* for additional limitations and details. 37. The backup camera does not provide a comprehensive view of the rear area of the vehicle and you should also look around the vehicle, using mirrors to confirm rearward clearance. Environmental conditions may limit effectiveness and view may become obscured. See *Owner's Manual* for additional limitations and details. 38. Airbag systems are Supplemental Restraint Systems and are designed to inflate only under certain conditions and in certain types of severe collisions. To decrease the risk of injury from an inflating airbag, always wear seatbelts and sit upright in the middle of the seat as far back as possible. Do not put objects in front of an airbag or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. See *Owner's Manual* for additional limitations and details. 39. Hill Start Assist Control is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. See *Owner's Manual* for additional limitations and details. 40. The engine immobilizer is a state-of-the-art anti-theft system that is initiated when you insert your key into the ignition switch or bring a Smart Key fob into 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. The transponder chip is embedded in the key/fob and can be costly to replace. If you lose a key or fob, your Toyota dealer can help or go to www.aloa.org to find a qualified locksmith in your area who can perform high-security key service. 41. The Tire Pressure Monitor System 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 *Owner's Manual* for additional limitations and details. 42. This device is not a substitute for safe and attentive 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 attentive manner to avoid making contact. 43. Predictive Fuel-Efficient Drive systems require a destination entry in the navigation system for use. See *Owner's Manual* for details. 44. Do not use the Remote A/C feature when an occupant is in the vehicle. 45. 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 *Owner's Manual* for details. 46. HomeLink® and the HomeLink® house icon are registered trademarks of Gentex Corporation. 47. Intelligent Clearance Sonar (ICS) is designed to assist drivers in avoiding potential forward and rearward collisions at speeds of 9 mph or less. Certain vehicle and environmental factors, including an object's shape, size and composition, may affect the system's effectiveness. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for additional limitations and details. 48. The Intelligent Parking Assist system requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for additional limitations and details. 49. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection and range of the monitor. See *Owner's Manual* for additional limitations and details. 50. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection and range of the system. See *Owner's Manual* for additional limitations and details. 51. This floor mat/floor 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/floor liner on top of an existing floor

DISCLOSURES

mat/floor liner. **52.** 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. Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device or print). **53.** Rated for 12 volts/10 amps. See *Owner's Manual* for additional limitations and details. **54.** Connect to an AC 120V outlet (NEMA 5-15R) with a Ground-Fault Circuit Interrupter (GFCI) and supplied by a circuit breaker per your local code. Use of a 15A individual circuit is strongly recommended. **55.** The Safety Connect® trial period is at no extra cost and begins on the original date of purchase or lease of a new vehicle. After the trial period expires, enrollment in paid subscription is required to access the service. **56.** The Wi-Fi Connect trial begins at the time of activation and expires when 2GB of data is used or when the 3-month period ends. After the trial period expires, enrollment in a paid subscription is required to access the service. Terms and conditions apply. **57.** Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Functionality, availability and accuracy of information provided by the system depends on many factors and service may not be available in every location. Use common sense when relying on information provided. Apps/services vary by phone/carrier. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change at any time without notice. See toyota.com/connected-services for details. Services and programming subject to change. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for additional limitations and details. **58.** 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. **59.** Advanced voice recognition capabilities vary by head unit. **60.** Always focus on the road while driving. Siri® is available on select iPhone®/iPad® models and requires Internet access. Siri® is not available in all languages or all areas and features vary by area. Some Siri® functionality and commands are not accessible in the vehicle. See apple.com and phone carrier for details. Data charges may apply. Siri® is a registered trademark of Apple Inc. **61.** Vehicle Stability Control is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe and attentive driving practices. Factors including speed, road conditions, weather and driver steering input can all affect whether VSC will be effective in preventing a loss of control. See *Owner's Manual* for additional limitations and details. **62.** Brake Assist is designed to help the driver take advantage of ABS and is not a substitute for safe driving practices. Braking effectiveness also depends on proper vehicle maintenance, tire and road conditions. See *Owner's Manual* for additional limitations and details. **63.** Smart Stop Technology® operates only in the event of certain contemporaneous 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. See *Owner's Manual* for additional limitations and details.

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.

Color(s) depicted may vary based on multiple factors, including ambient lighting and the format in which it is being viewed (e.g., computer, mobile device or print).

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. Vehicles shown may be prototypes, shown using visual effects and/or shown with options. Actual models may vary.