

2027 Toyota Prius: Designed to Stand Out, Built on Hybrid Innovation

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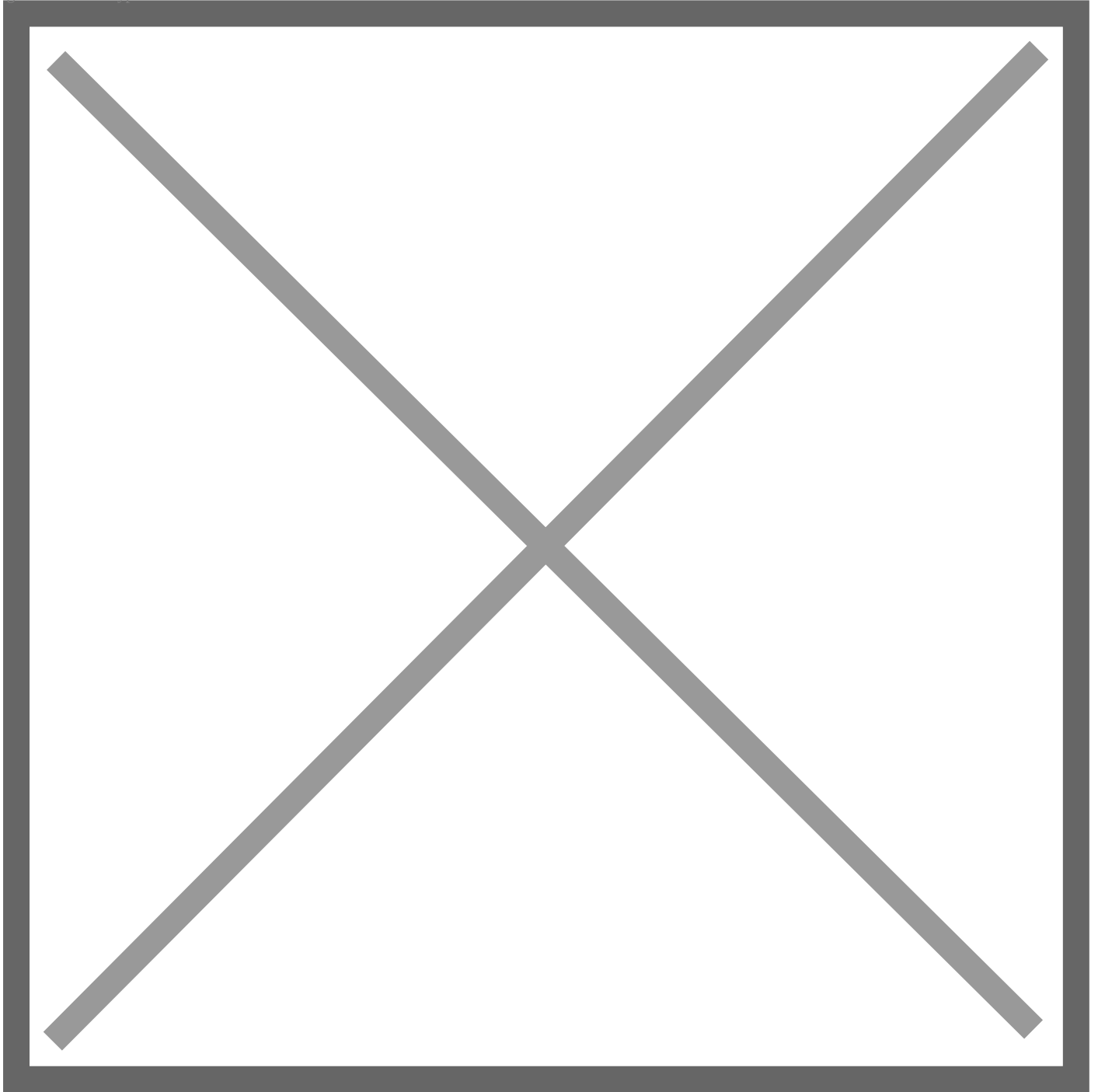


PLANO, Texas (July 16, 2026) – The 2027 Toyota Prius continues to redefine what drivers expect from a hybrid, pairing eye-catching design, advanced technology and exceptional efficiency with enhancements that build on its everyday appeal.

Building on more than 26 years of hybrid leadership, Prius delivers the smart features, impressive fuel economy and engaging performance that customers have come to expect. For 2027, Prius adds Dual-Zone HVAC, giving the driver and front passenger the ability to set their own preferred temperatures for a more personalized cabin experience.

Exterior color options include Cutting Edge, Guardian Gray, Reservoir Blue, Inked (new for 2027) and Nightshade-exclusive Karashi. Premium paint color options include Supersonic Red and Wind Chill Pearl.

Powertrain and Performance



Available in LE, XLE, Nightshade and Limited grades, the 2027 Prius is powered by the fifth-generation Toyota Hybrid System (THS 5). By pairing a 2.0-liter, 4-cylinder DOHC engine with responsive electric motors, the Prius delivers an engaging driving experience alongside remarkable efficiency:

- **Front-Wheel Drive (FWD):** 194 net-combined horsepower, an estimated 0-60 mph time of 7.2 seconds and an EPA-estimated 55 MPG combined rating in the LE grade.
- **All-Wheel Drive (AWD):** 196 net-combined horsepower, an estimated 0-60 mph time of 7.0 seconds and an EPA-estimated 53 MPG combined rating in the LE AWD grade.

Fifth-Generation Toyota Hybrid System (THS 5)

The THS 5 utilizes a 2.0L gas engine and two motor-generators through a continuously variable transmission to efficiently charge a lithium-ion battery. Efficiency is further maximized by an Electronically Controlled Brake system that seamlessly coordinates regenerative and hydraulic braking to recover electrical energy.

For short distances at low speeds, such as in parking garages, a selectable EV Mode allows pure electric operation and includes a Vehicle Proximity Notification system to alert pedestrians.

Electronic On-Demand All-Wheel Drive

On AWD-equipped models, the Electronic On-Demand system employs a separate, rear-mounted Interior Permanent Magnet (IPM) electric motor.

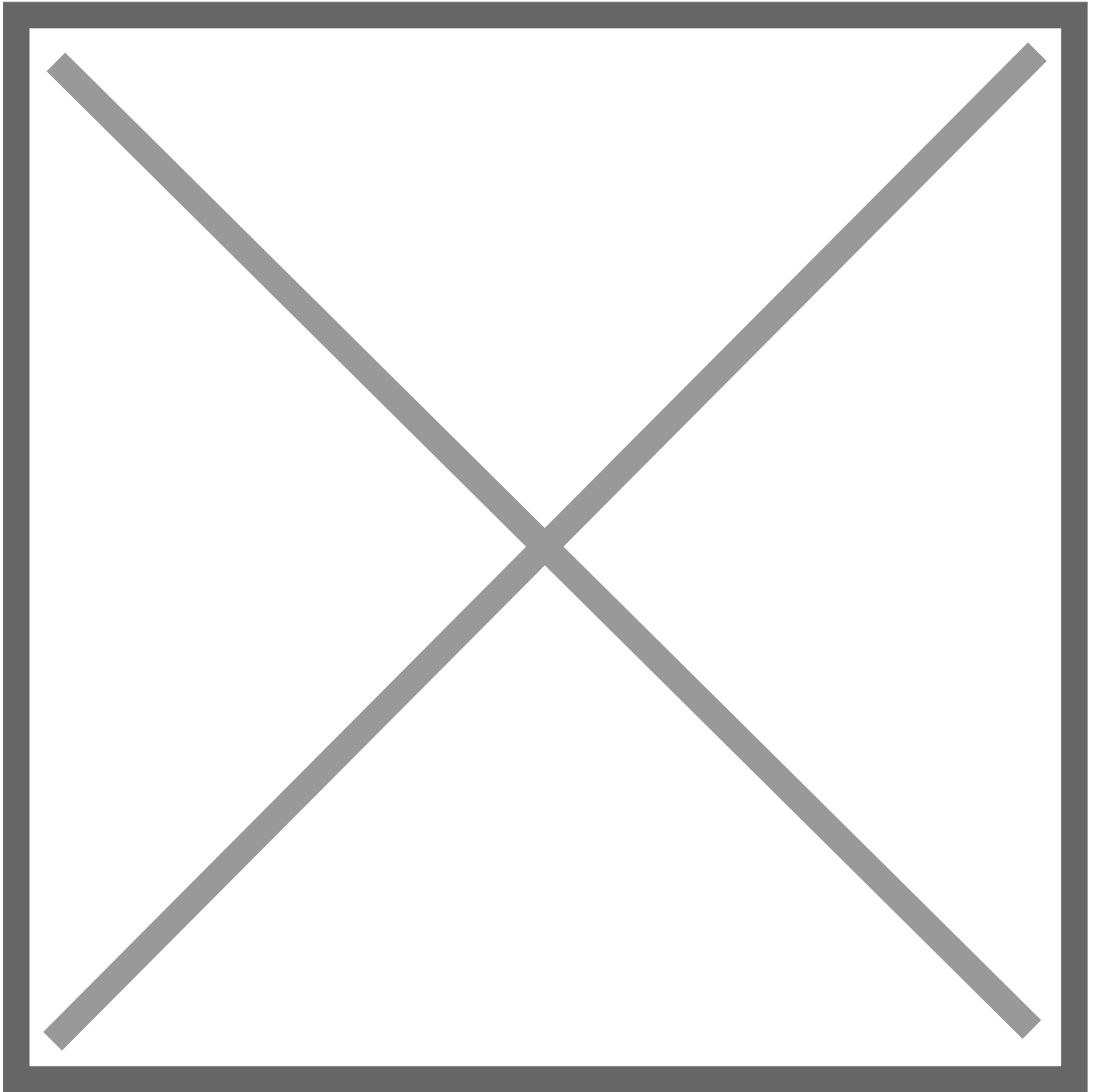
Using data from wheel-speed and G-force sensors, the system seamlessly distributes power to the rear wheels when needed. This compact design helps reduce front-wheel slip during acceleration, enhances cornering agility by minimizing understeer and provides added traction on slippery surfaces.

Selectable Drive Modes

With the push of a button, the 2027 Prius allows drivers to tailor their experience:

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

Intuitive Multimedia and Connectivity



The 2027 Toyota Prius is equipped with an 8-inch Toyota Audio Multimedia screen on the LE, XLE and Nightshade grades, while a 12.3-inch display 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.

The LE, XLE and Nightshade grades come standard with a six-speaker audio system. For a premium listening experience, the Limited grade upgrades to an eight-speaker JBL® Premium Audio system featuring Clari-Fi® technology, which restores rich sound quality to compressed digital music formats.

Five-year trials of Connected Services are included for Safety Connect*, Service Connect* and Remote Connect*, as well as a 30-day/3 GB Wi-Fi Connect* trial. Additional services, such as Drive Connect*, may be available depending on grade. 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 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
- Dual-zone HVAC
- Six USB-C ports
- Electronic Parking Brake
- 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 on 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.

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 is built at the Tsutsumi Plant in Japan.

Pricing**

Model #	Grade	Base MSRP
1223	Prius LE	\$28,755
1225	Prius XLE	\$32,200
1216	Prius Nightshade	\$33,005
1227	Prius Limited	\$35,770
1263	Prius LE AWD	\$30,155
1265	Prius XLE AWD	\$33,600
1266	Prius Nightshade AWD	\$34,405
1268	Prius Limited AWD	\$37,170

***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.