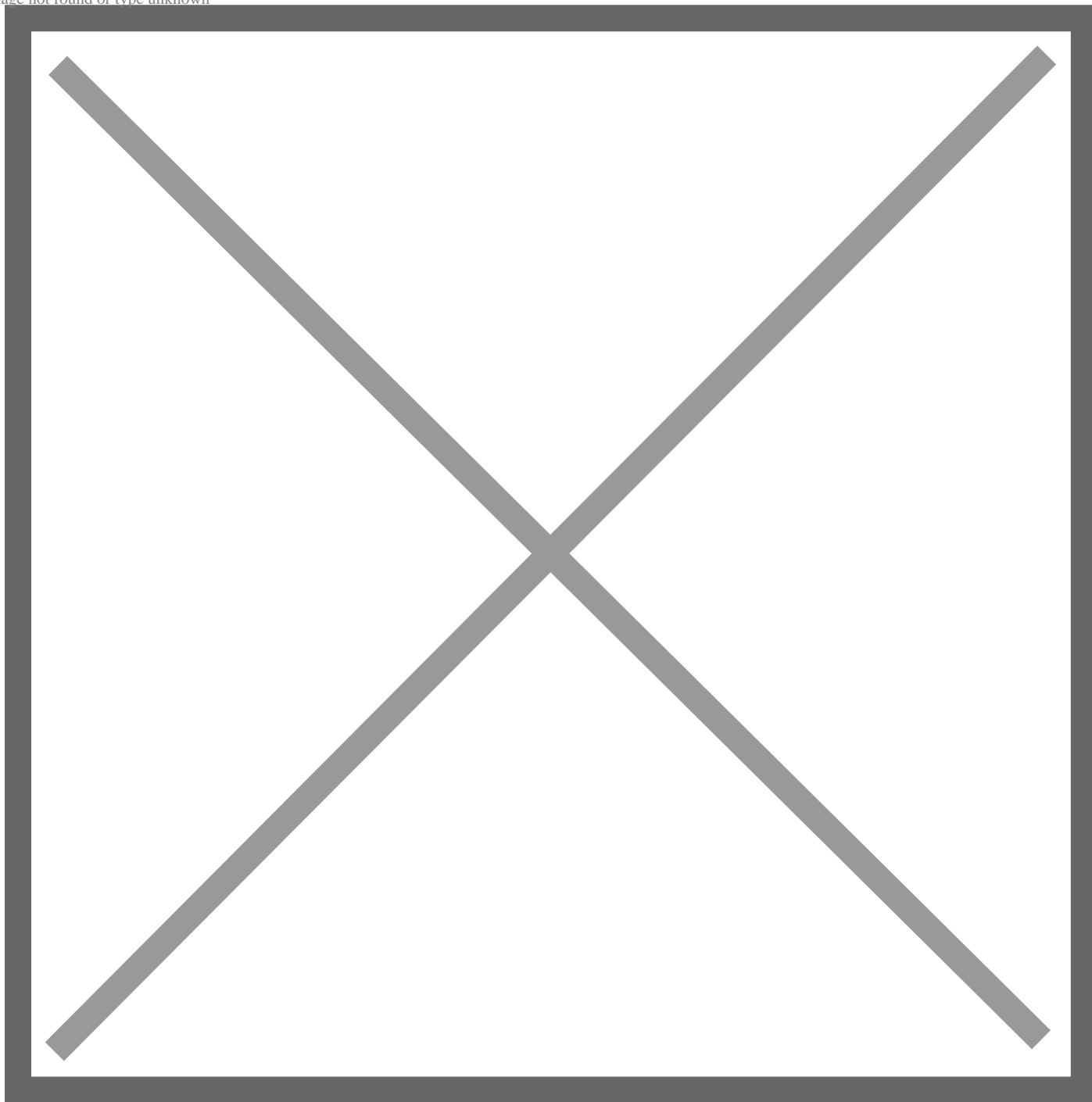


Electrified Trailblazer: The Toyota Prius Celebrates 25 Years in the U.S.

June 16, 2025

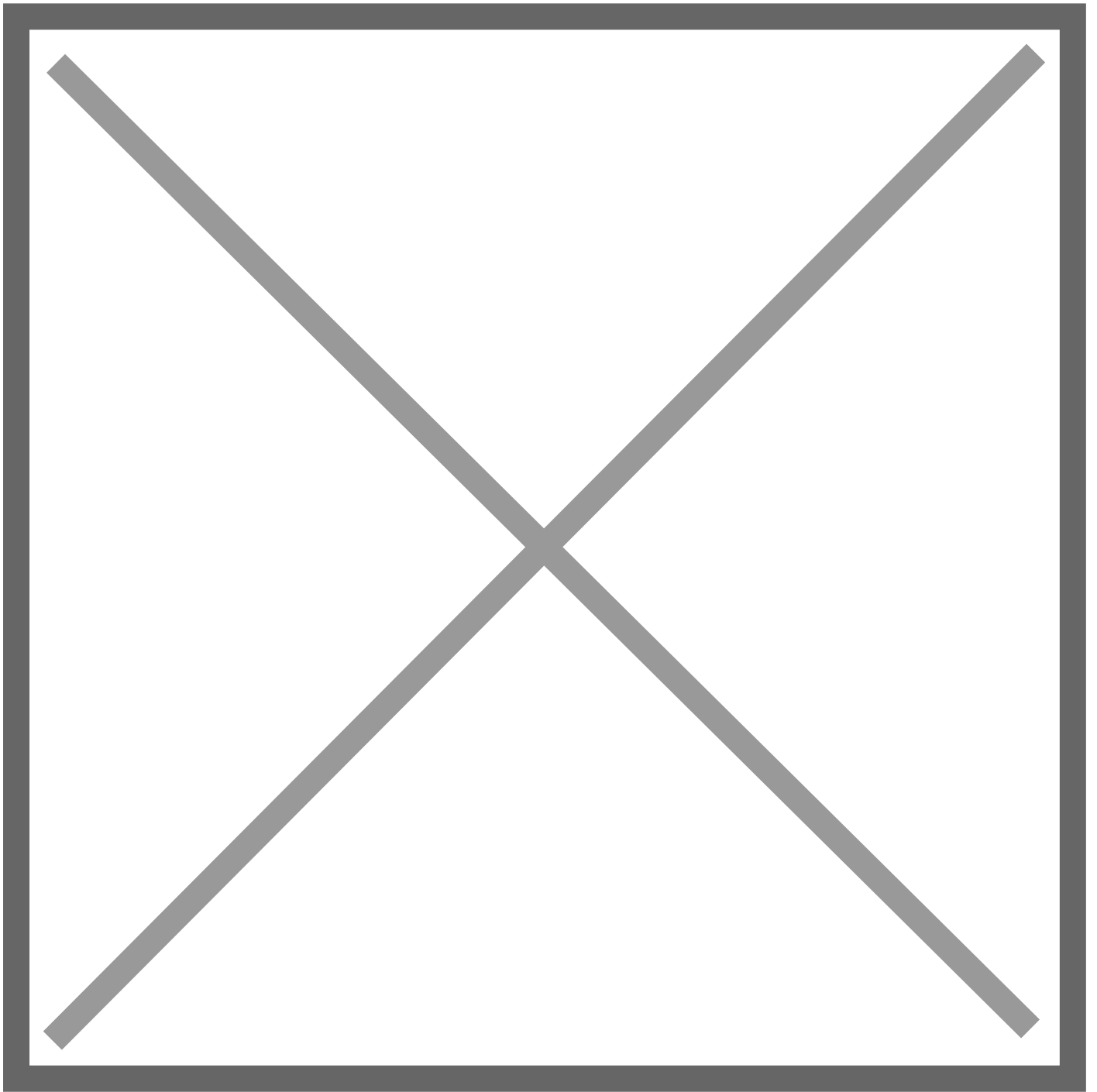
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PLANO, Texas (June 16, 2025) – When the Prius burst into the U.S. market, it was nothing short of a revolution—a true trailblazer in the world of hybrid vehicles. It set the stage for the electrification movement, captivating environmentally conscious drivers with its innovative spirit. Fast forward 25 years, and the 2026 Toyota Prius has evolved into a striking embodiment of sportiness and aggression. With its bold, aerodynamic design, it not only turns heads but also continues to have exceptional fuel efficiency, proving that it remains firmly rooted in its pioneering legacy while embracing the future of driving.

For 2026, the Toyota Prius is available in four trims: LE, XLE, Nightshade and Limited. The fifth-generation Toyota Hybrid System (THS 5) is paired with a 2.0-liter, 4-cylinder DOHC engine delivering 194 net-combined horsepower on Front-Wheel Drive (FWD) equipped grades, and up to 196 net-combined horsepower on the Electronic On-Demand All-Wheel Drive (AWD) equipped models. It also has exceptional fuel economy with a manufacturer-estimated rating of up to 57 MPG combined on FWD models and a manufacturer-estimated 54 MPG combined rating on AWD models.

The 2026 Prius is expected to arrive at Toyota dealerships this summer. The Manufacturer's Suggested Retail Price, excluding Dealer Processing and Handling, will start at \$28,550 for the LE grade.



Through the Years

The Toyota Prius made its debut in the U.S. market in 2000, marking a significant milestone in automotive history as one of the first mass-produced hybrid vehicles. With its innovative combination of a gasoline engine and electric motors, the Prius offered an alternative to traditional vehicles, appealing to a growing demographic of environmentally conscious consumers. Its unique design and impressive fuel efficiency quickly garnered attention, establishing the Prius as a symbol of forward-thinking technology.

Over the years, the Prius has undergone several transformations, continually evolving and maintaining its commitment to environmental stewardship. As the vehicle has evolved, Toyota has introduced advancements in hybrid technology, enhancing performance and efficiency. Today, as it celebrates 25 years of innovation, the 2026 Toyota Prius stands as a testament to Toyota's dedication to carbon reduction, blending sporty design with cutting-edge technology to redefine what a hybrid can be.

Toyota Hybrid System

The 2026 Toyota Prius pairs the fifth-generation Toyota Hybrid System (THS 5) with a M20A-FXS inline four-cylinder 2.0L gas engine with two motor-generators through a planetary-type continuously variable transmission. A compact high-output/low-loss drive motor for the transaxle/motor uses a six-magnet and electromagnetic steel plate configuration to support drive functions.

The engine, working in conjunction with the larger electric motor (MG2), helps provide responsive performance, while exemplary energy efficiency is achieved by using both electric motors (MG1 and MG2) to charge a lithium-ion battery. The result is an engaging acceleration experience with 194 net combined horsepower and an estimated 0-60 time of 7.2 seconds for FWD equipped models.

Another boost to Prius' fuel efficiency comes from the Electronically Controlled Brake system, which coordinates operation between the regenerative braking force of the electric motors and the hydraulic braking system force to provide optimal stopping power. By proactively using the electric motors to recover as much electrical energy as possible from the regenerative braking system, this extremely efficient cooperative control is designed to help maximize fuel economy.

Prius also offers EV mode, which allows the vehicle to be operated as a pure electric vehicle for short distances, depending upon certain conditions, such as battery charge level and vehicle speed. This mode is useful for operating the vehicle in parking lots or indoor parking garages, for example. The Vehicle Proximity Notification feature is designed to alert pedestrians of the vehicle's presence when running in EV mode.

With the push of a button, the 2026 Prius also comes with standard selectable Drive modes:

- **NORMAL:** Helps the hybrid system to maintain an ideal combination of fuel economy and vehicle acceleration. The accelerator opening amount changes linearly in response to accelerator pedal operation.
- **ECO:** Helps improve hybrid system efficiency by limiting power in response to light to moderate accelerator pedal input.
- **SPORT:** Helps enhance dynamic performance and acceleration.

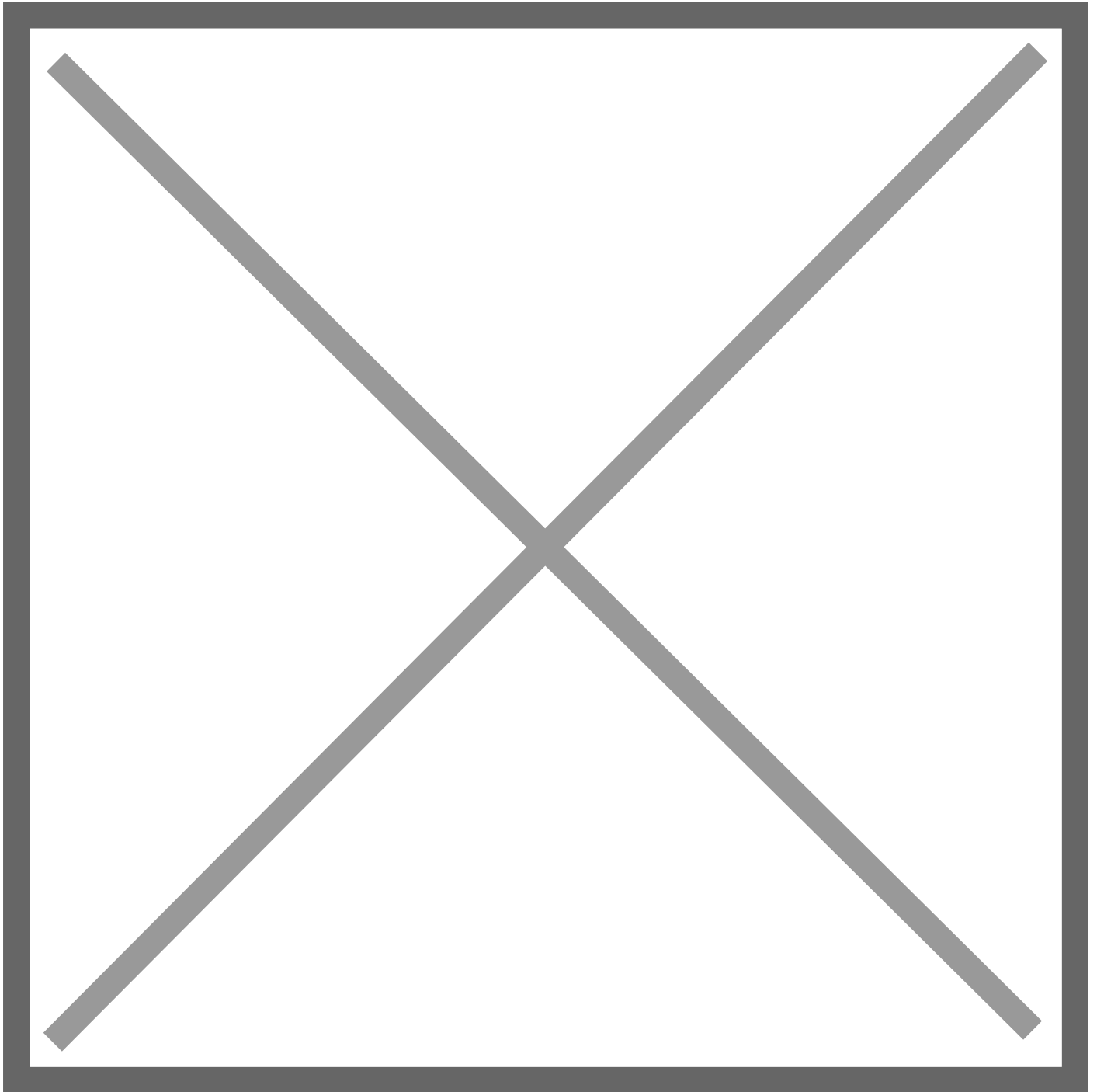
Electronic On-Demand All-Wheel Drive

The 2026 Prius also has an available Electronic On-Demand All-Wheel Drive (AWD) system on all grades that gives it the capability of added traction when needed. The AWD system uses a motor to drive the rear wheels, helping enable stable driving performance when starting off, when driving on slippery road surfaces, and cornering.

AWD-equipped models employ a separate rear-mounted electric motor that powers the rear wheels when needed. Adding AWD to the Prius offers 196 net combined horsepower and a manufacturer-estimated 0-60 time of 7.0 seconds.

A high-output IPM (Interior Permanent Magnet) motor drives the rear wheels, allowing for a compact design that can reduce wheel spin in low traction situations and improve stability when turning. The system works seamlessly by preemptively distributing driving force to the rear wheels to help suppress front wheel slip during off-the-line starts. It also engages the rear motor in response to slippage at the front wheels and enhances cornering agility by helping to reduce understeer.

The AWD system performs precise electronic control of the front-rear torque distribution in accordance with the driving conditions. This motor-driven AWD system is capable of efficiently using the battery power for driving the front and rear wheels. Data from the wheel speed sensors and G-force sensors is processed by the vehicle computer system and sent to the rear motor as electrical signals to control the rear wheel torque. The system helps provide the optimal front-rear torque distribution based on the vehicle speed and accelerator operation amount and performs control according to the conditions, assisting stable driving.



Intelligent Technology

The 2026 Toyota Prius is equipped with an 8-inch Toyota Audio Multimedia Screen on the LE and XLE grades, and a 12.3-inch Toyota Audio Multimedia screen is standard on the Limited grade and available on Nightshade. The Toyota Audio Multimedia system gives drivers the opportunity to access a wide range of connectivity and convenience features, including Over-the-Air (OTA) updates.

Users can interact with the system through intuitive touch and voice activation controls. With the available Drive Connect* (1-year trial included), drivers and passengers have access to Intelligent Assistant, Cloud Navigation and Destination Assist. With Intelligent Assistant, simple phrases like “Hey Toyota” awaken the system for voice activated commands to search for directions, find Points of Interest (POI), adjust audio controls, change the cabin temperatures and more. Cloud Navigation, the onboard navigation solution, utilizes the cloud to download the latest available map, traffic and routing information. To ensure users have the most up-to-date search capabilities, POI search is provided by Google Points-of-Interest data. Destination Assist also gives access to 24/7 live agent assistance to locate the next destination.

The Toyota Audio Multimedia system allows for dual Bluetooth® phone connectivity, with support for standard wireless Apple CarPlay® and Android Auto™ compatibility.

For those looking for an enhanced audio experience, the Prius offers a JBL® Premium Audio system with eight speakers. Standard on the Limited grade only, with the use of Clari-Fi® technology, the system is also able to breathe life into compressed digital music formats enhancing the audio experience. A six-speaker audio system comes standard on the LE Nightshade and XLE grades.

Ready to handle all your device charging needs, the Prius is equipped with six USB-C ports in the cabin. Up front, there are two Type-C USB ports at the bottom of the center stack plus two more Type-C USB ports in the center console. For rear seat passengers, two Type-C USB ports are located at the bottom rear of the center console.

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

Each Prius also includes a minimum five-year trial of Safety Connect* and Service Connect*. Safety Connect includes an Emergency Assistance Button (SOS), 24/7 Enhanced Roadside Assistance, Automatic Collision Notification and Stolen Vehicle Locator. Service Connect gives drivers the ability to receive Vehicle Health Reports, Maintenance Alerts and reminders.

With the Toyota mobile app, users can stay connected to their Prius with Remote Connect* capabilities. A one-year trial of Remote Connect comes standard on all grades. Users can activate headlights, lock/unlock the doors and remotely start the vehicle. Users can also check vehicle status, receive reminder notifications and set Guest Driver Alerts. Digital Key compatibility** is also available with Remote Connect for the XLE, Nightshade and Limited grades – making it easy to lock and unlock doors, remote start and more all from a smart phone.

**4G network dependent.*

***Requires an active Remote Connect trial or subscription (1-year trial included). 4G network dependent.*

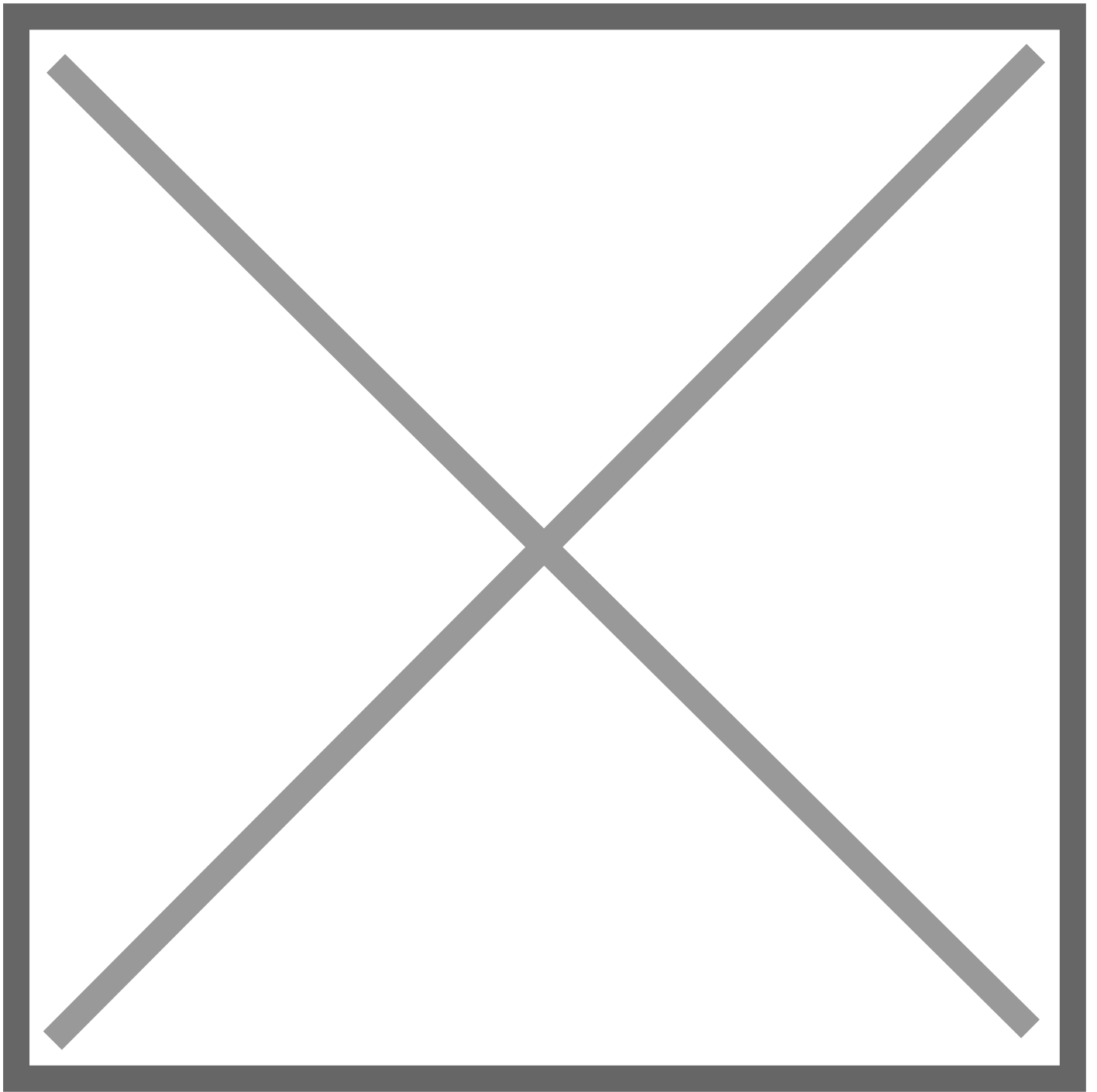
Safety & Convenience

The Toyota Prius comes standard with Toyota Safety Sense 3.0. The suite includes:

- **Pre-Collision System with Pedestrian Detection:** Pre-Collision System with Pedestrian Detection (PCS w/PD) is designed to help detect a vehicle, pedestrian, bicyclist, or motorcyclist and provide an audible/visual forward-collision warning under certain circumstances. If you don't react, the system is designed to provide automatic emergency braking.
- **Full-Speed Range Dynamic Radar Cruise Control:** Full-Speed Range Dynamic Radar Cruise Control (DRCC) is an adaptive cruise control system that is designed to be set at speeds above 20 mph. DRCC uses vehicle-to-vehicle distance control to help maintain a preset distance from the vehicle ahead of you.
- **Lane Departure Alert with Steering Assist:** Lane Departure Alert with Steering Assist (LDA w/SA) detects lane markings or the road's edge at speeds above 30 mph. LDA w/SA is designed to provide an audible/visual warning if an inadvertent lane departure is detected. If no corrective action is taken, Steering Assist is designed to provide gentle corrective steering for lane-keeping assistance.
- **Lane Tracing Assist:** Lane Tracing Assist (LTA) is designed to help keep the vehicle in the center of a lane. LTA assists the driver with steering control while DRCC is in use.
- **Road Sign Assist:** Road Sign Assist (RSA) uses the forward-facing camera to recognize specific road signs, such as speed limit, stop, and yield signs. RSA provides sign information to the driver via the digital gauge cluster.
- **Automatic High Beams:** Automatic High Beams (AHB) is designed to detect headlights of oncoming vehicles and taillights of preceding vehicles. AHB automatically toggles between high and low beams as appropriate.
- **Proactive Driving Assist:** Proactive Driving Assist (PDA) uses the vehicle's camera and radar, when system operating conditions are met, to provide gentle braking and/or steering to support driving tasks such as distance control between your vehicle and a preceding vehicle, pedestrian, or bicyclist. PDA can also provide gentle braking into curves.

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

There are also no shortage of convenience features available on the 2026 Toyota Prius. Blind Spot Monitor with Rear Cross-Traffic Alert comes standard on all grades. Also standard is Safe Exit Alert, which is designed to detect vehicles and bicycles approaching from the rear and alert an occupant when they exit the vehicle, helping to avoid or mitigate collisions with the door. Front and Rear Parking Assist with Automatic Braking is available on all grades. A Panoramic View Monitor is available on Limited and provides a live rotating 360-degree view around the vehicle. And, Advanced Park is available on the Limited grade, a hands-free system designed to assist you with parallel parking or backing into a parking space.



2026 Prius Grade Walk

The 2026 Toyota Prius will be available in four grades. Standard features across all grades include Wireless Apple CarPlay and Android Auto™ compatibility, 7-inch digital gauge cluster, and Toyota Safety Sense 3.0.

Key LE grade features include:

- 17-inch alloy wheels with wheel covers
- 6-way adjustable fabric-trimmed front seats in black or grey

- SofTex®-trimmed steering wheel
- Single zone climate control
- Six USB-C ports
- Electronic Parking Brake
- Blind Spot Monitor with Rear Cross-Traffic Alert
- Toyota Audio Multimedia with an 8-inch touchscreen

The XLE grade includes everything on the LE grade plus:

- 19-inch alloy wheels
- 8-way adjustable SofTex®-trimmed front seats
- SofTex®-trimmed heated tilt/telescopic steering wheel
- Heated front seats
- Qi-compatible wireless charger
- Rain-sensing windshield wipers

Based off the XLE grade, the Nightshade grade has the following unique features:

- 19-inch alloy wheels with black finish
- Black bumper trim
- Black shark fin antenna
- Blackout badging
- Black doorsills
- Black 8-way adjustable SofTex®-trimmed front seats with grey stitching
- Carbon fiber detail on the dashboard

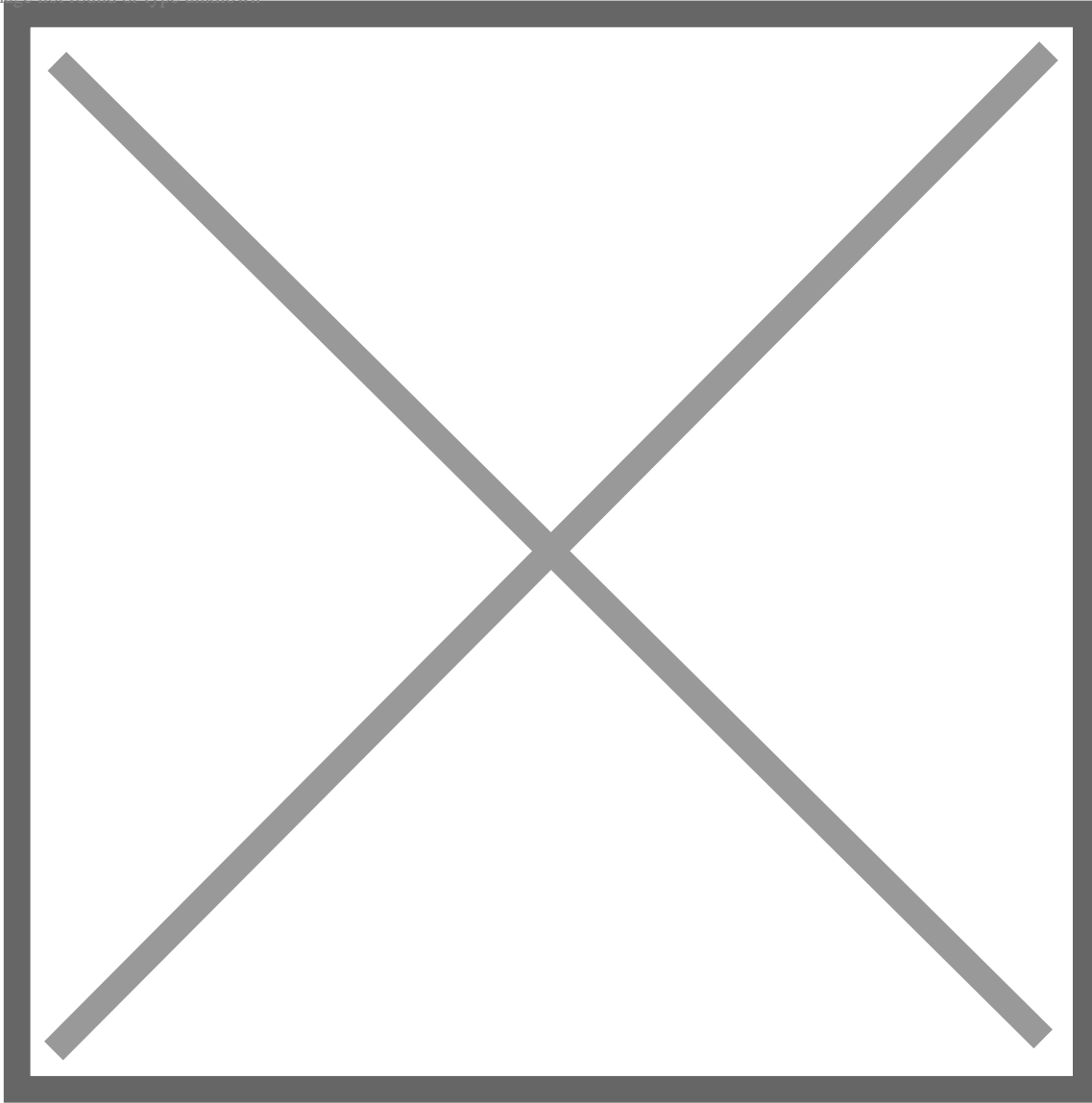
The Limited grade includes everything on the XLE grade plus:

- Power liftback
- Driver's seat with memory function
- Heated and ventilated front seats
- 8-speaker JBL® Premium Audio.
- Toyota Audio Multimedia with a 12.3-inch touchscreen

The Limited grade also has an available Limited Premium Package that comes with Advanced Park and a Panoramic View Monitor.

Pricing*

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**MSRP Excludes Dealer Processing and Handling fee of \$1,195. All prices are subject to change.*

Toyota Limited Warranty

Toyota's 36-month/36,000 mile basic new-vehicle warranty applies to all components other than normal wear and maintenance items. Additional 60-month warranties cover the powertrain for 60,000 miles and corrosion with no mileage limitation. All Hybrid Electric Vehicle components are covered under the Hybrid System Warranty for 8 years/100,000 miles. Additionally, the hybrid battery warranty is 10 years/150,000 miles, whichever comes first. The Prius also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance for two years or 25,000 miles, whichever comes first, and 24-hour roadside assistance for two years, unlimited mileage.