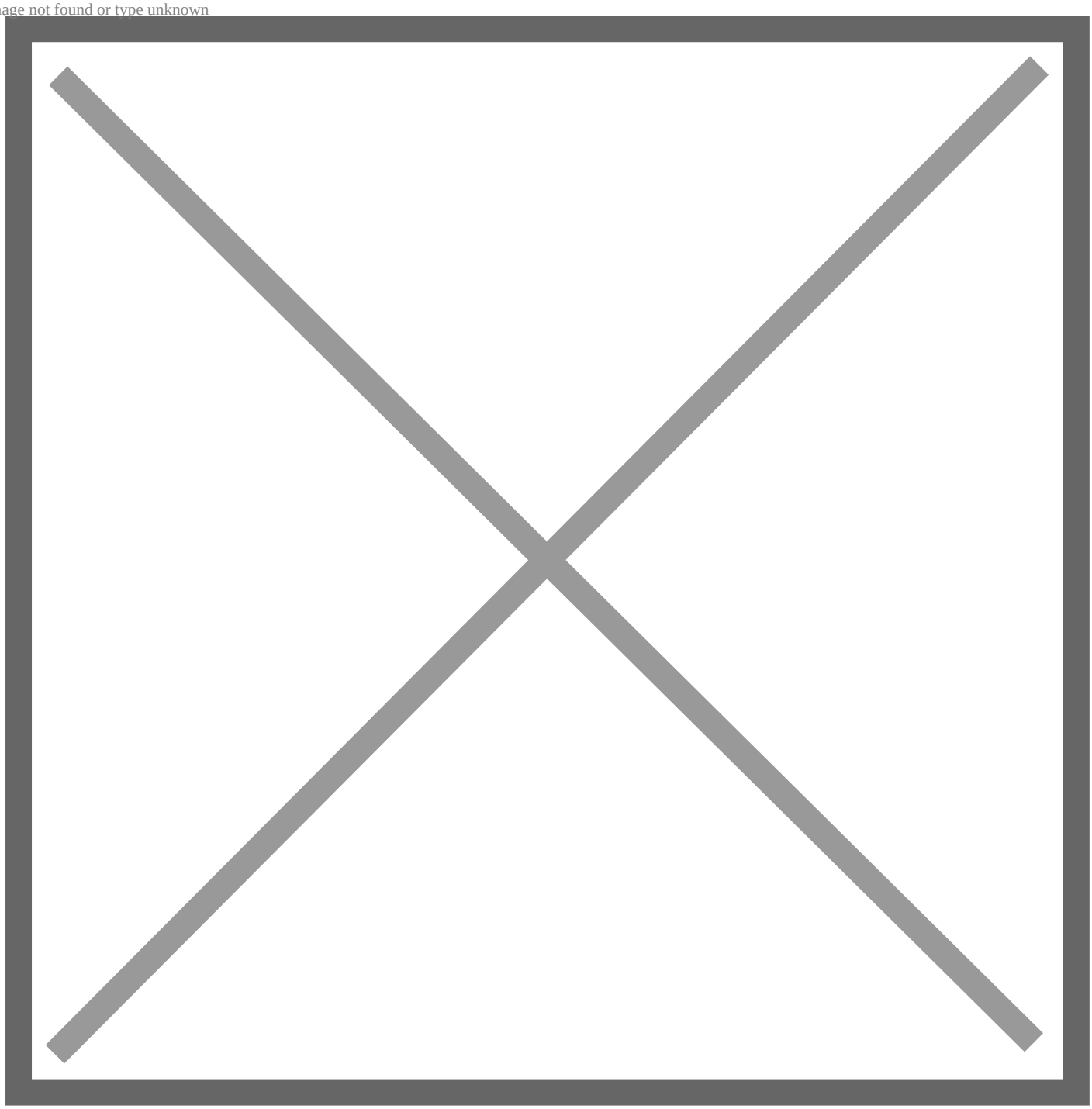
Driving Innovation: Celebrating 25 Years of the Toyota Prius

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As one of the world's first mass-produced hybrid vehicles, some would say that the Toyota Prius helped shape what would become the symbol for the electrification movement.

This innovative sedan combined a gasoline engine with an electric motor, offering an approach to fuel efficiency and environmental consciousness.

Over the years, the Prius has evolved through multiple generations. Now in its fifth generation, the Prius continues to drive its legacy forward while reinforcing the commitment to making a positive impact on society.

Look back at some of the Toyota Prius models that helped to shift the hybrid automotive industry:

First Generation: 2001 – 2003
The first-generation Toyota Prius debuted in the U.S. in 2000 as the world's first mass-produced hybrid car. With a combined 97 horsepower from its gas engine and electric motor, it had an EPA-estimated 41 MPG combined rating. Standard features included air conditioning, power windows and locks, and a touchscreen showing hybrid system data. Classified as a Super Ultra Low Emission Vehicle (SULEV), the Prius set a new benchmark for eco-sensitive driving.

Second Generation: 2004 – 2009
The second-generation Toyota Prius debuted in 2004 with a bold liftback design that boosted interior space. It also introduced Toyota's Hybrid Synergy Drive system, the third-generation gas-electric hybrid powertrain technology. The new design helped it stand out while offering midsize sedan practicality in a compact form.

Widely praised for its innovation, the Prius was named the 2004 North American Car of the Year by Motor Trend Magazine What's more, it also offered a new air conditioning system that used an electric compressor, which allowed it to operate without the gas engine running.

Third Generation: 2010 – 2015
Toyota celebrated the Prius' 10th anniversary in the U.S. with the launch of an all-new third-generation model that delivered impressive fuel efficiency. It achieved a new milestone with a combined EPA rating of 50 MPG.

This generation also expanded the Prius lineup with the debut of the first Prius Plug-in Hybrid, the compact Prius *c* and the larger Prius *v*, which offered more space and versatility. In addition, Prius models began to offer advanced safety technologies, including Pre-Collision System (PCS) and other driver-assistance features.

Fourth Generation: 2016 – 2022
The fourth-generation Toyota Prius, introduced for the 2016 model year, was the first to utilize Toyota's New Global Architecture (TNGA), resulting in improved fuel efficiency and a quieter ride. This generation featured a redesigned hybrid powertrain with smaller, lighter components, including a lithium-ion battery that enhanced cargo space by being placed under the rear seat.

With EPA-estimated ratings of up to 58 MPG city and 53 MPG highway, the Prius continued its legacy as a leader in hybrid efficiency. The model also introduced new variants like the Prius Prime plug-in hybrid and the AWD-*e*, offering consumers more choices for eco-conscious driving.

Fifth Generation: 2023 – Present
The fifth-generation Toyota Prius, launched with the 2023 model year, ushered in a bold new look. Built on Toyota's TNGA-C platform, it pairs a 2.0L engine with the latest hybrid system, has up to 196 horsepower in AWD and up to an EPA-estimated 57 MPG combined rating in FWD. It includes Toyota Safety Sense 3.0 and a sleek, updated interior.

Since the unveiling and subsequent launch, the all-new, fifth-generation Toyota Prius earned high praise and accolades throughout the automotive industry, including the 2024 North American Car of the Year (second time for the vehicle to receive the honor) and 2024 World Car Design of the Year.

Through The Years

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