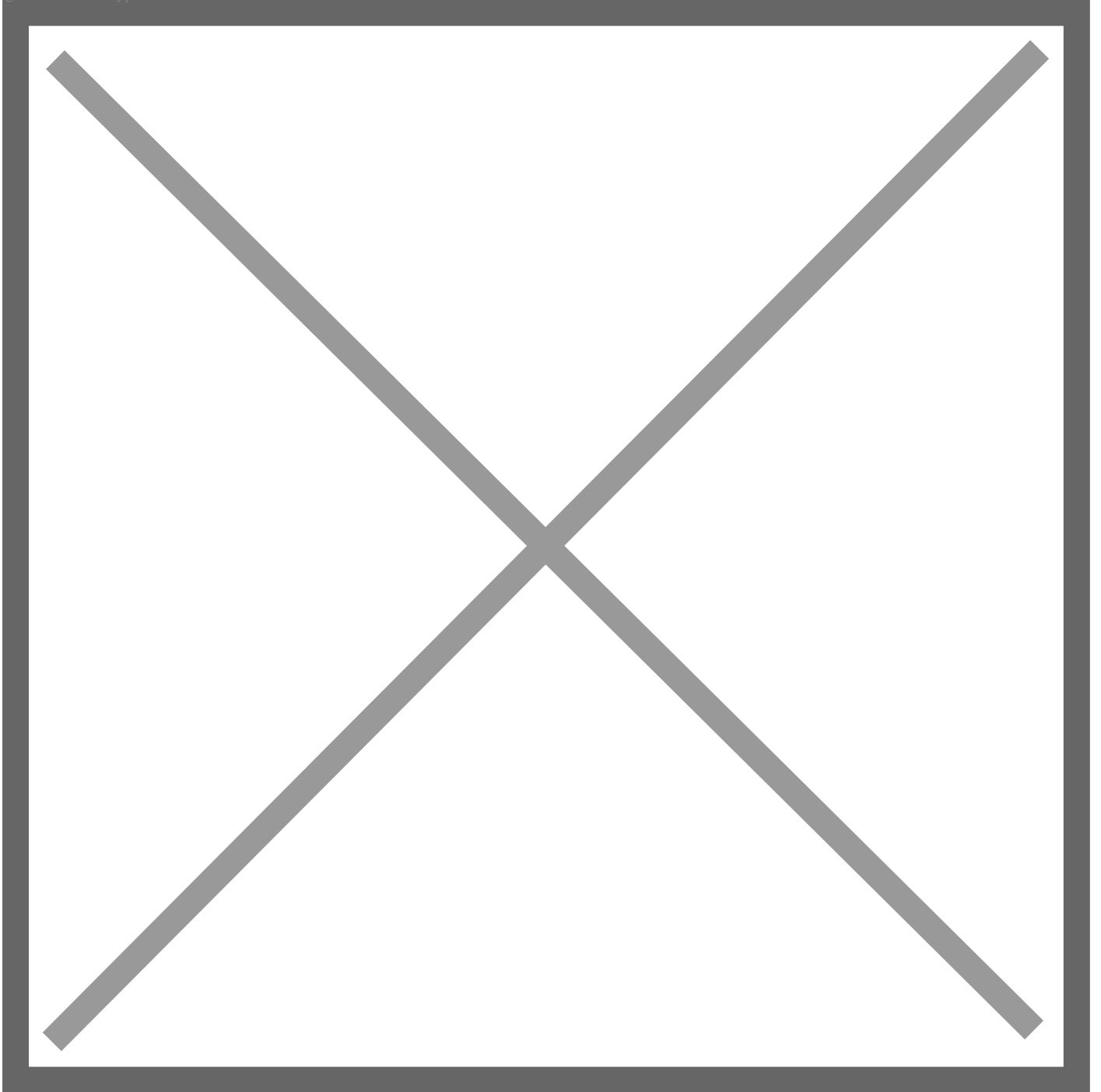


2017 Toyota Prius Prime Takes Top Honors for Electric/Hybrid Category at Kelley Blue Book Best Buy Awards

November 15, 2016

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Los Angeles (November 15, 2016) – The 2017 Toyota Prius Prime was named the Electric/Hybrid Best Buy of 2017 in Kelley Blue Book’s annual awards honoring best new-vehicle choices available in the U.S. market.

Of more than 300 new-car models available for 2017, Kelley Blue Book’s expert editors narrowed the field to 12 major vehicle categories evaluating the finalists head-to-head to ultimately determine the winners. The awards are the culmination of a year-long evaluation of nearly every new vehicle available in America.

The 2017 Prius Prime is doing what no hybrid has ever done before delivering 640 miles of total full-charge/full-tank driving range, 25 miles of pure electric range and a 133 MPGe rating that’s the highest of any electric car currently available, making it the most efficient car in America. With a revolutionary design, advanced technology such as the 11.6-in. HD multimedia display and a well-documented history of reliability and low ownership costs, there is no question why the Toyota Prius Prime was chosen as the Electric/Hybrid Best Buy of 2017.

“When we set out to build the 2017 Prius Prime, we wanted to deliver a car that would live up to the idea of the word ‘Prime,’ – a plug-in hybrid vehicle with no compromises. With the new Prius Prime, Toyota has delivered the most efficient car in America and we are thrilled to receive the Electric/Hybrid Best Buy Award from Kelley Blue Book,” said Nathan Kokes, advanced technology vehicle manager, Toyota Motor Sales, U.S.A., Inc.

“With 90 years of trust in providing the auto industry with data and decades of providing car shoppers with valuable information, Kelley Blue Book takes great pride in identifying the new vehicles that our experts believe to be the absolute best-value choices for new-car shoppers and the new 2017 Prius Prime indisputably takes first place with its innovation and efficiency for the Electric/Hybrid category,” said Jack R. Nerad, executive editorial director and executive market analyst, Kelley Blue Book.

For more information, visit the [2017 Kelley Blue Book Best Buy Awards](#).