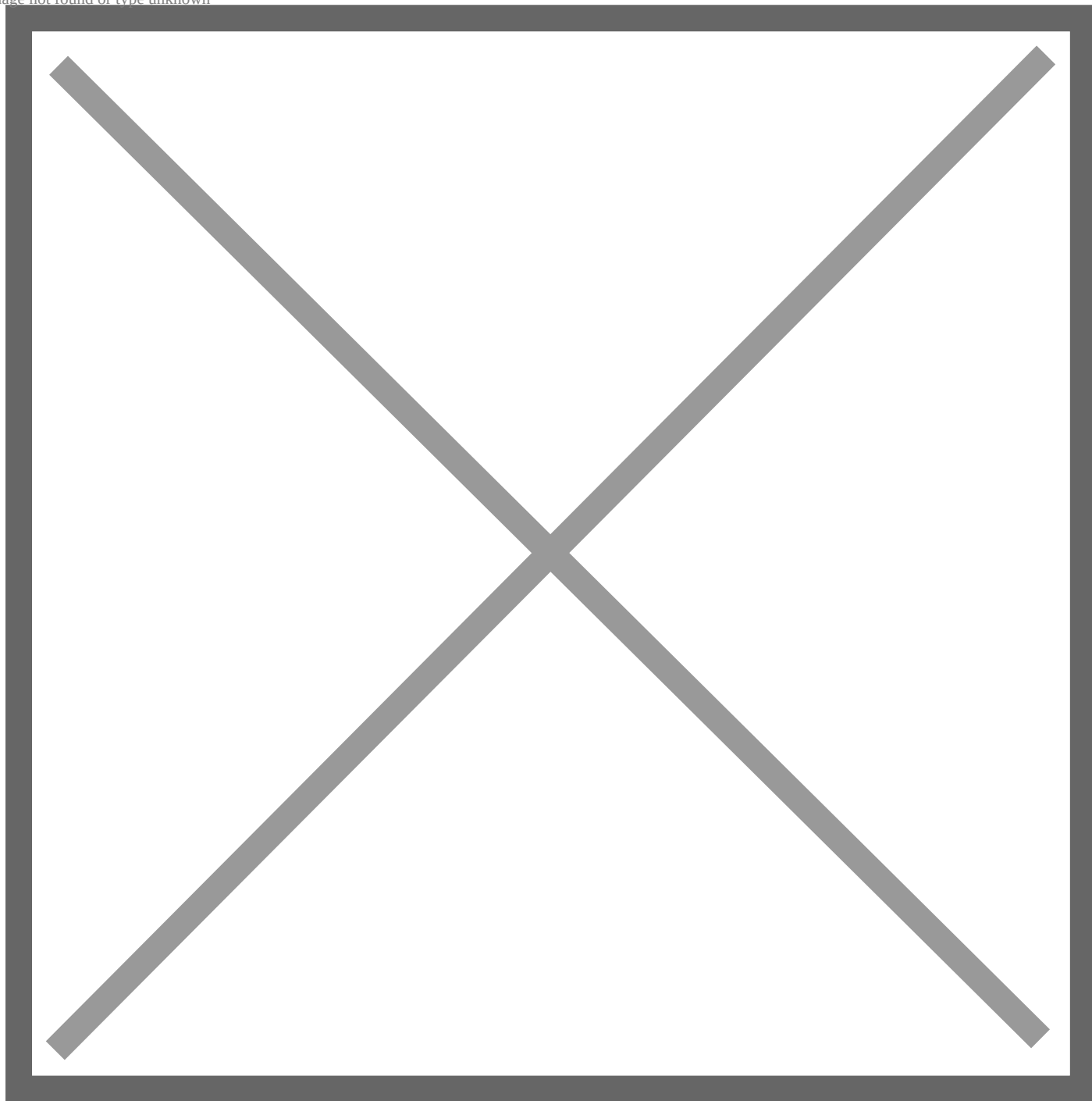


2027 Toyota Prius Plug-in Hybrid Combines Electrified Performance and Everyday Efficiency

July 16, 2026

Image not found or type unknown



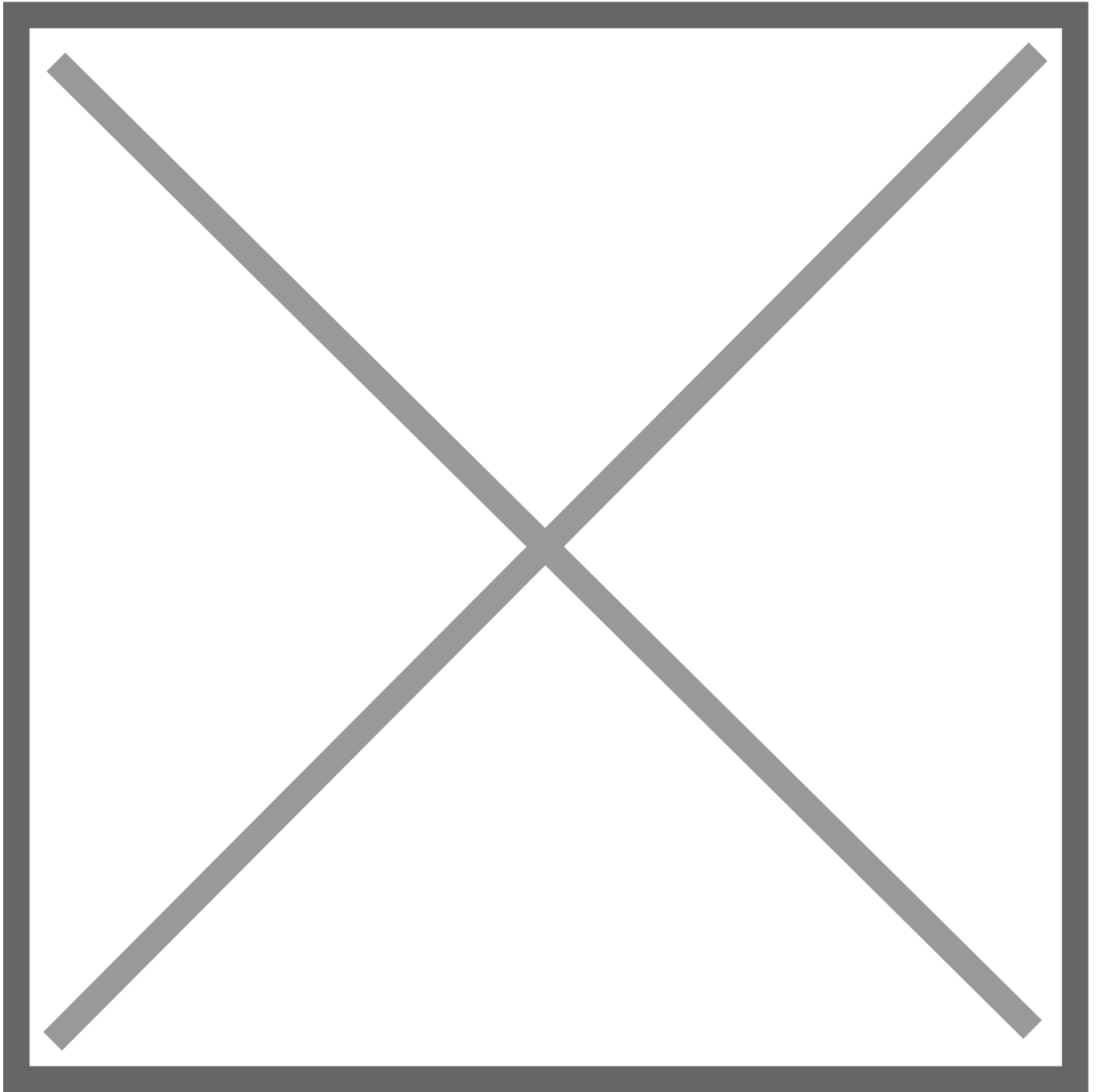
PLANO, Texas (July 16, 2026) – The 2027 Toyota Prius Plug-in Hybrid brings together eye-catching design, advanced electrified technology and spirited performance in a package that continues to redefine expectations for a plug-in hybrid.

Available in SE, XSE, Nightshade and XSE Premium grades, the Prius Plug-in Hybrid is powered by Toyota's fifth-generation Hybrid System, pairing a 2.0-liter engine with electric motor-generators to deliver 220 net-combined hybrid system horsepower and an EPA-estimated 0-60 mph time of 6.6 seconds.

A 13.6-kWh lithium-ion battery helps maximize electric driving capability, with an EPA-estimated all-electric driving range of up to 44 miles on the SE grade and up to 39 miles on XSE, Nightshade and XSE Premium grades. When additional range is needed, the hybrid system seamlessly takes over, with an EPA-estimated fuel economy rating of 51 MPG combined on the SE grade.

For 2027, the Prius Plug-in Hybrid adds Dual-Zone HVAC, allowing the driver and front passenger to select their own preferred cabin temperatures for enhanced comfort. Exterior color options include Cutting Edge, Guardian Gray, Reservoir Blue, Inked (new for 2027) and Nightshade-exclusive Karashi. Premium paint colors include Supersonic Red and Wind Chill Pearl.

Plug In, Power On



The Prius Plug-in Hybrid's Hybrid Synergy Drive powertrain seamlessly combines gasoline and electric power to deliver responsive performance and efficient operation.

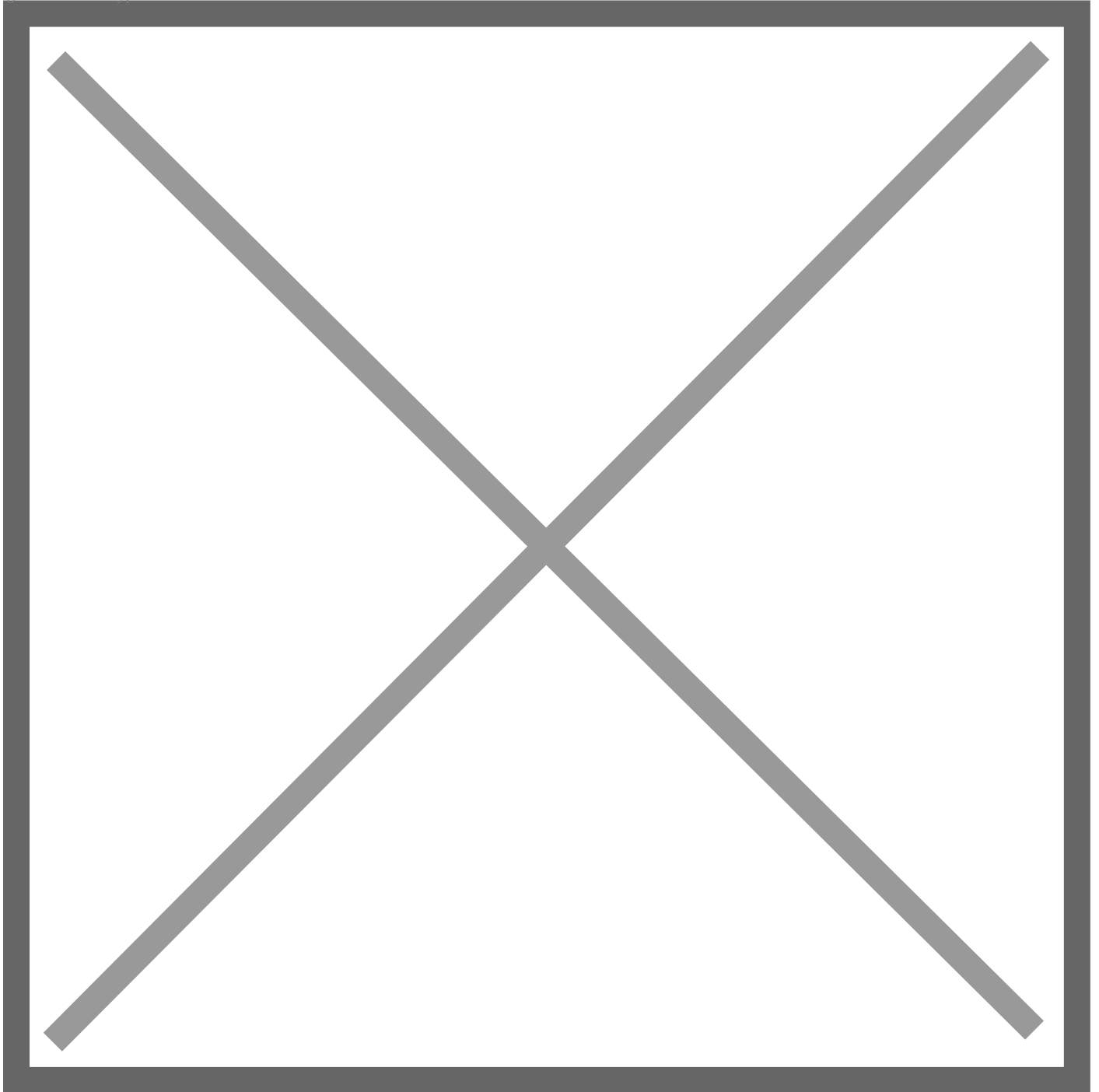
No special equipment is needed for home charging; just plug the Prius Plug-in Hybrid into a standard household outlet using the supplied dual-voltage cable. Under ideal conditions, the battery recharges in about 11 hours on a standard 120V home outlet and in about four hours on a Level 2 charger. If you can't plug it in, the Prius Plug-in Hybrid will continue to run as an efficient hybrid.

The Prius Plug-in Hybrid can operate in three modes, depending on driving conditions and EV battery charge:

- **EV MODE:** Uses the battery only when there is sufficient charge, functioning like a Battery Electric Vehicle without support from the gasoline engine.
- **AUTO EV/HV MODE:** Primarily uses battery power to drive the wheels, but switches to HV mode when more power is needed, such as on steep hills or at higher speeds.
- **HYBRID MODE:** Automatically switches between the gasoline engine and electric motors to efficiently combine engine drive force and electric power from the hybrid battery.

Hybrid Innovation at Work

Image not found or type unknown



Under the hood of the 2027 Prius Plug-in Hybrid is Toyota's Toyota Hybrid System, which pairs a 2.0L inline four-cylinder gas engine with two motor-generators (MG1 and MG2) through a planetary-type continuously variable transmission.

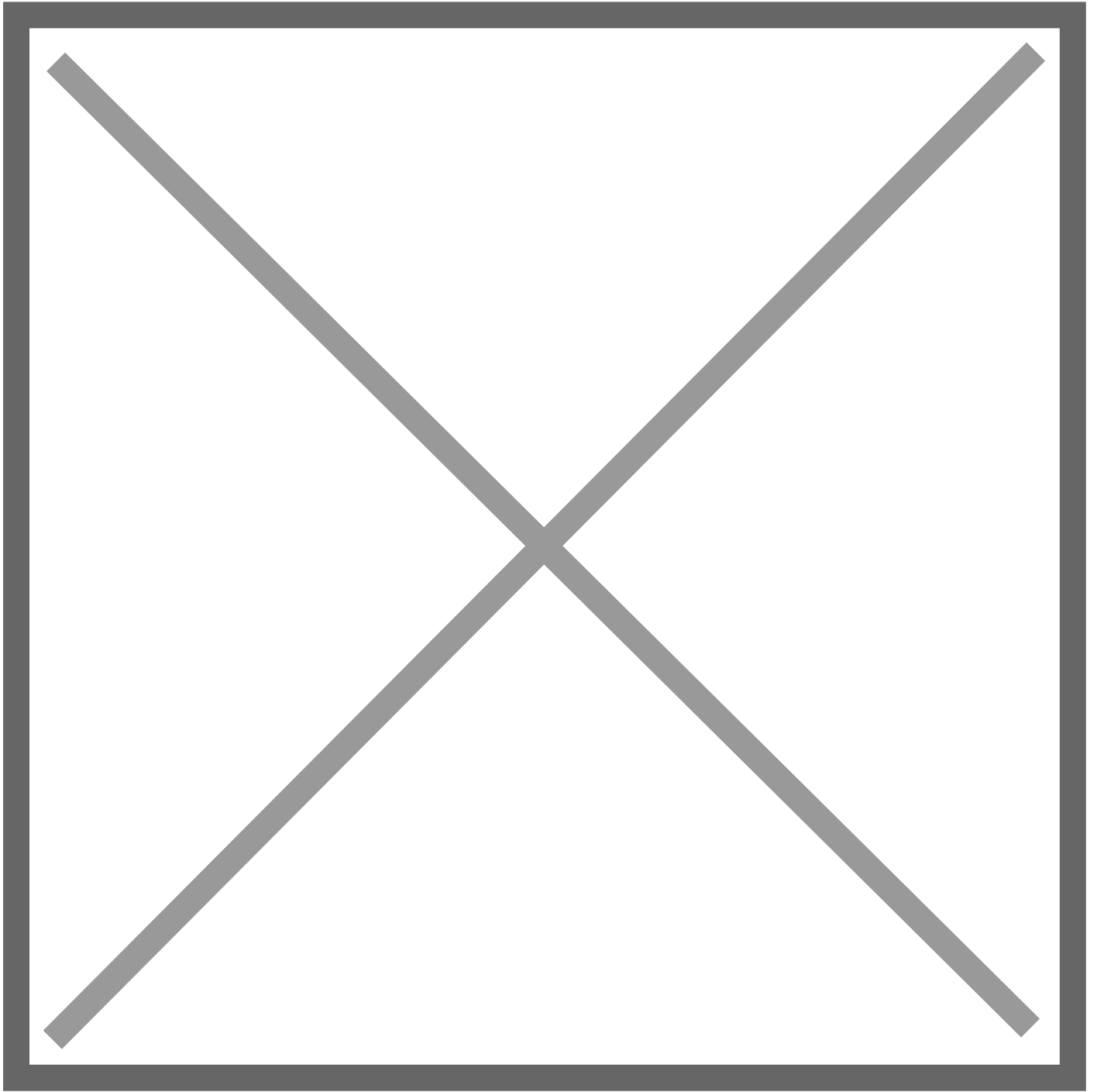
Working in tandem, the engine and electric motor (MG2) help deliver responsive performance, while the two motor-generators help charge the lithium-ion battery for strong efficiency. A compact high-output, low-loss drive motor with a six-magnet and electromagnetic steel plate configuration supports drive functions, and in Hybrid mode, both engine and battery power are used for acceleration.

Fuel efficiency is further enhanced by the Electronically Controlled Brake (ECB) system, which coordinates regenerative and hydraulic braking to help provide optimal stopping power and recover as much electrical energy as possible.

Drive modes on all Prius Plug-in Hybrid grades include:

- **NORMAL:** Maintains an ideal balance of fuel economy and vehicle acceleration.
- **ECO:** Improves hybrid system efficiency by limiting power in response to light to moderate accelerator pedal input.
- **SPORT:** Enhances dynamic performance and acceleration.

Intuitive Multimedia and Connectivity



The 2027 Toyota Prius Plug-in Hybrid comes with an 8-inch Toyota Audio Multimedia Screen on the SE, XSE and Nightshade grades, while a 12.3-inch Toyota Audio Multimedia screen is standard on the XSE Premium grade and available on XSE and Nightshade.

The Toyota Audio Multimedia system offers drivers access to a wide range of connectivity and convenience features, including Over-the-Air (OTA) updates.

A six-speaker audio system comes standard on the SE, Nightshade and XSE grades. For those looking for an enhanced audio experience, the Prius Plug-in Hybrid offers a JBL® Premium Audio system with eight speakers,

creating a mobile concert from any music genre standard on the XSE Premium grade. This system features Clari-Fi® technology, which can breathe life into compressed digital music formats enhancing the audio experience.

Five-year trials are included for Safety Connect*, Service Connect* and Remote Connect*, as well as a 30-day/3 GB Wi-Fi Connect* trial and a three-month trial of Drive Connect*. Visit [Toyota Connected Services](#) to learn more.

**4G Network-dependent*

Features by Grade

The 2027 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 SE grade features include:

- Dark grey 17-inch alloy wheels with wheel covers
- 6-way adjustable fabric-trimmed front seats in black with red trim
- Leather-trimmed heated steering wheel
- Smart Key System on driver door
- Six USB-C ports
- Electronic Parking Brake
- Rain-sensing windshield wipers
- Toyota Audio Multimedia with an 8-inch touchscreen
- Front and Rear Parking Assist with Automatic Braking available

The XSE grade includes everything on the SE grade plus:

- Machine-finished 19-inch alloy wheels
- 8-way adjustable heated power driver's SofTex®-trimmed seat
- Black SofTex®-trimmed seating with red trim
- Smart Key System on front doors and rear liftback
- Qi-compatible wireless charger
- Front and Rear Parking Assist with Automatic Braking
- Available 12.3-inch Toyota Audio Multimedia touchscreen
- Available fixed glass roof

Based on the XSE grade, the Nightshade Edition 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 XSE Premium grade includes everything on the XSE grade plus:

- JBL® Premium Audio system with eight speakers
- Toyota Audio Multimedia with a 12.3-inch touchscreen
- Fixed glass roof

- SofTex®-trimmed heated and ventilated front seats
- Driver's seat with memory function
- Power rear liftback

Available XSE Premium grade features include:

- Panoramic View Monitor
- Digital Rearview Mirror
- Heated rear seats
- Advanced Park
- 185W solar roof (limited availability) capable of charging the drive battery while parked and powering auxiliary functions while driving

Safety and Convenience

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

- Pre-Collision System with Pedestrian Detection
- Full-Speed Range Dynamic Radar Cruise Control
- Lane Departure Alert with Steering Assist
- Lane Tracing Assist
- Road Sign Assist
- Automatic High Beams
- Proactive Driving Assist

Additional standard features include:

- Blind Spot Monitor with Rear Cross-Traffic Alert
- Safe Exit Alert

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

The 2027 Toyota Prius Plug-In is built at the Tsutsumi Plant in Japan.

Pricing**

Model #	Grade	Base MSRP
1235	Prius SE	\$33,980
1237	Prius XSE	\$37,230
1233	Prius Nightshade	\$38,000
1239	XSE Premium	\$40,675

****MSRP Excludes Dealer Processing and Handling fee of \$1,295. All prices are subject to change.**

Limited Warranty and ToyotaCare

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.

The Toyota Prius also comes standard with ToyotaCare, a maintenance plan that covers normal factory-scheduled service for one year or 10,000 miles, whichever comes first, and 24-hour roadside assistance for two years, unlimited mileage.