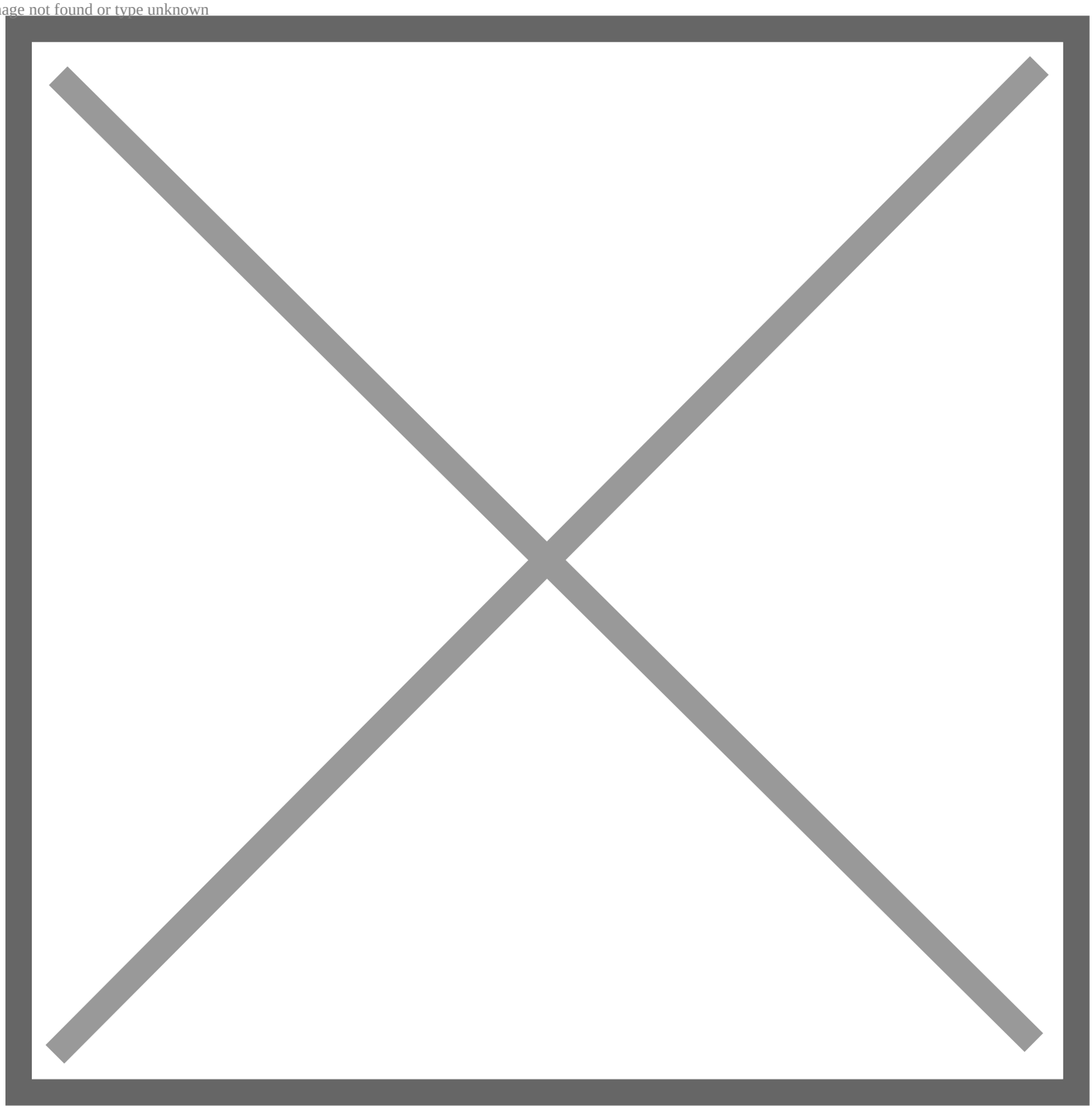
2027 Toyota C-HR Puts Sporty, Stylish Spin on the Compact Electric SUV

August 06, 2026

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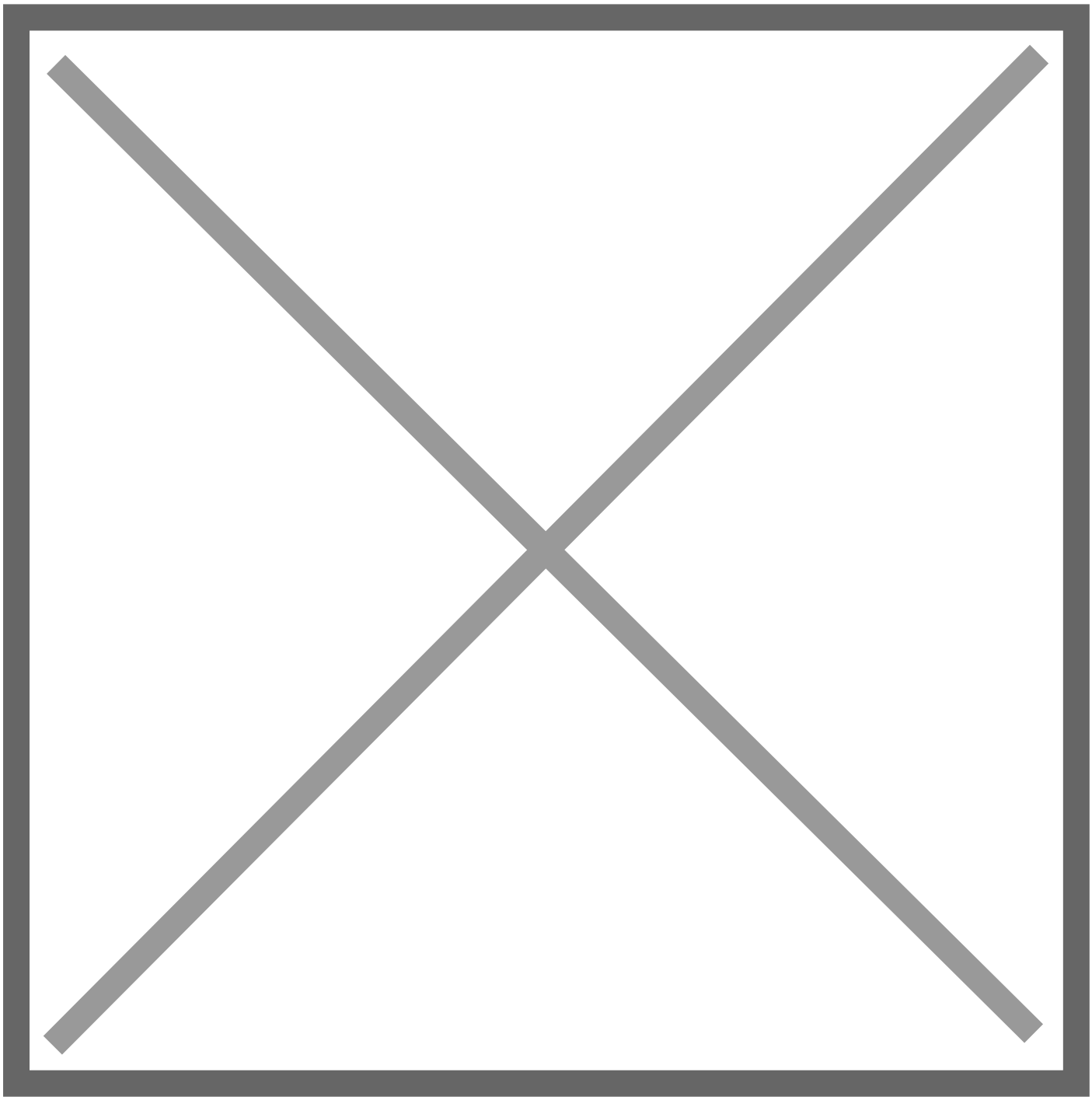
PLANO, Texas (Aug. 6, 2026) – The reinvented 2027 Toyota C-HR is charged up for the second year in its Battery Electric Vehicle (BEV) form. With standard electronic all-wheel drive, 338 total system horsepower and a manufacturer-estimated 4.9-second 0-60 mph time, it's ready to perform as a daily runabout. Pair its spirited nature with a wide stance, coupe-like roofline, and high-tech interior, and drivers have a great compact battery electric SUV option in the Toyota lineup.

The C-HR also offers everyday utility, including up to 59.5 cubic feet of rear storage space with the 60/40 split rear seats folded flat. Designed for daily use, its 74.7-kWh battery has a manufacturer -estimated 287-mile** range rating on the SE grade with 18-inch wheels and the XSE grade with 20-inch wheels has a manufacturer-estimated range rating of 273 miles**.

Developed from a compact BEV concept Toyota first presented in 2022, the C-HR BEV carries forward Toyota's multi-pathway approach to electrification as one of three BEV's that sit alongside Hybrid and Plug-in Hybrid models. The 2027 model remains unchanged from the previous model year.

The 2027 C-HR grades are expected to start arriving at Toyota dealerships this September. The Manufacturer's Suggested Retail Price will start at $37,080 (SE grade), excluding Dealer Processing and Handling fee, click here for more.

* Charging time provided is an estimate only and can vary depending on weather conditions and other factors.
** Driving ranges will vary depending on speed, outside temperature, accessory use, how/where you drive, charging habits, and other factors.



Expressive and Functional

The Toyota C-HR BEV is designed as an expression of the fun-to-drive, exhilarating character of electric vehicles. Like the bZ and bZ Woodland, the C-HR is built on Toyota's dedicated e-TNGA battery electric vehicle platform. Its flowing body lines and wide stance convey a dynamic driving character. The compact coupe silhouette is formed by Toyota's signature hammerhead front end flowing into a compact cabin and angular rear.

The C-HR's proportions include an overall length of 177.9 inches, an overall width of 73.6 inches, a wheelbase of 108.3 inches and an overall height of 63.8 inches. This helps provide spacious accommodation with generous headroom and ample cabin space.

The interior design is clean and open, with a slim driver's display and easy-to-access center console. Customizable ambient lighting adds a personalized touch. The cabin is designed to be comfortable, high-tech, stylish and functional.

Standard convenience features include two wireless smartphone chargers, front and rear seat USB-C ports, and dual zone climate controls with rear seat vents. A panoramic fixed glass roof with power sunshade is available on the XSE grade.

* Driving ranges will vary depending on speed, outside temperature, accessory use, how/where you drive, charging habits, and other factors

Electrifying Performance

The 2027 Toyota C-HR BEV comes standard with AWD using electric motors housed in the front and rear eAxles. It produces 338 net combined system horsepower and 198/125 lb.-ft. of torque from the front/rear electric motors. The vehicle has a manufacturer estimated 0 to 60 mph time of 4.9 seconds.

Its coupe-like lines are complemented by a low center of gravity, aided by the underfloor-mounted battery pack and cross-framing structure for vehicle rigidity. Suspension components have been tuned for the new C-HR, including spring and damper performance and anti-roll bar stiffness.

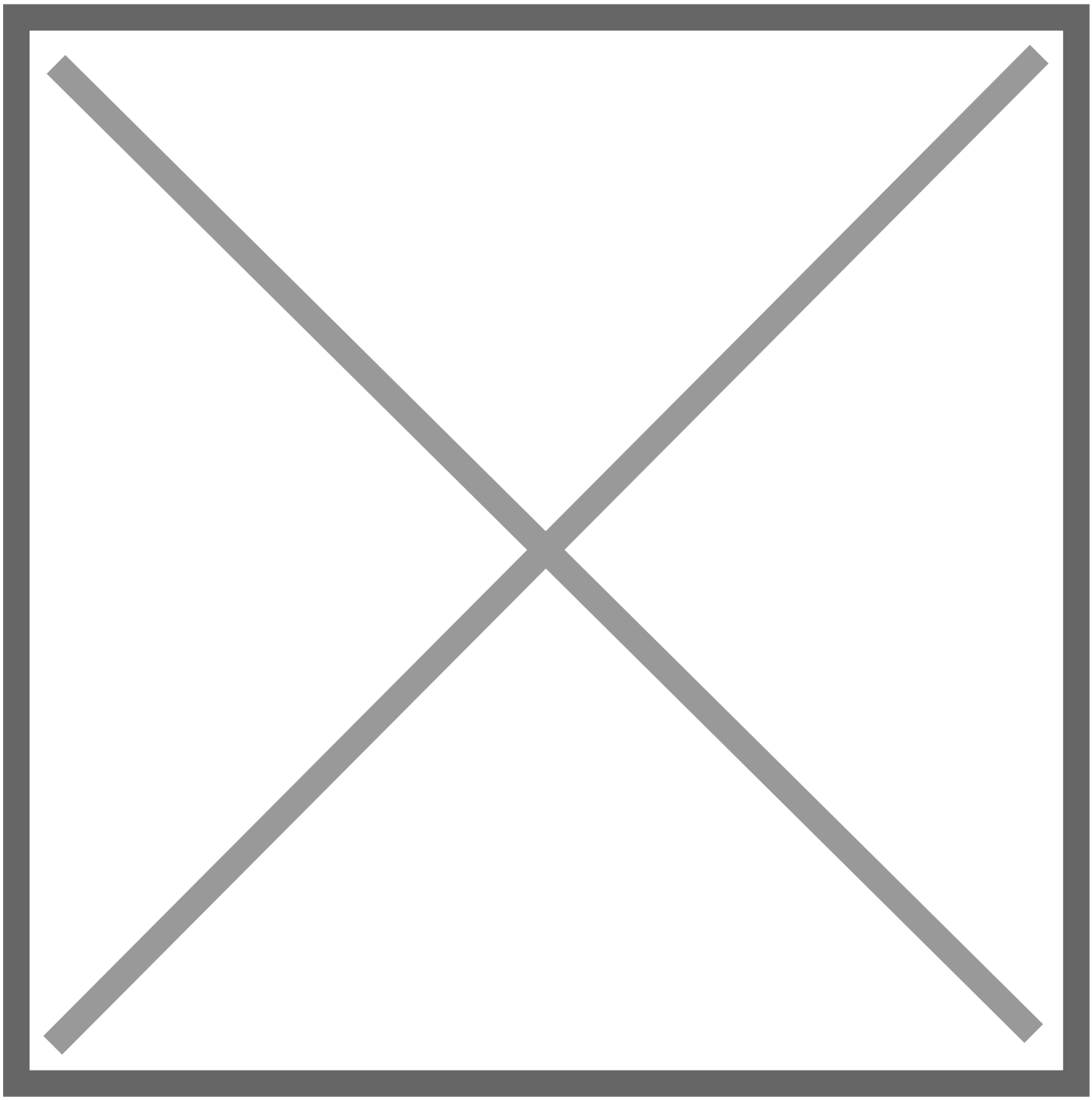
The vehicle uses a lithium-ion battery with a total capacity of 74.7 kWh and an 11-kW onboard AC charger. Its NACS charging port supports Level 3 DC fast charging, providing access to thousands of public high-speed charging stations nationwide. Under ideal conditions, the battery can recharge from 10 percent to 80 percent in around 30 minutes*.

The model also has Plug & Charge** capability, which helps streamline the charging experience at supported networks. The 2027 C-HR can also use Level 1 and Level 2 AC power sources to charge and includes a standard dual-voltage charging cable.

Battery Preconditioning is also included. This system is designed to bring the battery to an optimal temperature for DC fast charging, which can enable faster charging. The function can be activated manually in system settings or automatically*** by setting the navigation destination to a fast-charging station (with an active Drive Connect trial or subscription***).

The 2027 C-HR also features steering wheel-mounted paddle shifters to activate and adjust regenerative braking. The driver can select from four levels of regenerative braking power.

* Charging time provided is an estimate only and can vary depending on weather conditions and other factors.
** Plug & Charge Requires an active Remote Connect trial or subscription. 4G network dependent.
*** Automatic activation requires an active Drive Connect trial or subscription. 4G network dependent.



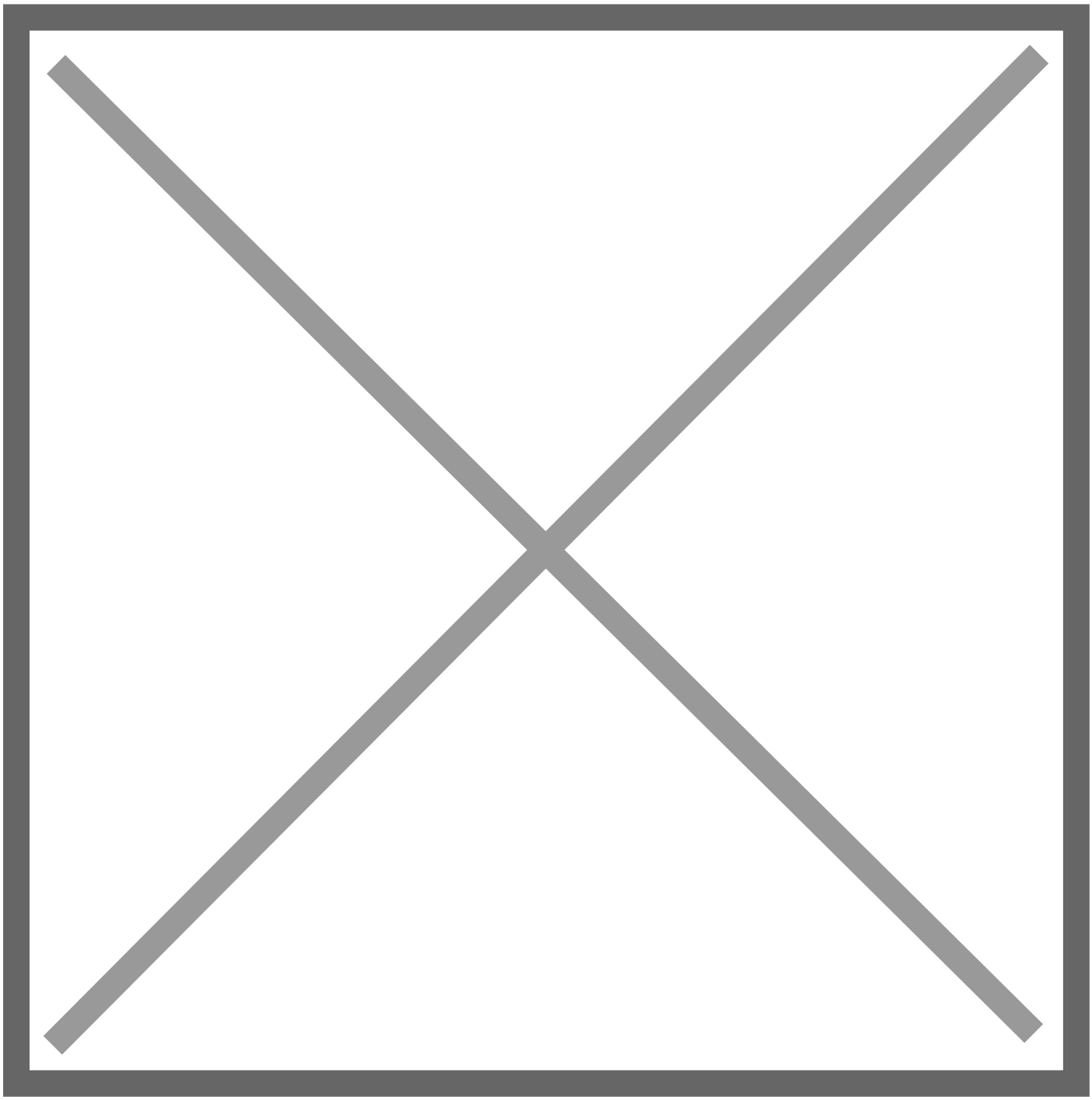
Two Style and Value-Packed Grades

Available in SE and XSE grades, the C-HR includes a number of standard interior features, including:

SE

- 18-inch wheels with black inserts
- Power liftgate back door
- Rain-sensing wipers

- Low-profile roof rails
- Fabric/SofTex-trimmed seating with 8-way power driver seat and 6-way manual passenger seat
- Heated front seats and steering wheel
- 14-inch touchscreen with Toyota Audio Multimedia system
- Two front wireless Qi phone chargers
- Four USB Type-C ports
- Toyota Safety Sense 3.0
- Front and Rear Parking Assist with Automatic Braking
- Blind Spot Monitor

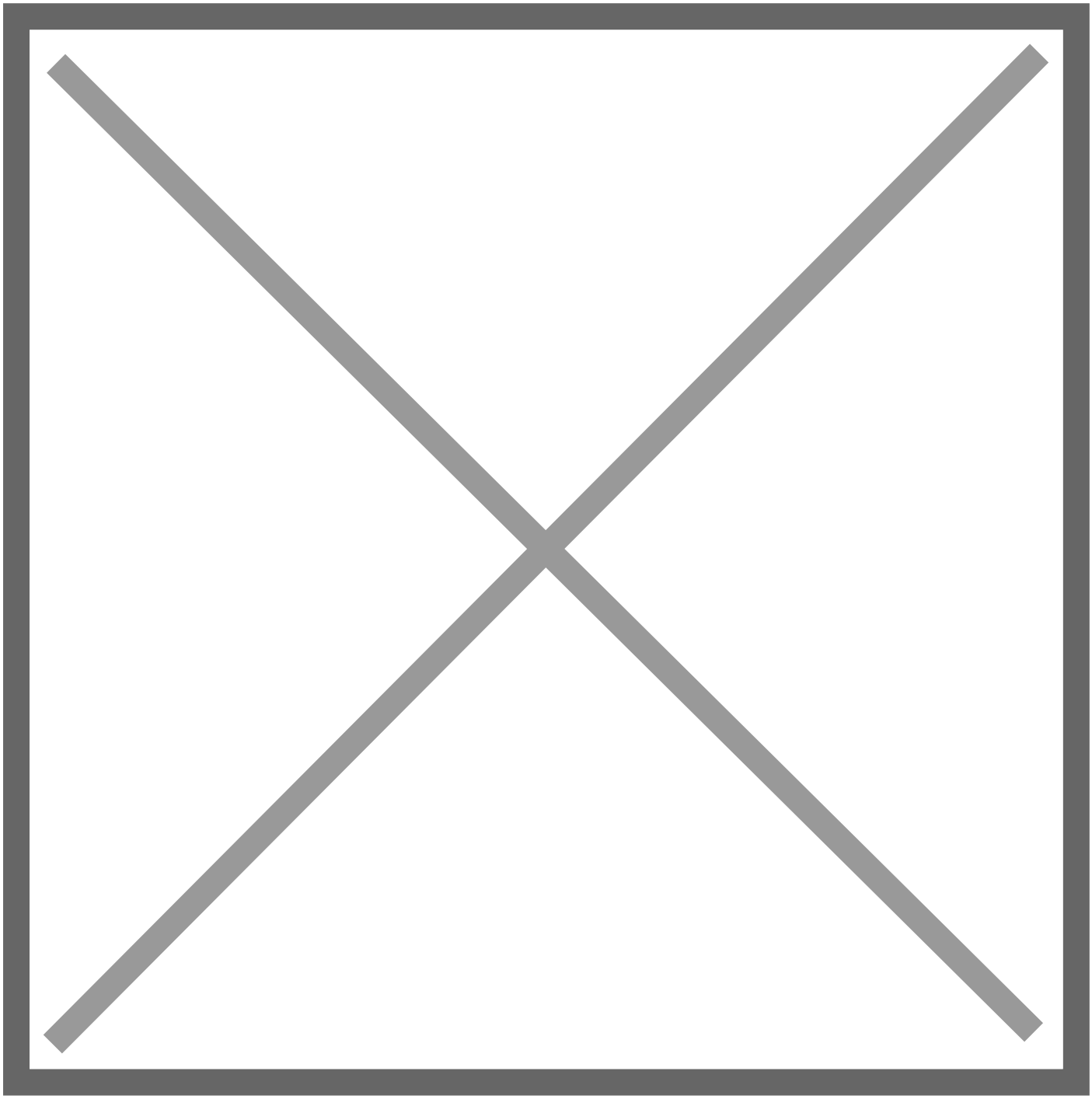


XSE

- 20-inch gunmetal-finished wheels
- SofTex and synthetic suede-trimmed seats
- 8-way power passenger seat
- Driver memory seat
- Traffic Jam Assist*
- Lane Change Assist

- Panoramic View Monitor

* Requires an active Drive Connect trial or subscription. 4G network dependent.



Interior and Exterior Colors: Expressive Style

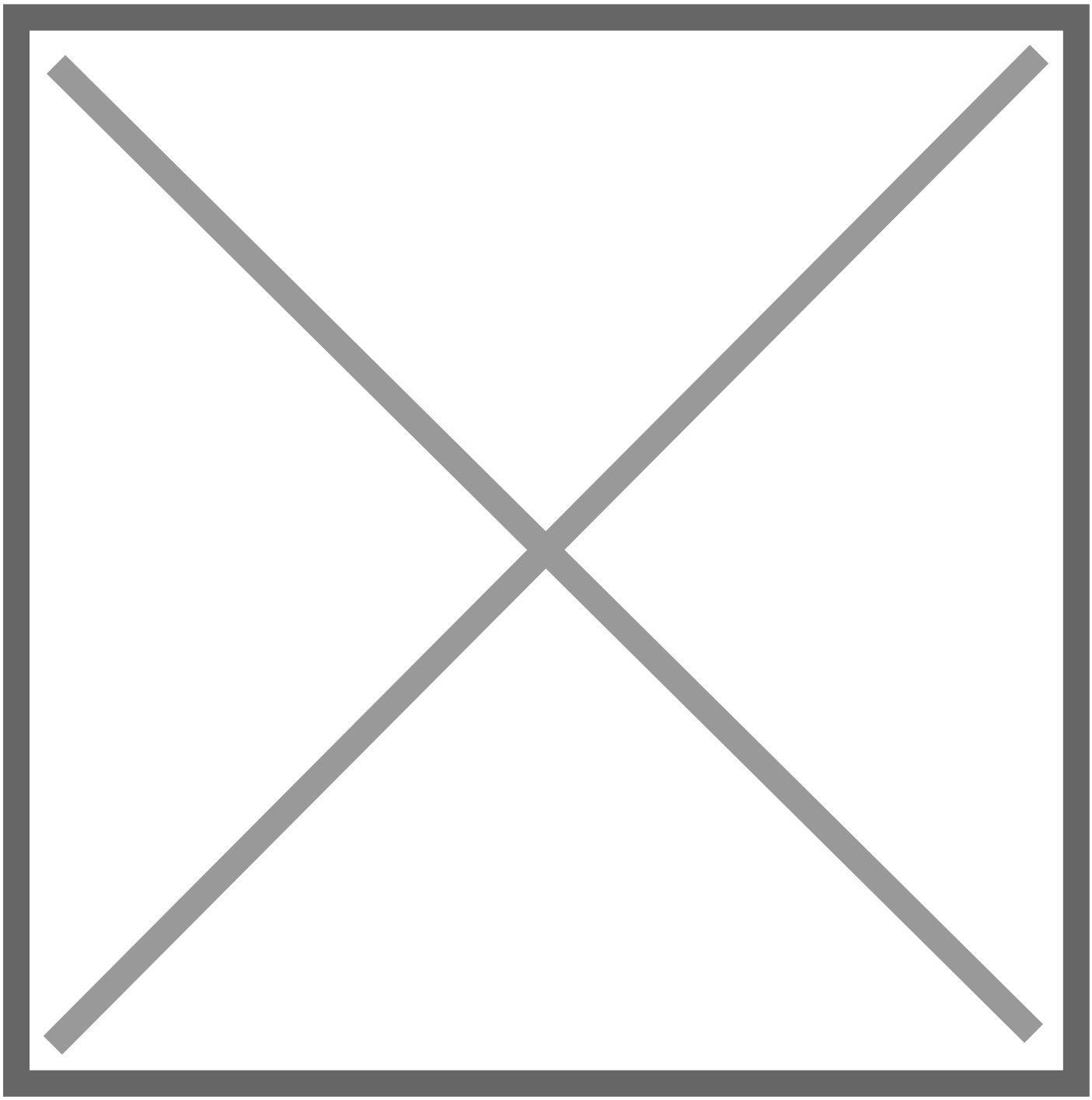
The 2027 C-HR has the following available exterior colors:

- Overcast

- Tandoori
- Cement
- Midnight Black Metallic
- Wind Chill Pearl (Extra cost color)
- Tandoori with Midnight Black Metallic roof (XSE only; Extra cost color)
- Cement with Midnight Black Metallic roof (XSE only; Extra cost color)
- Wind Chill Pearl with Midnight Black Metallic roof (XSE only; Extra cost color)

Interior colors vary by grade as follows:

- SE: Black SofTex/fabric mixed media trim
- XSE: Boulder synthetic suede/SofTex trim or Black synthetic suede/SofTex trim



Toyota Audio Multimedia System & Connected Technology

The 2027 Toyota C-HR has a standard 14-inch touchscreen featuring the Toyota Audio Multimedia audio system, developed by the Texas-based Toyota Connected team. The system has six-speakers, standard, and supports wireless Apple CarPlay® and Android Auto™. A JBL® premium audio system with 9-speakers (including subwoofer) and amplifier is optional on the XSE grade.

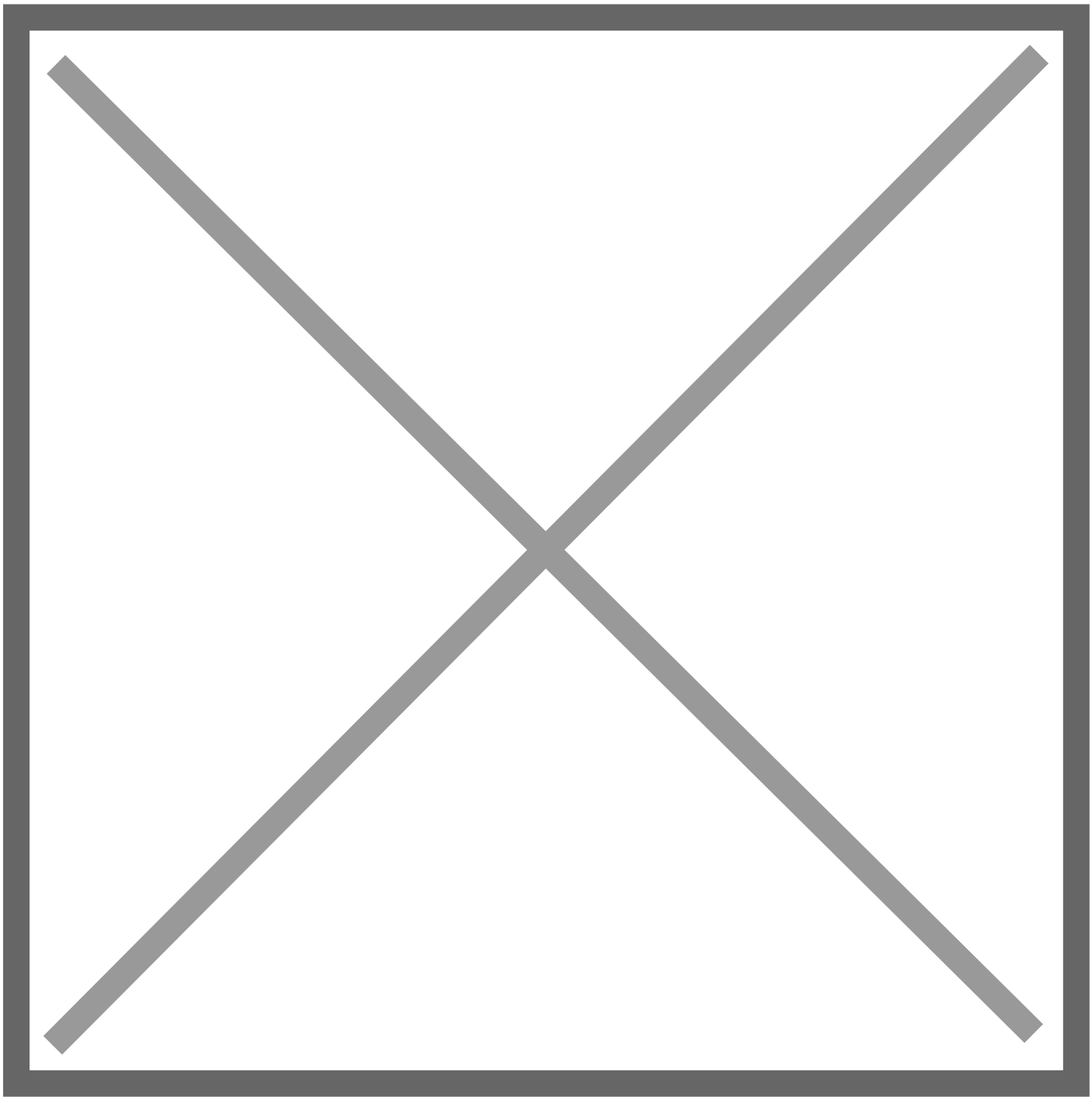
Interior tech features include standard dual Qi® wireless charging with enhanced power output, multiple USB-C ports, and a 1500W AC outlet in the rear cargo area. It has a top-mount Multi-Information Display (MID) with

indicators and 7-inch customizable LCD display with speedometer, charge meter, power output meter, drive mode indicators, charging information and more.

The 2027 C-HR includes a 5-year Connected Services trials for Safety Connect*, Service Connect*, and Remote Connect*** and a 30 day/3 GB Wi-Fi Connect* trial. Additional services, such as Drive Connect*, are available depending on grade, visit Toyota Connected Services to learn more.

Both C-HR grades are also Toyota Digital Key capable, which enables a smartphone to be used instead of a physical key. Owners can use the Toyota app** to check charging status, start or stop charging, locate nearby charging stations and manage remote vehicle functions.

* 4G network dependent, subscription required after trial.
** Requires an active Remote Connect trial or subscription. 4G network dependent



Safety & Convenience

Both 2027 C-HR grades come standard with Toyota Safety Sense 3.0*, Toyota’s suite of active safety and convenience systems. This suite of features 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 features include:

- Blind Spot Monitor with Rear Cross-Traffic Alert
- Safe Exit Alert
- Toyota Star Safety System

* Not a substitute for safe and attentive driving practices. See Owner's Manual for additional information.

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. The Electric Vehicle Driving Components, including the traction battery, are covered for 8 years or 100,000 miles, whichever comes first. Toyota dealers have complete details on the limited warranty.

The Toyota C-HR also comes with ToyotaCare, a plan covering normal factory-scheduled maintenance, for one year or 10,000 miles, whichever comes first, and two years of Roadside Assistance, regardless of mileage.

Updated October 20, 2026